

WORLD WILDLIFE FUND



A Guide by Abby Cosenza



**TAKE A PEEK AT
WHAT'S INSIDE:**

PRESS RELEASE
FACT SHEET
PITCH LETTERS
SOCIAL CALENDAR
SOCIAL/NEWS AUDIT
EMAIL NEWSLETTER

REACHING NEW PR INSIGHTS

WRITTEN BY ABBY COSENZA

The World Wildlife Fund has always been an admirable organization in my life. They continue to fuel the passion and ambition that I have for my dream career as an issues advocate. With continuous creation in conservation, funding, and environmental action plans, the World Wildlife Fund has provided immense grassroots movements. Throughout the semester, I found some repentances involved in the organization's news coverage and brand voice. Due to the threat of our humanity and earth's entirety, my secondary research concluded that leading organizations, such as the World Wildlife Fund must act urgently to rally a movement pertaining to Climate Justice. I refined the tone of the organization in a more actionable and urgent type of manner, which I found to be beneficial for the campaign strategy I presented in my work.

WWF'S STATEMENT ON THE LAUNCH OF HUMAN-ANIMAL ALLIANCE CAMPAIGN

It is now 2020...In the last four decades, our Earth has had a sixty-eight percent decline in the size of populations in mammals, birds, fish, reptiles, and amphibians as shown in WWF's recent living report 2020. The detrimental impacts of humanity have evoked catastrophic increases in the carbon footload, which correlates to an abundance of endangered species.

In response, the WWF implemented the Human-Animal Alliance Campaign: An educational organization that holds our community accountable for their contribution to the destruction of animal species.

Recent data from the Living Report 2020 affirmed that the link of biodiversity and the health of humans is exacerbated by the crisis of human exploitation regarding the destruction of nature. Human existence is the sole cause of the eradication in nature and Earth's elements entirety. The evidence is clear, bending the curve is the future for securing the ability to foster coexistence between prospering diversity and the well-being of humans. "As the leading world environmental organization we have a chance to create a stand and drive a commitment across all communities to reverse the trend of nature fatality and augment a carbon-neutral and reconstructive society", explains WWF's CEO Carter Roberts.

Sir Robert Watson, head of the Tyndall Centre for Climate Change Research, claims that human annihilation has implemented "1 million species being threatened with extinction over the coming decades to centuries, although many of these extinctions are preventable if we conserve and restore nature". Land and sea usage, species overexploitation, invasive species and disease, pollution, and climate change are all key drivers that threaten a nourishing world around us. To halt this intuitive trend, the Human-Animal Alliance produces a contingency plan to make a change in replenishing nature.



You can access links to join the Alliance on

worldwildlife.org/human-animalalliance.

About World Wildlife Fund

WWF is one of the leading conservation organizations internationally. With support of more than 5 million followers worldwide, the WWF delivers expert solutions to preserve the integrity of life on Earth and terminate the deterioration of the environment. Visit www.worldwildlife.org to learn more about the Human-Alliance campaign and upcoming conservation projects. Follow the World Wildlife Fund on [Facebook](#), [Instagram](#), and [Twitter](#).

On October 17th, the organization plans to launch its first volunteer conservation event to inform next steps to eliminating the critical issues destroying our Earth. The event showcases the latest techniques and conservation projects that the WWF has fabricated for reversing the human footprint on biodiversity as a whole. Such volunteer projects include the “Save the Sea Turtles in Southeast Asia”, “Biogenic Carbon Footprint . Calculator for Harvest Wood Products”, and “No Plastic in Nature”. “Together, we can reverse the unraveling of nature and eliminate the effect on endangered species around us” explains CCO Nik Sekhran.



WORLD WILDLIFE FUND STATISTICS FOR DECLINING TRENDS IN NATURE

These facts and statistics are provided by expert scientists and resemble evidence for a non-negotiable and strategic investment to preserve our health, wealth, and security.

● The global Living Planet Index shows a 68% decrease in population sizes of mammals, birds, amphibians, reptiles, and fish between 1970 and 2016.

● Human lifestyle choices have allowed for the overuse of Earth's biocapacity by 56%. (human enterprise demands 1.56 times more than the amount Earth can generate).

