



Photo: Susie Holst

U.S. Messaging Campaign for International Year of the Reef 2008

A presentation to the **United States Coral Reef
Task Force**

February 27, 2008



National Fish and Wildlife Foundation

- Created by Congress
- Independent, 501(c)(3) non-profit
- No advocacy, lobbying, litigation
- Public/Private Partnerships
- Partners with 14 federal agencies and 60 corporations
- Official foundation for US Fish and Wildlife Service and NOAA



NFWF's Coral Reef Conservation Fund: Partnerships for Coral Conservation

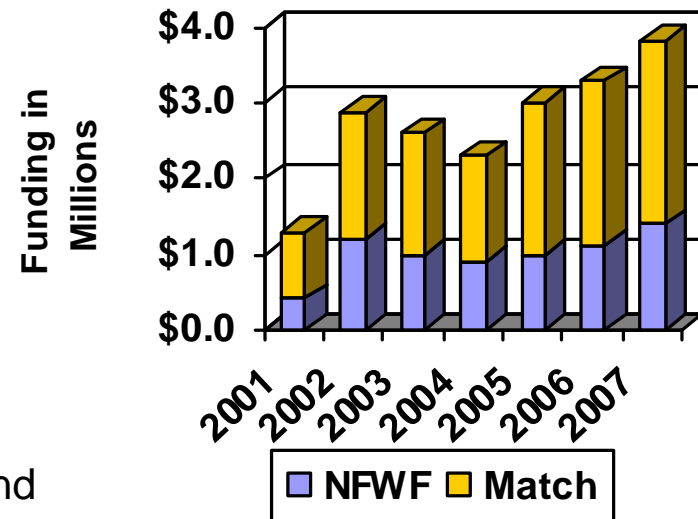
Coral Portfolio Performance Highlights

196 projects funded

\$7.3 million in Foundation federal and non-federal funds

\$11.6 million in non-federal matching funds

The Foundation has brought in nearly **\$19 million** for coral conservation in **38** countries, including 4 U.S. states and 8 U.S. territories and freely associated states, giving the program a truly global reach.



NFWF Involvement to promote 2008 International Year of the Reef (IYOR)

2 Donation mechanisms for IYOR

5 projects funded through the
Coral Reef Conservation Fund

**U.S. IYOR Messaging
Campaign developed in
collaboration with NOAA and
USCRTF Education and
Outreach Working Group**



U.S. IYOR Messaging Campaign

Uniting the U.S. coral conservation community



- One year ago -- U.S. International Year of the Reef Mini-Summit
- 65 attendees from State, Territory, Federal, NGO, and academic sectors
- A consolidated U.S. Messaging Campaign was identified as a need



U.S. IYOR Messaging Campaign } Phase 1



- In July 2007, NOAA-NFWF-SQN convened a panel of representatives for a workshop to develop the components of the messaging campaign.
- Throughout process worked closely with USCRTF Education and Outreach Working Group
- Follow up survey sent out in early November to finalize and refine Umbrella Theme, Tag Line, and Action Messages.



U.S. IYOR Messaging Campaign } Phase 1 Outcomes



- Umbrella Theme: “Coral reefs enrich our health, our wealth, our lives.”
- Tag Line: “Every Act Counts”
- 5 Action Messages
 - 3 National Scope
 - 2 Regional Scope



