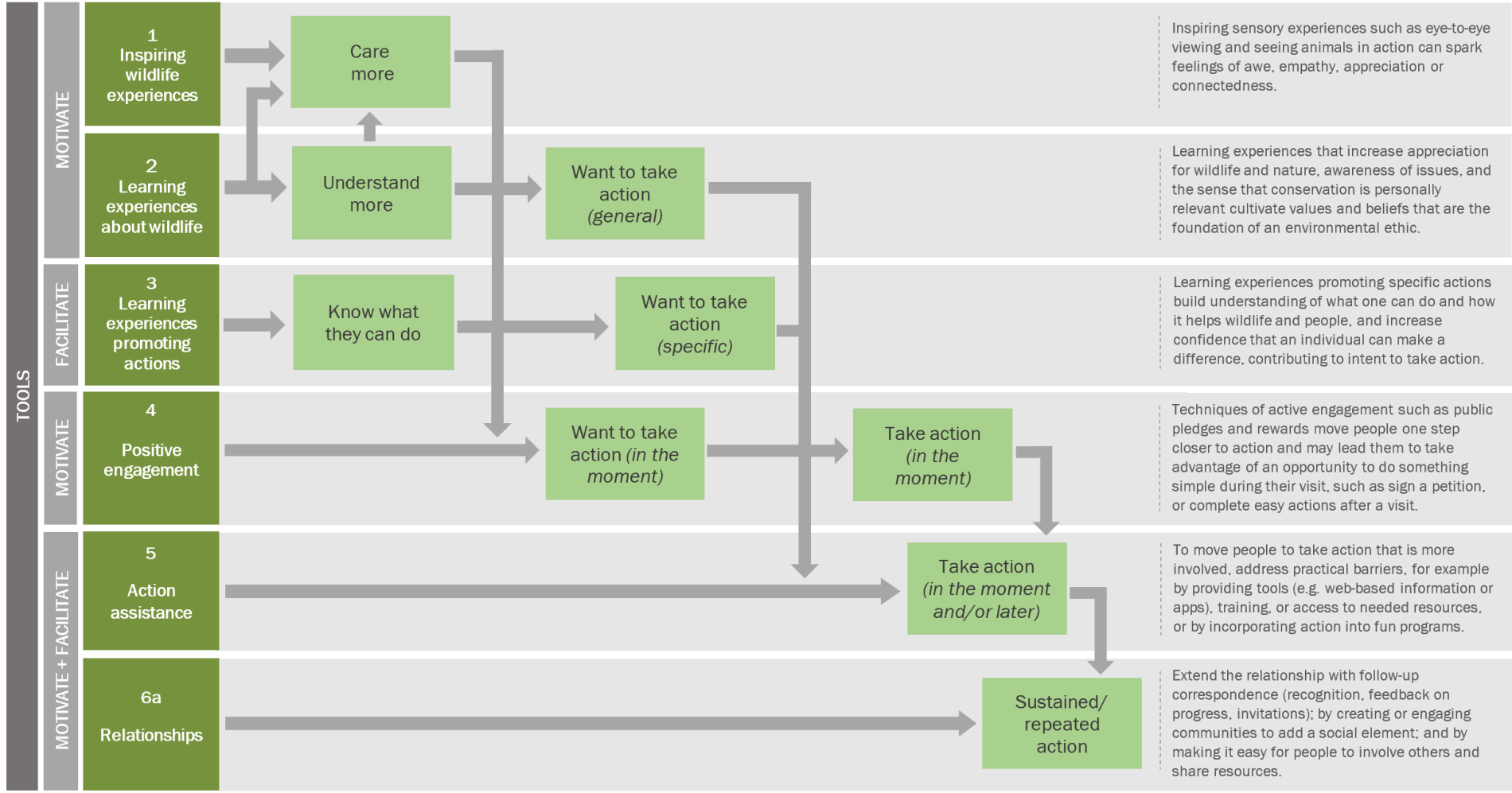
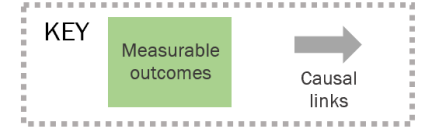


# Conservation Engagement Roadmap



Inspiring sensory experiences such as eye-to-eye viewing and seeing animals in action can spark feelings of awe, empathy, appreciation or connectedness.