● Land-use change from where and how we produce food is one of the largest threats to biodiversity

● The Atlantic Forest in Brazil has lost 87.6% of its natural vegetation since the 1500s, leading to at least two amphibian extinctions and 46 species threatened.

● Habitat Degradation through pollution and over-exploitation are a few of the threats among freshwater species.

● One in five species of plants is threatened with extinction due to human impacts, such as agriculture methods.

● Agriculture is responsible for 80% of global deforestation.



Biodiversity is “The fruit of billions of years of evolution, shaped by natural processes, and increasingly, by the influence of humans.”

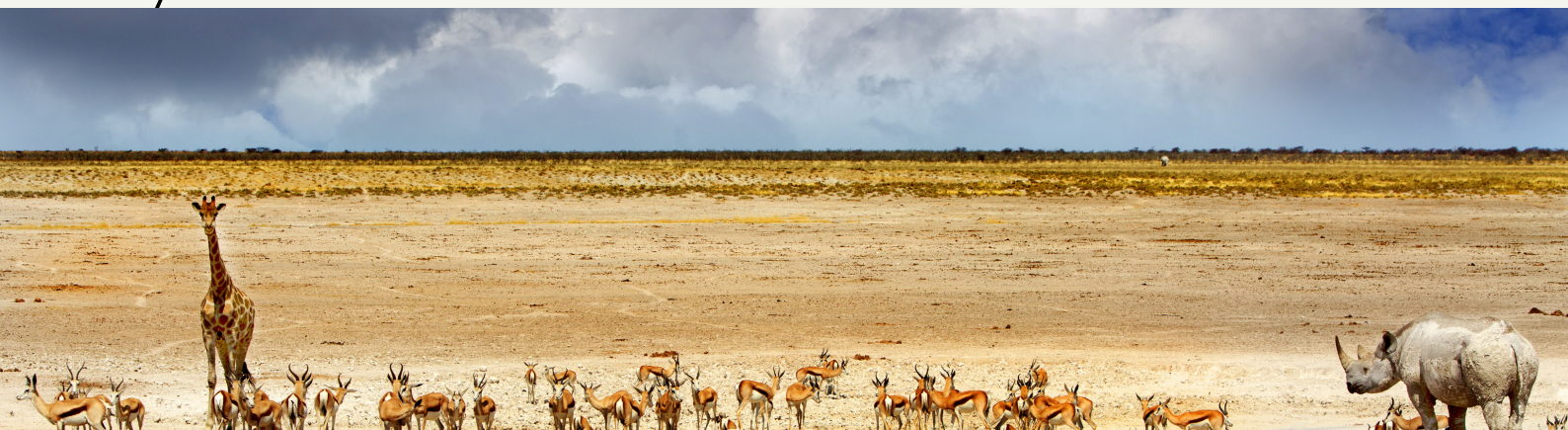
Here is what the WWF is Suggesting:

- **Bending the Curve Initiative:** Increase conservation and restoration efforts, higher sustainable agriculture practices, reduce meat production/consumption, and reduce waste from agricultural practices.
- **Half-Earth Scenario:** To promote wilderness through restoration and the extension of protected conservation areas.
- **Sharing the Planet Scenario:** Support biodiversity while providing goods and services for humanity.

Both strategies have the potential to reverse the trend of biodiversity loss, but only in combination with mitigating climate change and safeguarding food security. The WWF knows it will take immediate global efforts from citizens, governments, and business leaders to proceed in this movement of recreating a healthy planet for people and nature.

For more information and ways to replenish nature and our society visit worldwildlife.org/initiatives.

Press Contact: Abby Cosenza / 214.998.0658 / abby@wwfcommunications.com



PITCH TO UNITED NATIONS SECURITY- GENERAL

DEAR ANTONIO GUTERRES,

Reaching out with news of the recent implementation of the World Wildlife Fund's Human-Animal Alliance Campaign. We thoroughly appreciate the results and urgency enacted during the United Nations Summit on Biodiversity to ensure solutions for sustainable and conservation development.

Your proposition to urge governments to introduce six key climate positive methods to recover from COVID-19 was influential and a step in the right direction in terms of combating climate change.