U.S. IYOR Messaging Campaign } Phase 2: Print Ads

National Action Messages

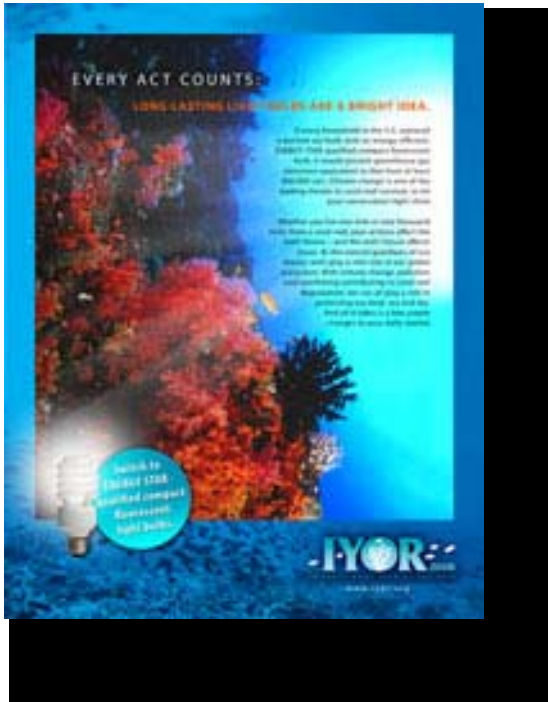
Climate Change: *Long-lasting light bulbs are a bright idea.*

Land-based Pollution: *It stinks to send chemicals into ours waterways.*

Over-Extraction: *Corals are already a gift. Don't give them as presents.*



U.S. IYOR Messaging Campaign } Phase 2 Outcomes



Please visit www.IYORcreative.com to download these ads for FREE



U.S. IYOR Messaging Campaign

www.IYORcreative.com

IYOR Brand Creative

- Downloadable Campaign Ads
- Customizable Campaign Ads
 - Special Size
 - Logo Customized
 - Fully Customized
 - Free Customizable Ads
- Branded Merchandise (coming soon!)
- Print Specifications

International Year of the Reef 2008
Building our Brand. Educating Consumers. Saving Coral.

As the culmination of everyone's collaborative efforts to assemble a cohesive and relevant U.S. Messaging Campaign for the [International Year of the Reef \(IYOR\)](#), [NOAA's Coral Reef Conservation Program](#) and the [National Fish and](#)

Total color downloads to date: **58**

Total B&W downloads to date: **15**

73 total downloads



U.S. IYOR Messaging Campaign } Phase 3: Branded Products



EVERY ACT COUNTS



U.S. IYOR Messaging Campaign } Phase 3: Branded Products



Please visit www.IYORcreative.com
to purchase or download these
products for your IYOR campaign



U.S. IYOR Messaging Campaign } Phase 3: Branded Products



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U.S. IYOR Messaging Campaign } Phase 4: Regional Ads (coming soon)

Regional Action messages – targeted to coral reef areas and recreational impacts

Boaters: *Don't drag the reef into this.*

Divers/Snorkelers: *The ocean floor is not a dance floor.*





Partnerships that Work, Solutions that Last

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IYOR Coordinator for U.S. non-governmental organizations



- NFWF is helping to support a IYOR Coordinator for the U.S. NGO community to:
 - Facilitate information-sharing and greater collaboration
 - Increase engagement by the U.S. non-government community
 - Serve as an information resource, liaison, and idea facilitator for U.S. NGOs, corporations, academic/research groups, and community groups





- Build support for ocean-friendly coral alternatives for jewelry, home décor, etc
 - Engage leading luxury designers to promote the message that corals require urgent attention and protection
 - Engage NGO, government, and scientific coral experts to communicate the science of coral conservation to the media and public
 - Conduct high profile media events aimed to attract mainstream media attention to corals



- Increase quality and quantity of coral conservation communications from ICRS
 - Help corals experts hone their communication skills and make their research results exciting and accessible
 - Support the US, regional, and international journalists by providing travel scholarships, logistical support, background information, story leads, and networking opportunities.
 - Generate enthusiastic media coverage about the developments in coral reef science and conservation presented at ICRS





} Empowering people to discover, share and take action



- Care2 will post the coral reef protection pledge throughout IYOR 2008:
<http://go.care2.com/12590398>
- Year end goal for the pledge is 25,000 signatures
- Within pledge are recommended actions consistent with the U.S. Messaging Campaign
- Free coral reef inspired e-cards to send to friends with link to pledge



Public Service Announcements for Positive Action



- 6 unique PSAs covering each Action Message developed for the U.S. IYOR Messaging Campaign.
- PSAs will be aired in 2008 - 2009 on major TV networks including:
 - CBS
 - NBC
 - Fox
 - Warner
 - CW
 - MTV

