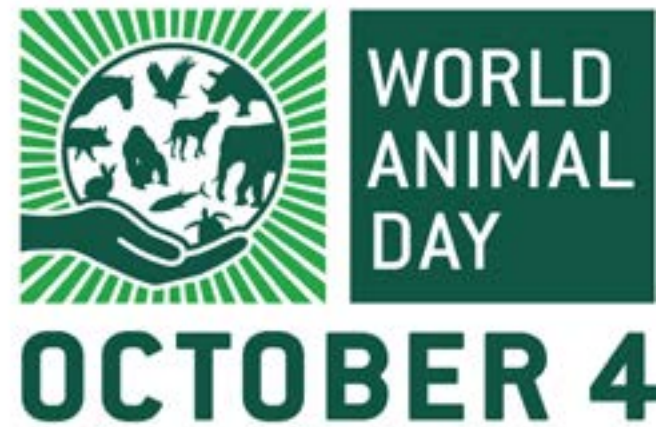


AMBASSADORS' TOOLKIT

#AnimalWelfare



**EVERYTHING YOU
NEED TO KNOW
ABOUT BEING A
WORLD ANIMAL DAY
AMBASSADOR!**

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CONTENTS

#SpeakUp



- 1 Contents
- 2 **World Animal Day Ambassadors... the driving force behind October 4!**
 - This year's theme
 - One of your supporters could win a logo pin!
 - Did you know?
- 3-4 **The role of a World Animal Day Ambassador**
 - Finding the right balance
 - YOU can motivate others to get involved!
 - Follow us!
- 5 **Key messages to share about World Animal Day**
 - Points to prioritise
 - Let's get social!
 - Resources
- 6-7 **Use the World Animal Day branding to show unity!**
 - The World Animal Day logo
 - The logo in various languages
 - Where to use the logo/logo guidelines
 - Find your logo
 - Free logo flag
 - Free dog bandana
 - Add an event

- 8-9 **Hosting events for World Animal Day**
 - Event suggestions
- 10 **Contacting the media about World Animal Day**
 - Reaching out
 - Tips for speaking to the media about World Animal Day
 - Press release
 - Questions?
 - Share any coverage
- 11 **The World Animal Day grant**
 - More information on the grant
- 12 **Expanding our Ambassador programme**
- 13 **Keeping in touch**
 - Contact us
- 14 **Suggested template for press release**



WORLD ANIMAL DAY AMBASSADORS... THE DRIVING FORCE BEHIND OCTOBER 4!

#AnimalAdvocates

World Animal Day is an important day for animals, as it offers an opportunity for their advocates to speak up for them, fundraise, or host events all with the aim of securing them a brighter future.

And, with the mission of World Animal Day being to raise the status of animals to improve welfare standards around the globe, our Ambassadors play a vital role in having a successful October 4.

As an Ambassador, you are able to connect with people in your communities (and countries!) that we might not be able to reach ourselves.

We want all animals to feel the benefit of World Animal Day, so we want to have Ambassadors in every country possible.



This year's theme

What's this year's World Animal Day theme? You'll find it on our [home page](#) in the 'What's happening around the world?' section.

One of your
supporters could
win a logo pin!

Ask your followers to enter our annual competition to suggest the next World Animal Day theme!



Watch out for the contest on our social media channels and share it on your own!

Did you know?

World Animal Day has **over 90 Ambassadors in over 70 countries** – they're all dedicated to making the world a better place for animals.

Show your support for your fellow [Ambassadors](#) by following them on social media.



THE ROLE OF A WORLD ANIMAL DAY DAY AMBASSADOR

#Volunteer

Your role as an Ambassador is to further the reach and, therefore, the positive impact of World Animal Day.

The recognition of the day has already brought about a significant and lasting contribution towards advancing animal welfare standards and we need you to help us to continue this trend.

This can be done in several ways (some of which are suggested within this toolkit), along with some resources to help you to really use this day as the opportunity for animals that it is.

Finding the right balance

As being a World Animal Day Ambassador is a voluntary, unpaid role and we recruit Ambassadors that are already working within animal welfare positions, we understand the pressures on your time.