Recently, the WWF conducted thorough research and combatted nature-solutions that affirmed bending the curve is detrimental to recreating a prospering coexistence between biodiversity and the health of humanity. Created by dozens of expert scientists, we have provided immense data to conclude that the government must take action to counteract the trend of the economic downfall related to a decline in biodiversity and loss of food. You can access the full report on Living Planet Report 2020.

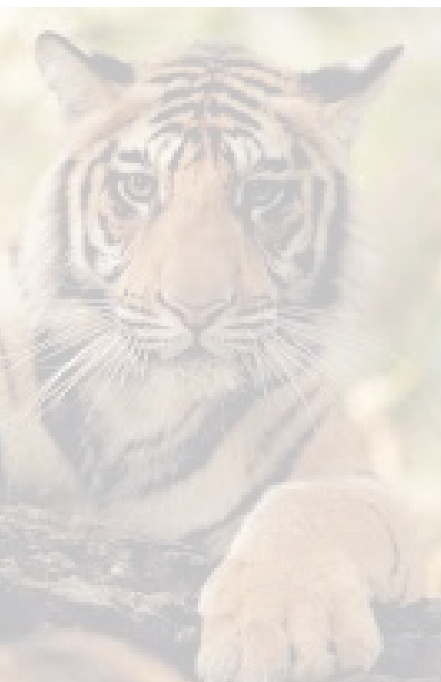
As a lead contender in conservation internationally, we have formulated an educational organization called Human-Animal Alliance as a solution to link human actions in refurbishing nature. The Alliance has already successfully informed action to eradicate such issues destroying biodiversity, such as involving members to participate in our latest conservation efforts to reverse the human footprint. You can learn more about our campaign in our digital press release.

We, at the World Wildlife Fund, ask you to check out our data and consider endorsing our campaign. Together, the United Nations and the World Wildlife Fund can take a stand and inform all communities worldwide about the transformation we can deliver to replenish our suffering Earth.

Please let me know if you would like to meet and discuss our solution data and enact a plan to create a forefront on reconstruction.

Thank you,

CARTER ROBERTS
CEO



PITCH TO EXECUTIVE EDITOR OF WASHINGTON POST

HEY MARTIN!

We, at the World Wildlife Fund, have appreciated your dedication in covering informative climate solutions to our communities on the forefront. Your recent article about the irreversible negative impact on Coral Reefs and the history of bleaching was heart-wrenching, but exactly the right information citizens need to be informed about.

Recently, the WWF implemented an educational organization called the Human-Animal Alliance campaign as a solution to reverse the trend of declining biodiversity due to human activities. The Alliance showcases various conservation projects to connect our communities with the ability to help eradicate the threat of endangered species. You can access more information about the campaign on our digital press release.

Again, we thank you for your ongoing support in our campaigns and for distributing our expert data to the United States citizens. If you have any questions about current conservation data or our campaign, do not hesitate to contact us.

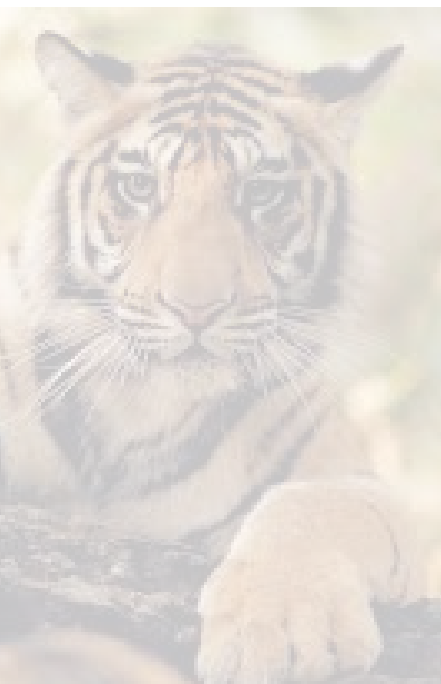
Thanks!

