



Ocean Conservancy®

**FUNDRAISE FOR
OCEAN
CONSERVANCY**



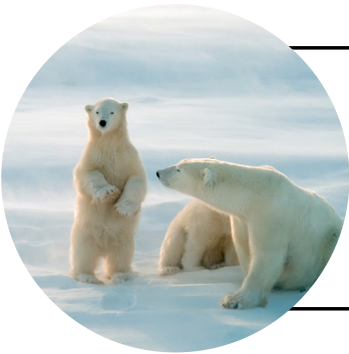
Ocean Conservancy has been a champion for the ocean for more than 50 years. Together, we create evidence-based solutions for a healthy ocean and the wildlife and communities that depend on it.

Updated May 2023

Thank you for fundraising on behalf of Ocean Conservancy, and for helping us work towards a healthy ocean for generations to come! To help make your campaign a success, we have assembled some materials here including suggested promotional language, social media ideas, information about Ocean Conservancy's programs and downloadable materials to share with your friends and family.

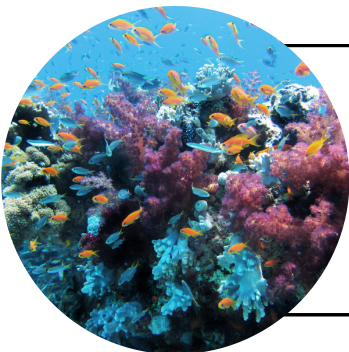
I. OCEAN CONSERVANCY'S PROGRAMMATIC WORK

Ocean Conservancy's track record, wise use of resources and unwavering commitment make us the go-to organization for evidence-based policy that keeps our ocean and coastal communities healthy and prosperous. We use the best available science, advocate smart policy solutions and engage partners to tackle the greatest global challenges our ocean faces. To address these threats, we push a robust conservation agenda that advances three critical institutional priorities: **tackling climate change and cutting greenhouse gas (GHG) emissions; stopping plastic pollution; and protecting biodiversity in marine ecosystems.**



Tackling climate change: Addressing accelerating climate change—the single biggest threat to our ocean and the communities and wildlife that depend on it—by reducing shipping emissions, advancing international and domestic ocean-climate policies and eliminating GHG emissions from plastics production.

Stopping plastic pollution: Working at all levels—from innovative global movements to tangible local collaborations—to stop the flow of trash and remove what has already leaked into the ocean. With more than a garbage truck's worth of plastics entering the ocean every minute, we need all hands on deck to confront this crisis.



Protecting biodiversity: Leading the protection of biodiversity and vulnerable marine habitats around the globe, including by preventing the loss and abandonment of fishing gear and making fisheries management more adaptive, equitable and ready to address impacts from climate change.

II. SUGGESTED LANGUAGE

Looking for the best way to talk about your support for Ocean Conservancy? Listed below are several examples of how to promote your fundraising campaign.



I am raising money to support Ocean Conservancy, a 501(c)3 nonprofit working to protect the ocean from today's greatest global challenges.

I am fundraising to support Ocean Conservancy's efforts to collect millions of pounds of trash that threaten the health of our ocean and the marine wildlife who call it home.

I am fundraising to support Ocean Conservancy's vision for a healthy ocean free of debris. Help us turn the tide against pollution by becoming a member of Ocean Conservancy today.

In support of initiatives like Ocean Conservancy's International Coastal Cleanup®, I am raising awareness about the issue of marine debris in the ocean. Donations will go to help Ocean Conservancy remove trash from our beaches and waterways each year.



III. SOCIAL MEDIA

Social Media Channels – Follow Ocean Conservancy on our social media channels to get immediate updates, and share out informative and motivational content with your followers.



@ourocean



@oceanconservancy



facebook.com/oceanconservancy

When posting about Ocean Conservancy, tag us at @ourocean and @oceanconservancy to keep us in the loop!



Action Alert Center – Take action for our ocean, and share opportunities for your followers to become ocean advocates as well.

Facebook Fundraisers – Create a Facebook fundraising campaign to direct friends and family to donate towards a target goal.

Skip the Straw Campaign – Promote Ocean Conservancy's Skip the Straw Campaign and encourage your followers to cut back on single-use plastics.

IV. DOWNLOADABLE RESOURCES

Looking for more ways to engage your friends and family? We have compiled some resources here that you can download and/or print to incorporate into your fundraiser.



WILDLIFE
FACT SHEETS



FISH
COLORING PAGES



OCEAN CONSERVANCY
PHOTOS



SKIP THE STRAW
RESOURCES



OCEAN
WALLPAPERS



TALKING TRASH AND
TAKING ACTION
EDUCATIONAL MATERIALS

V. WAYS TO GIVE

There are many ways to give to Ocean Conservancy, including one-time donations, monthly donations, fundraising for our ocean, including a gift in your estate plans, becoming a Champion for Sea Change and more. Check out our [Ways to Give](#) webpage to see which option is best for you! Happy fundraising!



For questions or support, email RSVP@oceanconservancy.org