We feel that this role should be something that you feel that you can balance well alongside your existing commitments and that the celebration of World Animal Day should offer benefits to the work that you already do for animals every day.



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YOU can motivate others to get involved!

#GetInvolved

However, we do ask that Ambassadors do something every year for the day if they can. We have put together a list of some of the best ways that you can recognise World Animal Day:

- Contact organisations, schools, groups, clubs, sanctuaries, and individuals in your country to encourage them to organise events in celebration of, or to mark, World Animal Day, on or around October 4 (including non-animal related groups such as Brownies, Scouts, and other community groups).
- Contact animal-related websites and encourage them to create a website link to help spread the World Animal Day message.
- Submit articles to newspapers, magazines, radio and TV channels leading up to October 4 to maximise media coverage which, in turn, will increase involvement in celebrations.
- Contact locally elected politicians and decision-makers to ask them to celebrate World Animal Day such as letters of support and their own communications.
- Apply for the competitive World Animal Day grant to fund an animal welfare initiative (open to all World Animal Day Ambassadors).



Follow us!



We'd love it if you could tag our World Animal Day HQ's social media pages in any posts that you create. Follow us here:



Facebook

[@WorldAnimalDayInternational](https://www.facebook.com/WorldAnimalDayInternational)



X (formerly Twitter)

[@worldanimalday](https://twitter.com/worldanimalday)



Instagram

[@worldanimalday](https://www.instagram.com/worldanimalday)



LinkedIn

[@world-animal-day](https://www.linkedin.com/company/world-animal-day)



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KEY MESSAGES TO SHARE ABOUT WORLD ANIMAL DAY

#RaiseAwareness

Some of the suggestions on this page ask you to share key messages about World Animal Day with the hope that it will educate others about the day and its importance.

Points to prioritise

Whilst there are other days that are linked to animals that are important too, World Animal Day is the one day of the year that embraces all animals and the unique concerns of each, in every country.

- It's a special opportunity to commemorate our love and respect for animals by doing something special to highlight their importance in the world. World Animal Day unites the animal welfare movement, mobilising it into a global force for change.
- World Animal Day raises awareness of animal issues and makes them front-page news. Increased awareness is helping to develop a compassionate culture which feeds into legal reform and social progress.
- Participation in World Animal Day will continue to grow until it reaches and connects animal advocates in all corners of the world. It's something that everyone can join in with, whether they are part of an organisation, group, or an individual.
- It's celebrated in various ways worldwide, with no regard to nationality, religion, faith or political ideology.

And finally, the one that we think possibly summarises it all:

- **Building the celebration of World Animal Day mobilises and enables people to create a better future for all animals.**

Let's get social!



Share our social media posts and create your own to raise awareness of, and encourage participation in, World Animal Day.

We now have a social media toolkit on our [resources](#) page, where you'll find content to share on your channels.

Resources



USE THE WORLD ANIMAL DAY BRANDING TO SHOW UNITY!

#Team

The World Animal Day logo

Tell the world you're part of the World Animal Day team!

We want World Animal Day to keep growing and we're sure you do too!

So, we ask that, when you kindly do work to promote and celebrate October 4, you use the World Animal Day logo and branding so that the imagery is consistent.

The logo in various languages

The logo is available to download in various languages.

If you do not see the translation you need, just let us know and we'll look into creating one for you.

Email info@worldanimalday.org.uk.

(Please provide the translation.)



Find your logo

Where to use the logo



Use the logo everywhere!

- Your website
- Social media posts
- Leaflets, posters and other promotional materials
- Some Ambassadors have even printed t-shirts featuring the logo!

Logo guidelines

To keep everything consistent, please follow our branding guidelines when you use the logo.

You'll find the guidelines below the logo on our [resources](#) page.



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Free logo flag

#ShowYourSupport

You should have received a 5' x 3' logo flag when you were first recruited as an Ambassador but, if you ever require a replacement, please contact us: info@worldanimalday.org.uk.

(The flag is only available in English, but feel free to print your own from our [logo translations](#).)