CARTER ROBERTS

CEO

214-998-0658

www.worldwildlifefund.org



INSTAGRAM



ONE WEEK

**HUMAN ANIMAL
ALLIANCE**

MOCK-UP LAUNCH

SOCIAL CALENDAR

Monday



Currently, the impacts of humanity have created adverse effects on biodiversity and the Earth's nature elements entirety. We, as humans, need to stand united and bend the curve for future prosperity. As the leading world environmental organization, we, the WWF, have implemented the Human-Animal Alliance Campaign: An educational organization that holds our community accountable for their contribution to the destruction of animal species. On October 17th, the organization plans to launch its first volunteer conservation event to inform next steps to eliminating the critical issues destroying our Earth. Click the link in our bio to join the Alliance!

Tuesday



Over the last 200 years, sea turtles have suffered from excessive poaching and overexploitation. These beautiful creatures also face habitat destruction and accidental capture from fishing gear. Did you know that sharp plastic can rupture internal organs and bags can cause intestinal blockages leaving turtles unable to feed? The increase of plastic pollution in oceans leaves sea turtles to starve and become unnaturally buoyant. This needs to end. Join the Human-Animal Alliance and save these animals. Click the link in the bio to end this unnecessary suffering. #savetheturtle #WWF #Human-AnimalAlliance #bendthecurve Photo credit: World Wildlife Fund

Wednesday



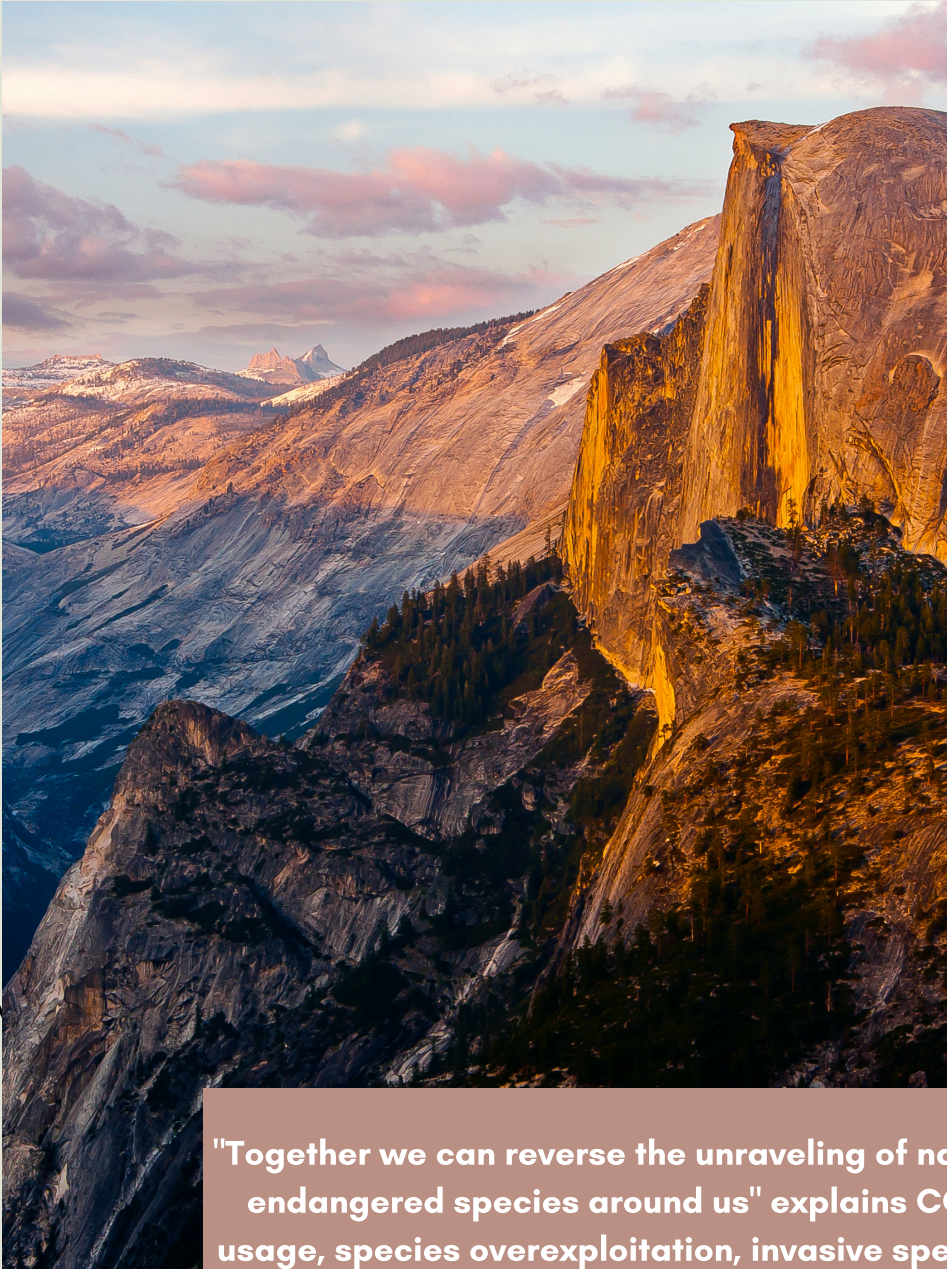
Agriculture, including expansion or intensification of crop or livestock farming, plantations and aquaculture, have caused a **SERIOUS** decline of plant diversity. This ongoing threat to plants threatens the invaluable spectrum of services that plants provide to people and the planet. To learn more about the eradication of plants and how you can help, click the link in our bio to our website. We must bend the curve for a nourishing future. #savetheplants #WWF #bendthecurve #replenishnature #Human-AnimalAlliance

