



HOSTING A YES ON 100! HOUSE PARTY

12 friends/\$12 Dollars/12 Shares/ for 12 Endangered Animals

Hosting a house party is a fun way to support Save Endangered Animals Oregon and help raise awareness of our **Yes on 100!** measure to protect **12** of the most magnificent and imperiled animals in the world from wildlife trafficking, cruelty and poaching.

Here's how it works: invite **12** guests; neighbors, family members, co-workers and anyone else you think might be interested in connecting with other like-hearted voters to stop the wildlife trafficking of these imperiled animals in Oregon! Ask each guest to donate **\$12** to this once in a lifetime opportunity and to help spread the word about **Yes on 100!** to at least **12** of their friends. The money raised will be used primarily for our media campaign – this will give us a chance to explain the issue to *all* Oregonians through advertisements strategically placed on prime time TV and cable stations all over the state.

The goal of the event is to raise awareness about the campaign and give your friends and family an easy way to donate to the save these extraordinary animals, and to *feel good* about *doing good* this election season. You can plan any kind of event you'd like! Here are a few ideas to get your juices flowing:

1. Decide what kind of event you want to host

- a. A barbecue or potluck
- b. Wine and snacks
- c. Cocktails and dessert
- d. A tea party
- e. Come up with your own unique idea

The event doesn't have to be at your house. If you have access to a community center, restaurant or other venue that would be willing to provide space for a great fundraiser, think about holding a larger event!

2. Make your invite list

Make a list of everyone you know who would be interested in learning about this important ballot initiative to help animals. Send invitations by email or evite, mail out invitations, pass out flyers or call people to invite them.

3. Decide on a date

Pick a date two or more weeks in advance to give yourself enough time to plan and to give your guests enough notice. Think about the type of party you're having and the people you've invited and whether or not it makes sense to host your party on a weeknight or on the weekend.

4. Call your guests

You'll get a much better turnout if you make reminder calls to the people you've invited. This is also a good time to answer questions that your guests might have about the campaign.

5. The Program

The event should include some way for you, as the host, to share information about the **Yes on 100!** measure and to ask your guests to donate toward our victory fund. At some point during the evening, you'll want to bring everyone together, thank them for coming, share information and ask for support. We'll provide you with flyers, factsheets, donation forms and a link to our television ads so your guests can see for themselves what it is they will be supporting. Having a laptop computer would be helpful so you can play your guests the **Yes on 100!** ads, as well as have them donate online via the donation page on the Save Endangered Animals Oregon's website www.saveanimalsoregon.com. Guests can also purchase **Yes on 100!** products to benefit the campaign at <http://www.zazzle.com/seaoregon>.

Ask your guests to contribute \$12 for 12 endangered animals and to share the information with 12 friends via email, phone calls, by sharing Facebook or website links and tagging 12 friends. **REMEMBER:** Save Endangered Animals Oregon is a political committee and therefore contributions are NOT tax-deductible. You must let your guests know this. Please provide guests who make a donation via check or cash with a copy of our Donation form and a receipt. Guests who contribute online will receive an emailed receipt.

6. The “Pitch”

When you’re ready to gather your guests for the program and ask for support, below are some talking points that you can use – and most importantly, make sure your guests know why YOU, their host, support the campaign. Start your pitch by thanking your guests for attending your party and saying something like “I hope everyone will join me in supporting this important campaign for endangered animals.”

Suggested talking points

- The United States is among the world’s top markets for wildlife parts and products. According to one survey, the U.S. has the second largest retail market for ivory after China. The U.S. Fish and Wildlife Service states that “the U.S. ivory market is contributing to the crisis now threatening the African elephant and that a substantial amount of elephant ivory is illegally imported and enters the domestic market.” Market studies and anti-smuggling investigations found endangered species products for sale in Oregon, as reported by Oregon’s news outlets.
- Many iconic wild animals are decimated by an alarming rate and pushed to the brink of extinction. Less than 3,200 tigers are left in the wild. All seven sea turtle species are threatened with extinction. The population of African lions has been halved during the past two decades.
- Poaching is cruel and inhumane. Approximately 35,000 elephants in African are slaughtered every year for their ivory. In 2015, poachers killed more than 1,300 rhinos in South Africa alone out of a remaining of 28,000 in the wild. Sometimes poachers hack off an elephant’s or rhino’s face, while the animal is still alive, to retrieve their tusks or horn. In one recent case, poachers poisoned a watering hole with cyanide, killing 300 elephants at once and resulting in the deaths of other animals who fed on the carcasses.
- Wildlife trafficking is a multi-billion dollar business, making this the fourth most lucrative transnational crime after illicit trades in narcotics, illegal weapons and human trafficking. Well-financed and connected networks of poachers, traffickers and corrupt officials exploit weak governance and insufficient enforcement controls to profit from illegally traded wildlife goods. Wildlife trafficking fuels transnational crime and undermine global security.
- Supporting Measure 100 will help combat wildlife crimes and save at-risk species from the trade in their parts and products in the Oregon market.
- Measure 100 is supported by leading animal welfare and conservation organizations including the Oregon Humane Society, Oregon Zoo Foundation, the Oregon Coast Aquarium, Humane Society Veterinary Medical Association, The Association of Zoos and Aquariums, Center for Biological Diversity, Defenders of Wildlife, the Humane Society of the United States, and the International Fund for Animal Welfare, elected officials, businesses and veterinarians.
- Please vote **Yes on 100!** in November to save endangered animals from poaching; find out more by going to www.saveanimalsoregon.com

House parties are FUN and are a great way to help the animals and make this campaign a success in November! If you have any questions, or need any additional supplies such as donation forms, please let us know. You can call the campaign at 503-265-8850 or email at shawn@saveanimalsoregon.com

THANK YOU!!

Paid for by Save Endangered Animals Oregon, P.O. Box 19958, Portland, OR 97280. 503-265-8850