Animed Arad, Romania



Edgar's Mission, Australia



Add an event

Free dog bandana

A colourful, superhero-style dog bandana is also available to everyone who organises an event on, or around, October 4!

Available in five sizes, the bandana could be a way to get conversations started with people who don't yet know about World Animal Day.



Hope Rescue, Wales

IF YOUR WORK INVOLVES REHOMING DOGS, TAKE SOME GREAT PHOTOS OF YOUR DOGS MODELLING THE BANDANAS FOR SOCIAL MEDIA!



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HOSTING EVENTS FOR WORLD ANIMAL DAY

Event suggestions

#Celebrate

As a World Animal Day Ambassador, you will likely want to host events leading up to, or on, October 4, so we've put together a list of ideas on these pages!

(If your organisation organises a regular event and you've scheduled one for around October 4, please add it to the website and dedicate it to World Animal Day.)

Veterinary treatment clinics

If you work in the veterinary profession, you could offer vet treatment or care at a discounted rate for animals in need.

Shelter open days

If you work at an animal rescue and rehoming shelter, you could host an open day to allow people to meet the animals that are being cared for.

Pet adoption events

October 4 is a great opportunity for rehoming events, where potential adopters can meet, or be matched up with, shelter animals.

Awareness and education

Use this opportunity to host educational talks delivered by your organisation to educate people about your work.

Concerts or film screenings

You could host entertainment in your local community as a great way to fundraise for, and increase awareness about, animal welfare concerns. (Depending on where you live, you might need a licence for playing music or films for the public.)

Rabies prevention clinics

In countries affected by rabies, you could play a role and help in the battle of stamping it out.

Organise vaccination clinics or provide education and resources on the prevention of its spread.

Spay and neuter marathons

If you're a vet, sterilisation clinics are a great way to advance animal welfare in your community.

Focus on stray animals, or people struggling with the costs of caring for their animals and offer treatment free or at a reduced rate.



Event suggestions

#PlayYourPart

Remember to share your World Animal Day events with us!

You may submit the details of your activity by visiting the [events](#) section of the website.

(There will be an option to include one of our curated images and your social media accounts. You can also [browse other events](#).)

Rescue and release

Does your work involve rescuing, rehabilitating and releasing wildlife?

If the timing is right around October 4, release the animals you've saved, using the event to raise awareness and encourage your community to appreciate and respect local wildlife.

Everyone loves a story with a happy ending!

Peaceful marches

Organise a peaceful march, protest or rally with the aim of either raising awareness of a specific animal welfare issue or to encourage governments to introduce animal protection legislation.

Radio and TV interviews

We really like to encourage our World Animal Day Ambassadors to speak out about the importance of the day as they are often in a better position to reach channels and regions that we sometimes cannot!

School events

It's important to educate the younger generation about animals and to get them engaged so that they too will go on to make the world a better place for animals.

You could offer talks in schools on animal welfare and conservation issues, host animal-related contests or encourage local teachers to run creative children's classes based on animals.

We've seen drama, poetry and art classes being held to help children celebrate World Animal Day!

Conferences and workshops

If you have expertise in an area of animal welfare or conservation due to your work, why not share some of it?

There could even be the opportunity to network and set something up with other animal welfare experts.

Perhaps you could educate people within your local community about how to care for their working animals?

Interacting safely with dogs is another area that people often require more education in!



CONTACTING THE MEDIA ABOUT WORLD ANIMAL DAY

#SpreadTheWord

Reaching out

Often, our World Animal Day Ambassadors are in a great position to make connections at their local media stations and journalists regarding October 4, or about events and campaigns that they might be launching or hosting as part of their recognition of the day.

If this is something that you are comfortable doing, we'd strongly encourage you to do so, as it can help us to reach even more communities and regions across the world.

Tips for speaking to the media

If you are successful in securing any media coverage and would like to speak about World Animal Day on TV or on the radio, you can go back to the key messages on page 5 of this document to get an idea of how you really explain the importance of October 4 to listeners.

