

ADDITIONAL INFORMATION ABOUT NEW/MODE

Zoos, aquariums and museums that are interested in raising public awareness and gathering public opinion in support of reaching the new national goal of 30x30 as envisioned under the America the Beautiful initiative may now use a digital sign-on tool *free of charge* courtesy of the Aquarium Conservation Partnership (ACP)! This tool is built on the [New/Mode](#) platform and can be used when engaging your audiences online or on site, so that when an individual signs their support will be relayed directly to their representatives in Washington DC.

You can do this by pointing visitors to this url,

<https://act.newmode.net/action/aquarium-conservation-partnership/share-your-support-our-new-national-conservation-goal> or use the following embed code.

```
<div id="newmode-embed-15787-38432"></div>
<script>
  (function(n,e,w,m,o,d){m=n.createElement(e);m.async=1;m.src=w;
  o=n.getElementsByTagName(e)[0];o.parentNode.insertBefore(m,o);
  })(document,'script','//engage.newmode.net/embed/15787/38432.js');
</script>
```

It was wonderful to hear about the excitement around the availability of this tool during the recent AZA annual conference, and below are responses to the three main questions asked at that time:

- **Can my zoo, aquarium or museum customize this tool and the landing page?** No, the tool and landing page as provided free of charge for this effort are not customizable. You would need to obtain your own New/Mode account to do so.
- **Why are participants being asked to provide their names, addresses, etcetera?** The data requested of individual participants is only as required by New/Mode for the purposes of ensuring that their comments go to their representatives.
- **What happens to that participant data?** Responses will be assessed only in aggregate. In other words, ACP and the other members of the working group on 30x30, will not be tracking nor sharing the personal information provided by participants from any zoo, aquarium or museum, nor will we be contacting any of those individuals at a later date. Rather we only will be assessing the total number of responses received, and how many contacts went to each representative, and sharing that information back out with you.