

# Changing attitudes about animals

## The Challenge

The mission of the International Fund for Animal Welfare (IFAW) is to save animals, and instilling a sense of care and advocacy among children is vital to the cause's future. IFAW wanted help harnessing the influence teachers have with students and parents to teach the importance of animal conservation.



Motivate teachers to use IFAW content in the classroom and generate Animal Ambassador registrants



Educate, inspire, and empower children to positively impact animals' future



Increase awareness and create advocacy among teachers, students, and parents

## The Solution

TECMG developed an integrated solution using custom content and advertising along with a preprogram survey to help inform teachers about program details and establish a benchmark for success. Teachers were invited to become Animal Ambassadors and to use the various IFAW educational resources (created by us) to further advocate to students and their families.



Created media units and posters filled with useful activities, resources, and quizzes for teachers



Secured placement inside classrooms nationwide with distribution through our *Learning*® magazine



Developed content for IFAW's website for further engagement by teachers, students, and parents



Ran a combination of high-performing media to drive IFAW site traffic and convert teachers into Animal Ambassadors

## The Results

The program significantly increased Animal Ambassador registrants and created measurable intent among teachers to share with parents, colleagues, and students. Overall attitudes toward protecting animals became more positive, with 90.4% of post-program survey respondents supporting the statement "It's important for students to know how human actions affect animals and habitats," a 15% increase from the preprogram survey.



Generated **4.2 million** impressions



Secured **10,835** IFAW Animal Ambassadors



**9,196** new leads opted into IFAW's database



**70%** increased awareness by teachers