Thursday



Want to clean our Earth? One of the first volunteer projects that the Human-Animal Alliance will be showcasing is "No Plastic in Nature". Think about it, every year there are 8 million tons of plastics that enter our oceans ON TOP of the estimated 150 million metric tons that currently circulate our marine environments. The "No Plastic in Nature" project will allow us a chance to spend 6 months restoring our planet by doing ocean-clean ups, outreach to governments, and creating a more efficient waste management structure. Please join the Human-Animal Alliance and contribute to chsngrng our beautiful Earth. Click the link in bio! #Human-AnimalAlliance #NoPlasticinNature #WWF

Friday



"Together we can reverse the unraveling of nature and eliminate the effect on endangered species around us" explains CCO Nik Sekhran. Land and sea usage, species overexploitation, invasive species and disease, pollution, and climate change are all key drivers that threaten a nourishing world around us. The Human-Animal Alliance is determined to halt this trend. Tomorrow's event showcases the latest techniques and conservation projects that the WWF has fabricated for reversing the human footprint on biodiversity as a whole. Please join us tomorrow and learn how to help foster coexistence between prospering diversity and the well-being of humans. #WWF #Human-AnimalAlliance #bendthecurve

Saturday



It is now 2020...the threats to biodiversity is abundant. This destruction **NEEDS** to end. Today launched the first annual Human-Animal Alliance campaign. It is not too late to join and learn about how you can volunteer and contribute to replenishing nature and our precious endangered species. The event will discuss different volunteer events, such as "Save the Sea Turtles in Southeast Asia", "Biogenic Carbon Footprint Calculator for Harvest Wood Products", and "No Plastic in Nature". We must act now and bend the curve and minimize our carbon footload and human exploitation. #WWF #Human-AnimalAlliance #savetheanimals #replenishourEarth

WORLD WILDLIFE FUND CONT.

SOCIAL MEDIA/NEWS

PREPARED BY
ABBY COSENZA
Social Media Director

DECEMBER 2020

WWF SOCIAL MEDIA

Social Media Audit

The World Wildlife Fund has a wide range of supporters across the globe. With over one million members in the United States and six million members around the world, the WWF's social media platforms contain a relatively large engagement. The organization is active on Instagram, Facebook, Twitter, YouTube, and LinkedIn, with Instagram contributing to the most activity and YouTube having the least. Due to their large following, their platforms provide easy access to key information and reports regarding environmental issues.