Learning experiences that increase appreciation for wildlife and nature, awareness of issues, and the sense that conservation is personally relevant cultivate values and beliefs that are the foundation of an environmental ethic.

Learning experiences promoting specific actions build understanding of what one can do and how it helps wildlife and people, and increase confidence that an individual can make a difference, contributing to intent to take action.

Techniques of active engagement such as public pledges and rewards move people one step closer to action and may lead them to take advantage of an opportunity to do something simple during their visit, such as sign a petition, or complete easy actions after a visit.

To move people to take action that is more involved, address practical barriers, for example by providing tools (e.g. web-based information or apps), training, or access to needed resources, or by incorporating action into fun programs.

Extend the relationship with follow-up correspondence (recognition, feedback on progress, invitations); by creating or engaging communities to add a social element; and by making it easy for people to involve others and share resources.

Tool 6b: A complementary enhancement strategy can further increase conservation benefits: leverage audience action for change at higher levels; expand the audience by working with communities or empowering partner institutions.



# CARE Conservation Engagement Worksheet

**Program** (program, exhibit or initiative):

**Purpose** (primary conservation engagement goals):

**People** (primary target audience):

	Tools	Program Elements	Target Outcomes
<b>MOTIVATE</b>	<p><b>1: Inspiring wildlife experiences</b>  <i>Physical/sensory experiences with wildlife to foster connectedness; affection; empathy; emotion-based appreciation</i></p> <p><b>Examples:</b> Eye-to-eye viewing; animals in action; animals interacting with each other or their environment</p>		
<b>MOTIVATE</b>	<p><b>2: Learning experiences that build values and beliefs about wildlife and conservation</b>  <i>Communication elements that contribute to cognitive appreciation for animal; spark awe or empathy; increase understanding of the natural world and our relationship to it; raise awareness of conservation issues and their personal relevance; describe the organization's conservation role</i></p> <p><b>Examples:</b> Program narration such as keeper talk or animal show; graphics; video; multimedia interactives; staffed interpretive station; social media; website</p>		

	Tools	Program Elements	Target Outcomes
<b>FACILITATE</b>	<p><b>3: Learning experiences promoting specific actions</b>  <i>Communication elements that describe specifically what to do and how; cultivate a sense of competence and impact; create a positive outlook; convey positive social norm</i></p> <p><b>Examples:</b> Program narration; graphics; video; multimedia interactives; staffed interpretive station; social media; website</p>		
<b>MOTIVATE</b>	<p><b>4: Positive engagement</b>  <i>Experiences that add to the appeal of taking action, beyond the desire to do good</i></p> <p><b>Examples:</b> Public pledge; immediate positive feedback; recognition; voluntary commitment; easy, small first steps that can be taken on site; relevant rewards that reinforce the values and behavior</p>		
<b>FACILITATE</b>	<p><b>5: Action assistance</b>  <i>Tactics that address practical barriers and make it easier for an individual to take action</i></p> <p><b>Examples:</b> Opportunity on site; post-visit tools such as informational resources and web links; programs that provide training and practice; direct assistance; action as a fun part of a program; prompts that serve as reminders; other steps to remove practical obstacles</p>		

	Tools	Program Elements	Target Outcomes
<b>FACILITATE + MOTIVATE</b>	<p><b>6a: Supporting relationships</b>  <i>Post-visit/program connections that sustain the momentum for taking action, provide a conduit for continued motivation and facilitation and create a sense of community</i></p> <p><b>Examples:</b> Communicate after the visit or program with helpful information, reminders, encouragement and recognition; provide tools for sharing with others; create new communities for participants to share experiences and ideas</p>		

**6b: Beyond individual engagement**

Does the program leverage individual engagement for change at a higher level (e.g. community, business, local government, federal policy, etc.)? If so, how, and how will you measure success?

Is the program replicable, with the ability to be implemented at multiple institutions, or is it part of an already-replicated program?

Does the program engage groups, such as schools, businesses or communities?