

# HOW TO PLAN A Climbing for Clouds Event



Thank you for your commitment to clouded leopard conservation! And thank you for your interest in Project Neofelis, the largest program to the conservation and science of clouded leopards.

We love that you are thinking of hosting or coordinating a “Climbing for Clouds” or “Climbing for Cloudies” event, whether around International Clouded Leopard Day (August 4), or a time convenient for you and your institution. To better help you prepare for coordinating an event that will engage the public, raise awareness about clouded leopards, and support our efforts to protect and research them, we have prepared an outline checklist and timeline for you.



## S.P.E.C.I.E.S.

01

### LET US KNOW YOU'RE IN!

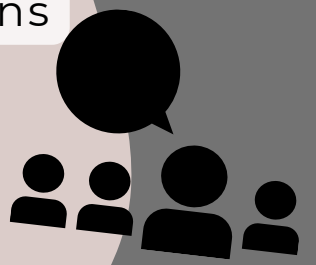
Let us know you're in! We'll be here every step of the way if you need us. Then, identify an individual or individuals interested in assisting with preparations and planning.

02

### DEVELOP PROPOSAL

If this is to be an AAZK or institution-supported event and will need approval, we'd recommend developing a summary proposal ASAP. We are happy to provide support and information to help, and of course, feel free to use this document as a rough guide.

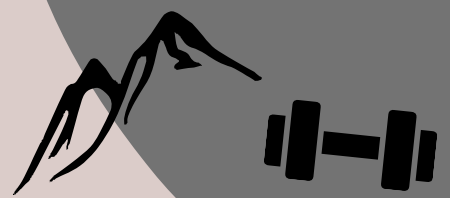
If one or more individuals wants to help coordinate an event without official involvement or support from AAZK or an AZA institution, please contact us! Remember: you can still volunteer with us on your free time! And we'll tell you how



03

### FIND A GYM

Identify one or more rock climbing gyms in the community that might be interested in participating and partnering with the zoo, the AAZK chapter, and/or us at S.P.E.C.I.E.S.!



The idea is to host a community “climbing” fundraiser at a climbing wall, and aim to plan for a day around International Clouded Leopard Day (Aug 4), preferably one on the weekend. If a climbing gym isn't available, let us know – and we can help brainstorm alternative ideas! Ultimately, the goal is to get the gym to donate the day's revenue to Project Neofelis and S.P.E.C.I.E.S. to save clouded leopards!

**04****CONTACT GYM**

Reach out to gym management and ask them if they've ever done a fundraising event for charity, and if they'd like to help us.

Introduce them to clouded leopards and the threats they face, the event idea and its purpose, and why clouded leopards are the ideal cause for climbing gyms! And how a co-sponsored event has the added benefit of increasing publicity and awareness of the gym, courtesy of the zoo's, the AAZK's, and/or SPECIES community- focused social media efforts. We are also happy to introduce ourselves to these partners

**05****PICK A DATE/TIME**

Decide on a date that is most convenient for you as an organizer or organizers to host and coordinate an event.

International Clouded Leopard Day (August 4) is one goal for our partners to aim for, if that is inconvenient for any reason, we want to encourage a time and date for your event that is best for you, local climbing gyms or businesses, and any other partners that might want to participate.

**06****PROMOTE**

Once the date, time, and location have been firmly agreed upon, create promotional materials for the event! These might include posters and brochures to distribute and/or post at the zoo, climbing gym, or anywhere else in the community that might strategically increase attendance during the day of the event.

These should have the time, date, location, relevant phone number of the climbing gym, and reference to any social media accounts where updates to the event will be posted. Be sure to provide each gym with high quality clouded leopard photos to display, and if they have AV equipment on the premises, video if it is available!

## 07 SOCIAL MEDIA



Decide on a social media promotion strategy in accordance with the timeline.

In addition to #hashtags promoting your institution and AAZK chapter (if applicable), please use the following #hashtags on all social media accounts, with links to the climbing for cloudies website (forthcoming): #ClimbingforClouds, #ClimbingforCloudies, #ProjectNeofelis, #SPECIES.

Feel free to follow us on social media to repost our own promotions, and we'll be sure to do the same with you and your AAZK chapter (if applicable).

## 08 COUNTDOWN



Begin the countdown! Get all hands on deck in implementing the promotional strategy and recruiting participants, and circulate a rough summary plan or timeline for all parties so everyone is on the same page.

As added options, you might want to compile items for a raffle, and/or for sale, as a way to raise additional funds. These might be found by partnering with local businesses to see if they might donate certain items for the fundraiser as an additional draw, or maybe might be found through any previous partnerships or relationships already established! Art, animal paintings, outdoor excursions, and gym memberships, are all good examples of things to raffle or sell, but feel free to use your imagination!

And of course if you have access to ambassador animals that are comfortable, safe, and calm around people, they can make all the difference that day!

**And lastly...**



# Climb for Cloudies!

## And have fun!

Contact us:

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