

Campaigning for Conservation

Creating sustainable behaviors through best-in-class training.

Whether you are trying to reduce unsustainable hunting, destructive fishing, habitat destruction, pollution, or the degradation of watersheds, you need community support to achieve your conservation goals.

Conservation is about people, their attitudes and behaviors.

When you change these, you can change the world.



A commitment to empowering partners

Campaigning for Conservation is a 10-day hands-on training that is designed for full time field-based outreach staff to build understanding and support in their constituencies for conservation.

Trained participants who ran campaigns in 2014 reported powerful results:

70% **decrease** in Illegal hunting of migratory birds compared to the prior year.

220 **farmers trained** in scientific fertilizer application methods. 2,312 farmers benefited indirectly from their demonstration plots.

5x **increase** in price for farmers trained in producing eco-friendly honey, compared to selling regular honey.





“ I have been doing outreach activities for a long time in the villages, but I had never known social marketing theory and tools. Now that I learned both the social marketing theory and also how to apply them to the work, it’s very helpful for my work back at the site.”

Student feedback from post-training survey. Wuhan, China

What it entails



Strategic campaign planning support



Participatory classroom-based learning (3 days)



Community field research practicum (2 days)



Creation of campaign materials (5 days)



Electronic toolkit development



Interaction with network of change agents



Office hours support



Participants then plan and run their campaigns

What workshop hosts get

- A behavior change methodology for scaling conservation solutions
- Professional development for teams or networks
- Strategic design support from Rare’s behavior change experts
- Training modules available in multiple languages for global programs

What participants get

- Flexible skill set to research, design, test, run, and measure a social marketing campaign
- Electronic toolkit with additional resources to bring home
- Certificate of completion for career development
- Network of peers

Time commitments

- Strategic planning (**over 3 months**) work with Rare on customizing the workshop
- In person training (**10 days**) held at a case study site
- Participant campaigns (**6 months to indefinitely**) support your trained participants to run campaigns around chosen theme

Find out more

Visit www.rare.org/campaigning-for-conservation

To host a Campaigning for Conservation training for your organization or network, please contact **Kate Mannle** at kmannle@rare.org.



CAMPAIGNING FOR CONSERVATION

rare inspires change so people and nature thrive
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