If speaking on the radio or TV, keep your messages simple and speak clearly! Often, you will only have a short amount of time to talk so it's much better to reduce your stress and improve the clarity of your message by sticking to key points.

Press release

We've included a press release at the end of this toolkit that you can use as a template if you plan to approach journalists.

However, there are some other things you will need to bear in mind when sharing your press release:

Research the media outlet so that you can adapt your writing style to something similar to what they would usually post.

Plan ahead! Don't leave it until the last minute to contact the journalist with your press release. They will have lots of stories and media pitches that you will be competing with, so we advise that you send your press release a couple of weeks ahead of October 4.

Keep your messages clear and simple – don't write too much, but make sure that what you do include is the key information that they need to know!

Questions?



Remember, you can direct any media queries about World Animal Day that you can't answer to our main email inbox:

info@worldanimalday.org.uk

Share any coverage

We'd love to hear about any media work you do to promote this important day!



THE WORLD ANIMAL DAY GRANT

#WorldAnimalDay

The application process is open for just a few weeks of the year.

You will usually be contacted by World Animal Day HQ when the grant is open, and we will invite you to apply via the website.

You'll find the grant's terms and conditions on the website, where we've also included information regarding previous winners.

More information on the grant

THE WORLD ANIMAL DAY GRANT IS ONLY OPEN TO OUR AMBASSADORS



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EXPANDING OUR AMBASSADOR PROGRAMME

#Global

We would like to expand our global reach so that we can help more animals around the world.

Growing our team of World Animal Day Ambassadors is an effective way to achieve this.

One of our goals is to recruit at least one Ambassador in every country!

We can't do this without a little help... which is where you come in.

Do you know someone amazing who works in animal welfare, and who might be keen to become a World Animal Day Ambassador? Please share their contact details with us so that we can reach out to them!

Check our [interactive map](#) to see where we currently have Ambassadors.

Our priority is to recruit Ambassadors in countries that don't yet have one. However, we would also welcome applications from potential Ambassadors in countries that have one already, but who specialise in a different field of animal welfare.



KEEPING IN TOUCH

#Connect

For the purposes of being able to keep in touch with you about important things such as your work, any updates, and the World Animal Day grant, we need to ensure that we always have current contact information for you.

Please check that your Ambassador page is relevant and that the information is correct. If you notice anything that is no longer valid, contact us and we will amend it as soon as possible.

We also need to know if your circumstances change so that you can no longer to be a World Animal Day Ambassador. We completely understand that people change positions or relocate or that they might no longer be able to keep up with the commitments of being an Ambassador. Just let us know if this is the case for you.

[Contact us](#)



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SUGGESTED TEMPLATE FOR PRESS RELEASE

#InTheNews

FOR IMMEDIATE RELEASE:

CONTACT:

<Contact Person>
<Organization's Name >
<Phone Number>
<Email Address>
<Website URL>

HEADLINE: <Organisation's name> CELEBRATES WORLD ANIMAL DAY WITH <insert event, activity, statement, etc. >

<City/Town/Village>, <State/Region>, <Date> - <organisation's name> is joining the thousands of other organisations and individuals around the globe in celebrating World Animal Day. <Organisation's name> is proud to support this global movement to raise the status of animals by using this special day to raise awareness for <your cause, specific animal welfare issue mission>. <Include the Who, What, When, Where and Why in your first paragraph. Don't forget to include all the details but keep it short!>

In 1925, Heinrich Zimmerman organised the first World Animal Day on March 24, in Berlin. It was moved to October 4 in 1929, to coincide with the Feast Day of St Francis of Assisi, the patron saint of animals. World Animal Day has become a global celebration for all animals and the people who love and respect them. It's known on every continent and celebrated in different ways in many countries, with no regard to nationality, religion or political ideology.

<Include a quote about taking part in World Animal Day from someone at your organisation.>

<Your text should explain the purpose, target audience and benefits of your event or service, and intrigue the readers to find out more, visit your website, or contact you for more information.> <Add "For more information, contact:" as the last sentence.>

- END -

ABOUT <organisation name>

<The final paragraph should be a brief description of your organisation or group and your mission statement, with current contact details.>

