



WCD Team Jane Example Outreach

WCD Team Jane Example Letter

Dear Friend or Personalization: First Name,

"Every day you live, you make an impact, and you get a choice as to what kind of impact you're going to make."

- Dr. Jane Goodall

Chimpanzees, humanity's closest relatives, are in danger of extinction. Their numbers are dwindling, and the chimpanzees left in the wild are under threat from deforestation, poaching, and the illegal exotic pet trade. Will you help me do something about it?

This is a cause close to my heart, which is why I am joining TEAM JANE in honor of the FIRST EVER World Chimpanzee Day on July 14, 2018!

Dr. Jane Goodall and the Jane Goodall Institute are pioneers in the field of chimpanzee conservation. In honor of World Chimpanzee Day, I will be xxxxxxxx to raise funds that will be donated to the Jane Goodall Institute. This EVENT/EFFORT will TAKE PLACE/BEGIN ON << DATE >>, and I hope to have your support for this wonderful cause!

Thank you for joining me in my efforts to make our world a better place for chimpanzees. If we work together, we can ensure a bright future for these incredible beings.

Sincerely,
<<YOUR NAME>>

WCD TJ Example Email

Dear <<First Name>>

Chimpanzees, humanity's closest relatives, are in danger of extinction. Their numbers are dwindling, and the chimpanzees left in the wild are under threat from deforestation, poaching, and the illegal exotic pet trade. Will you help me do something about it?

<<LINK TO FUNDRAISING PAGE>>

"You get a choice as to what kind of impact you're going to make."

These words of Dr. Jane Goodall's have always resonated with me. I have decided to make sure that the impact I make is a positive one... an impact that changes our world for the better. And I hope you will join me!

In honor of World Chimpanzee Day, I will be xxxxxxxx to raise funds that will be donated to the Jane Goodall Institute. This EVENT/EFFORT will TAKE PLACE/BEGIN ON << DATE >> , and I hope to have your support for this wonderful cause!

Sincerely,
<<YOUR NAME>>

WCD Team Jane Example Social:

Facebook

GENERAL MESSAGE:

I'm celebrating the FIRST EVER #WorldChimpanzeeDay this July 14th! On July 14th 1960, @Jane Goodall, founder of @janegoodallinst and UN Messenger of Peace, first set foot in Gombe National Park, Tanzania, to begin her research on the incredible lives of wild chimpanzees. Today, through this annual celebration, we're respecting and honoring these complex beings, and committing to take action to protect them in the wild as they face extinction, as well as to ensure the best welfare for chimps around the world.

Join me in celebrating chimps for #WorldChimpanzeeDay by helping me meet my fundraising goal for the Jane Goodall Institute to protect them and their habitats here: [LINK TO YOUR FUNDRAISING PAGE](#)

Find out more:

Blog: bit.ly/chimpdayigi

JGI website: janegoodall.org

WCD website: www.worldchimpanzeeday.org

THREAT MESSAGE:

Chimpanzees are highly endangered. At the turn of the 20th century, there were an estimated 1-2 million chimpanzees across 25 countries in Africa. Today, there are as few as 350,000 chimpanzees remaining in only 21 African countries. We must each do our part to turn those numbers around, by ending habitat loss, illegal pet and bushmeat trades, and the other threats facing our closest living relatives.

Join me in celebrating chimps for #WorldChimpanzeeDay this July 14th by helping me meet my fundraising goal to protect them and their habitats here: [LINK TO YOUR FUNDRAISING PAGE](#)

Find out more:

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CLOSEST COUSINS MESSAGE:

Did you know chimpanzees share nearly 98.6% of their genes with humans? Through the groundbreaking research of @Jane Goodall and those scientists that followed her, we now know so much more about all of the behaviors we share with our great ape cousins, like tool making and use, compassion, and so many others. The more we learn, the more we must also realize our connection and responsibility to protect these complex and intelligent beings.

Join me in celebrating chimps for #WorldChimpanzeeDay by helping me meet my fundraising goal for the Jane Goodall Institute (@janegoodallinst) to protect them and their habitats here: [LINK TO YOUR FUNDRAISING PAGE](#)

Find out more:

Blog: bit.ly/chimpdayjgi

JGI website: janegoodall.org

WCD website: www.worldchimpanzeeday.org

Twitter

- Did you know chimpanzees share nearly 98.6% of their genes with humans? Join me in celebrating our closest living relatives for the FIRST EVER #WorldChimpanzeeDay! Help me meet my fundraising goal @janegoodallinst to protect them and their habitats here: [LINK TO YOUR FUNDRAISING PAGE](#)
- On July 14th 1960, Dr. Jane Goodall @janegoodallinst entered Gombe, Tanzania to study the lives of wild chimpanzees. This July 14th, I'm celebrating the first ever #WorldChimpanzeeDay! Help me meet my goal for @janegoodallinst to protect them here: [LINK TO YOUR FUNDRAISING PAGE](#)
- We are losing #chimpanzees. 100 yrs ago, there were an estimated 1-2 million across 25 countries in Africa. Today, there are as few as 350,000. We must do our part to turn those numbers around. Help me meet my goal for @janegoodallinst to protect them here: [LINK TO YOUR FUNDRAISING PAGE](#)