Handle	Number of Followers	Average Number of Comments	Tone	Overall Engagement
Instagram: @worldwildlife	3.6 million	70-150	Urgent, but informative	<ul style="list-style-type: none"> • Frequent posts regarding environmental issues in their key areas. Average of 5 posts per week. • Averages between 20,000 to 50,000 likes • All posts link to articles and reports they post on their website. Overall super educational and informative for audience.
Twitter: @World_Wildlife	1.4 million	60-150	informational	<ul style="list-style-type: none"> • Frequently focuses on informing new reports in regards to environmental issues • Includes links to reports and where to find information. Emphasizes the urge to help their causes. Very educational.
Facebook: @worldwildlifefund	2.9 million	20-50	Urgent, but informative	<ul style="list-style-type: none"> • Focuses on providing key information and links to help the cause. • Average shares to post around 50
YouTube: @worldwildlifefund	41.2 thousand	3k-50k views	Emotionally driven, positive	<ul style="list-style-type: none"> • 6 videos posted in the last three months. Not frequent usage. • Provides 1-3 minute long videos, very informative
LinkedIn: @worldwildlifefund	173,778	20	Urgent, collaborative	<ul style="list-style-type: none"> • Centered around endorsing and collaborations to companies • Little engagement

Instagram, the main social media platform with large-scale followings, focuses on posting photos that pertain to the issue they want to inform on hand. World Wildlife Fund's Twitter and Facebook focuses more on providing links and information on new reports and articles linked to their website page. The organization's YouTube channel compiles short videos that are emotionally driven and educational to persuade their audience on the urgency of environmental issues.

Lastly, WWF's LinkedIn delves into providing endorsements and listing collaborations to share with their followers. Although their LinkedIn contributes to the least amount of engagement (Average of 20 comments), the organization frequently posts to pass on key information to businesses.

WWF NEWS

News Audit

The World Wildlife fund is heavily coverage across many forms of news and media, due to the organization’s credibility in reports and information. The current coverage exists in digital magazines, newspapers, blog sites, and publications exemplifying WWF’s advice about environmental issues in our world. This organization gains coverage from well-known publication sources, such as CNN, NBC, The Washington Post, and CBS News due to the brand’s credibility of spreading awareness over the past sixty years. Most of the coverage uses direct quotes from WWF reports and knowledge to back up their claims for their news story, which allows the organization to build more brand loyalty and trust.

Publication	Author	Date	Tone	Outlet type	Headline	Graphic /photo	Client quote
Smithsonian Magazine	Nora McGreevy	9/16/20	Neutral	Digital Magazine	Humans Wiped Out Two-Thirds of the World’s Wildlife in 50 Years.	No	Direct Quote, Chief Scientist Rebecca Shaw, WWF quotes
Bloomberg	Adam Miende	9/15/20	Positive	Video Interview	World Wildlife Fund CEO Roberts on Saving World’s Forests	Yes (CEO)	Direct quote, Carter Roberts (CEO)
USA Today	Jordan Culver	9/8/2020	Positive	Digital Magazine	What’s a ‘zombie fire’? Dangerous underground fires spark record-setting wildfires in Arctic Circle	Yes	WWF quotes, Direct quotes: Director of Arctic Program Peter Winsor, Global Lead for Forests Fran Price
BRINK	BRINK	9/1/20	Positive	Digital Interview Script	What are the Economic Drivers of the Amazon Fires? A BRINK interview with: Meg Symington: Senior Director at World Wildlife Fund	Yes	Direct quotes, Meg Symington
CNN	Hazel Pfeifer	9/1/20	Positive	Digital News Publication	Amazon tribes are using drones to track deforestation in the Brazilian rainforest	Yes	Direct quotes, Felipe Spina Senior Senior Conservation analyst, WWF quotes
Our Daily Planet	Our Daily Planet Anon	8/5/20	Positive	Digital Newspaper	New WWF Report Identifies Where, How, and Why American Grasslands Are Disappearing	Yes	Direct quotes, Martha Kauffman, managing director of WWF’s Northern Great Plains Program
The Hill	Dan Ashe and Ginette Hopley	7/29/20	Positive	Digital Magazine	2020 Global Tiger Day comes with good news, but Congress still has work to do	No	WWF Quotes

