

Fundraising Tips for Nature Conservationists

A large sea turtle, possibly a Galapagos tortoise, is shown swimming underwater. The turtle is dark brown with lighter, yellowish-brown markings on its shell and head. It is moving from left to right, with its head and front flippers visible. The background is a deep green, suggesting an underwater environment.

Roderic Mast
Oceanic Society, IUCN-MTSG, SWOT



The State of the World's Sea Turtles (SWOT)

Golden Era = NOW

- Awareness
- Wealth
- Philanthropy
- Corporate Responsibility
- “Cool” factor



Fundraising Vision

A silhouette of a diver swimming in deep blue water, holding a flashlight that illuminates the scene.

A broad and diverse base of engaged donors that provide for your project's complete financial, technical and in-kind needs for the short, medium and long terms...

What is a Donation ?

- Money
- In-kind Support
- Good Will
- Contacts



What is a Donor ?

- Capacity
- Interest
- Donative Intent



Some Types of Donors....

A silhouette of a diver is positioned in the center of the slide, swimming towards the right. A bright beam of light from the diver's flashlight illuminates the surrounding blue water, creating a vertical column of light that extends from the diver's head down towards the bottom of the frame. The background is a deep blue gradient.

- Multi-laterals
- Governments
- Corporations
- Foundations
- The Public
- And.....

Individuals



Fundraising Process

- Observation
- Research
- Proposal
- Pitch
- Success! (or not...)



A sea turtle is swimming in shallow, clear water over a sandy beach. The water is calm, reflecting the blue sky and white clouds. In the background, there are coral reefs and more beach. The turtle is facing away from the camera, swimming towards the horizon. Its flippers are extended, and its head is visible above the water. The sand is light-colored and textured. The overall scene is peaceful and natural.

*Prepare for
the “No”...*

- Email or letter
- Phone call
- Meeting



Stewardship

What do donors want?

- 
- A large whale shark is swimming on the left side of the frame, its body covered in white spots. To its right, a scuba diver is swimming, providing a sense of scale. The background is a deep blue ocean.
- Measurable Results
 - Leverage
 - Success Stories
 - Truth
 - Engagement
 - Fun!!

1.5 Million Viewers !



Stephen Colbert
National Geographic
U.S. Olympic swimmers
Pearl Jam
Red Hot Chili Peppers
R.E.M.
RATATAT



Mr. Leath



Key ingredients....

Passion
Props
Stories

PATIENCE



Thank You



ocean challenges

The background of the slide features a dark blue gradient. A faint, ethereal image of a scuba diver is visible in the upper center, illuminated by a bright blue light beam that originates from the top and tapers downwards, creating a dramatic, underwater atmosphere.

What humans put in the Sea

What humans take out of the Sea

Threats



hunting / poaching



climate change



fisheries bycatch



pollution



habitat loss

Ocean Flagships plastic pollution



Ocean Flagships fisheries



Ocean Flagships habitats

