



JOIN EARTH RANGERS IN SUPPORTING REAL ON-THE-GROUND CONSERVATION INITIATIVES!

By raising awareness and funds, you can help protect species and their habitats, by donating to the work of young scientists and conservation organizations.

What is a flagship species?

A species that acts as an ambassador for a particular habitat or campaign. By raising awareness for that species, you are also supporting the other animals that share their habitat.



Peter Soroye, Wildlife Conservation Society Canada, protects swift fox habitat in Saskatchewan

FUNDRAISING FOR CONSERVATION

A great way to support conservation is by sharing the importance of protecting our natural resources, and advocating for the people and organizations who do this vital work. Many organizations rely on donations and grants to carry out their work, and without enough funding, their actions may be limited.

Fundraisers are an impactful way to help raise awareness about a cause and encourage people to donate. By fundraising, we can help support the important work that conservationists do!

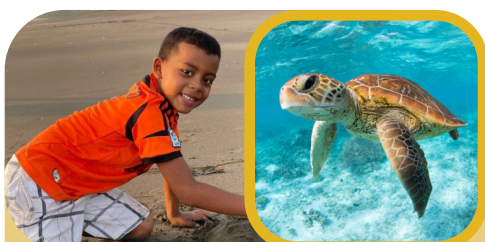
WHICH INITIATIVES?

Here are just a few of Earth Rangers' incredible partners, and their flagship species:



Caribou in the Northwest Territories

Claudia Haas, Wilfrid Laurier University



Sea turtles in Nicaragua

Sea Turtle Protection Project



Lynxes in southwest Yukon

Sandra Yaacoub, Queens University

Check out our current conservation projects [here!](#)



*You can directly support a conservation project.
Do this project solo, in a group, or with your school eco-club!*

READY TO GO?

GET PLANNING:

1. Select a conservation project to support from the list [here](#).
2. Think about what kind of fundraiser you can do and create a plan (template on pg.4). Need some ideas? Check out the next page!

Share your fundraising plan with us for feedback.

GET FUNDRAISING:

3. Gather what you need to carry out your plan, and create promotional materials, like flyers, social media posts etc.
4. Promote your fundraiser through word of mouth, on community boards, at school etc. Remember to highlight the species and conservation project you're helping!

TIPS TO PROMOTE YOUR PROJECT

5. Keep track of your donations using our handy Donations Tracking Sheet (template on pg.5)
6. When you've completed your fundraising activities, send us your Donation Tracking Sheet with the total you've raised and we'll help you make your donation to the project.

WRAPPING UP:

7. Email your final materials to complete the project:

- Volunteer Hours Log
- Pictures & materials you've made
- Fundraiser Reflection answers (see pg.6)

VOLUNTEER HOURS

To get high school volunteer hours, you **must** submit:

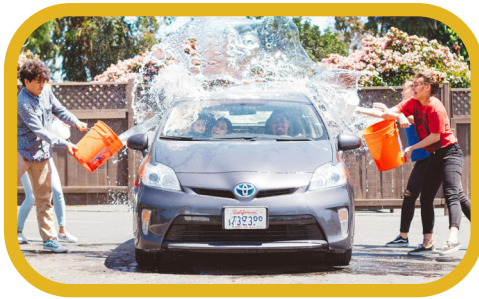
- » **Volunteer Hours Log**
- » **Pictures & materials**
- » **Donation Tracking Sheet**



"If you're nervous to ask people for donations or to speak to them about your project, remember the reason you are fighting for your cause. Let that passion and dedication drive you."

- ER Teen Sunita, fundraiser for river otters

FUNDRAISING IDEAS!



SUDS UP: Hold a neighbourhood car wash or bike wash



YARD SALE: Sell clothing or other items you don't need (and keep them out of landfills!)



KEEPIN' IT LOCAL: Work with a local business to get donations for a raffle or auction. Sell tickets and donate the proceeds.



LEND A HAND: See if your neighbours need help with their yard work or gardening for a donation.



HOLD A "-THON": Host a walk-a-thon, bike-a-thon, or marathon to raise money (talk about sustainable transportation!)



CARE FOR A CAUSE: Pet sit, house sit, or babysit for a friend or family member and donate your earnings.



TAKE A "STAND": Host a lemonade stand, iced tea stand, or ice cream stand for hot summer days.



FAMILY LOVE: Share your project and ask your family to support an important cause.



IT'S HANDMADE: Sell things you make, like artwork, crafts, jewelry, or other handmade items. Send us pics and details of your items and we'll help you reach more people!



SPECIAL EVENT: Host an event or competition with a cover fee for friends and your community, like a video game tournament, trivia night, board game night, cook off, talent show etc.



@ YOUR FOLLOWERS: Use your social media powers to gain support from friends and followers
Tag us! [@earthrangersorg](#) (TikTok) [@er.teens](#) (Instagram) | #ERTEENS

FUNDRAISING PLAN (EXAMPLE)

Name(s) of Fundraisers: Daniel Ramirez

Project Animal: Snowy Owl

Fundraising Goal: \$100

How to accomplish this goal: (Describe what you will do, your goals or requests, and how you will achieve that)

- I'll share the project and goals with family members, asking for their support (Parents (\$20), older sister (\$5), aunt & uncle (\$10), grandparents (\$5))
- Create social media posts about why the snowy owl project is important, and how they can donate to my fundraiser (goal: \$20)
- Post a few clothing items and books for sale online (goal: \$40)

Timelines:

- Start February 5th by asking my family members
- Create a post about river otters on Canva by February 10th and post on social media, tag ER Teens
- Take pictures of my unwanted items by February 15th and post for sale online. Wait for one week, then try reposting on another website if they don't sell.

How funds will be donated:

- I'll collect cash from family members and item sales, then donate all cash collected online through mom's credit card (mom's name is Maria Ramirez)

DONATION TRACKING SHEET

Print this template or create your own donation tracking sheet to keep track of who donates to your fundraiser – especially cash donations. See below for examples.

DONOR	AMOUNT (\$CAD)	DATE
Maria (Mom)	\$20.00	February 7th 2025
Someone bought a shirt from me	\$10.00	February 20th 2025