The news coverage compiled in reference to The World Wildlife Fund within the last month is focused across many different focal points. My research allowed me to understand how this non-profit organization exists as a source for all necessary environmental issues. In September, the main coverage focus was primarily centered around a recent report called “Living Planet” produced by WWF. With headlines “Humans Wiped out Two-Thirds of the World’s Wildlife in 50 years”

from the Smithsonian Magazine (McGreevy, Sep. 16) to “Humans are Decimating Wildlife, and the Pandemic is a Sign, Report Says” from The Washington Post (Brulliard Sep 10), both capitalized on referring to information from data corresponding to WWF’s annual report. To emphasize their credibility, they are also involved in numerous interviews, which one was solely interviewing CEO Carter Roberts discussing his take on how the WWF found data on ways to save the World’s forests (Miende Sep. 15).



HUMAN-ANIMAL ALLIANCE

WEEKLY NEWS

Catch up on the latest news and how to contribute to the ongoing campaign organization. We must take action to end the detrimental affects human's have caused to our Earth.



ELEPHANTS

STOP UNETHICAL TOURISM. Cruel treatments, such as elephant riding, bathing, and chaining have caused extreme harm to these animals. The contribution of increasing demand for unethical tourism has created an obscene amount of baby elephants to be captured and kept captive from their natural environment...



SEA TURTLES

STOP OVERFISHING. Sea turtles need to reach the surface to breathe, in order to survive. However, unsustainable fishing has become detrimental to these beautiful turtles by trapping them in nets and or hooks. We have been working on numerous projects to build a sustainable future for our ocean life and fishing policies.



TIGERS

Humans and Tigers consistently compete for space. This causes tigers to adapt to new environments and cope with the unprotected and vulnerable way of life. Please watch this video and help us regain tiger territories once again

DECEMBER 1,
2020

WWF

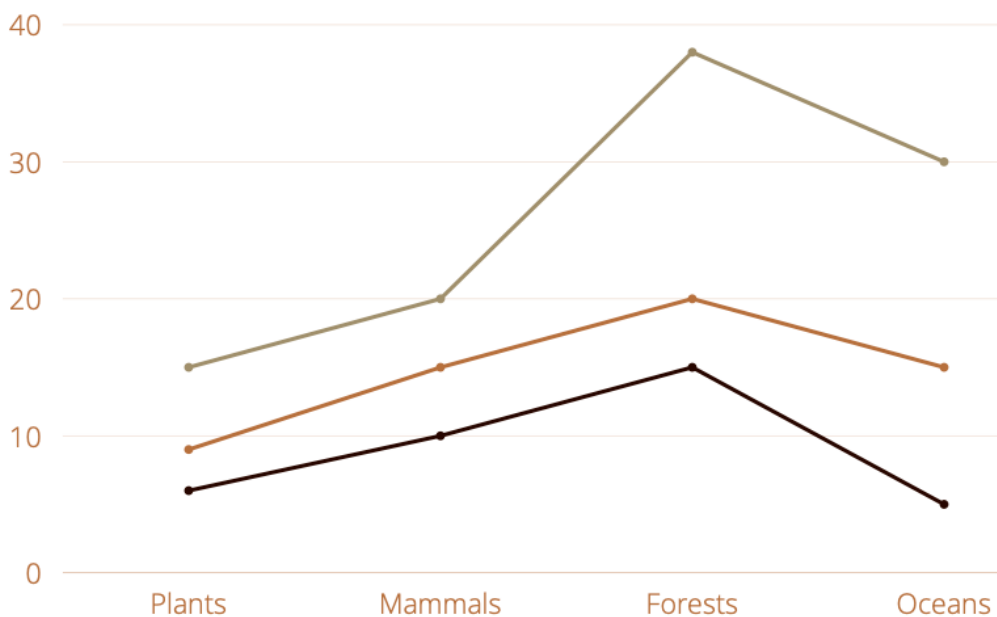
BEND THE CURVE



UPCOMING EVENT

EDUCATING ON ENDANGERED SPECIES

According to recent reports, animal's are declining exponentially. Attend the event to analyze recent data and find out ways you can contribute in our numerous conservation projects.



DECEMBER 1,
2020

WWF

BEND THE CURVE

An organization worth remembering.



Let's Bend The Curve, Together.