

NATURE NURTURE INITIATIVE



WORKING TOGETHER
TO INSPIRE YOUTH
FOR THE FUTURE
OF OUR PLANET



INSPIRE.
TEACH.
PROTECT.

CREATED BY LAUREN FELKNER

NATURE NURTURE INITIATIVE

**WORLD WILDLIFE FUND
GLOBEDUCATION**

LAUREN FELKNER

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BRAND SUMMARY



WWF

The World Wildlife Fund (WWF) is an international conservation organization focused on protecting and preserving the planet's wildlife and natural environment. WWF's internal environment is rooted in its' mission to conserve nature and reduce the most pressing threats to the diversity of life on Earth. Its values include integrity, respect, accountability, collaboration, and innovation. WWF operates as a complex, spread-out network with numerous national and regional offices around the world. The WWF has over 3,600 grants for conservation leadership, 5 million members worldwide, and 350 cities and countries committed to their climate regimen.

Globeduction is a company committed to shaping the young minds of tomorrow. Globeduction schools not only deliver a renowned education but also ensure that students cultivate skills and capabilities beyond academics. The focus is on preparing students to actively contribute to shaping the future, addressing unprecedented social, economic, and environmental challenges that are transforming global communities.





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EXECUTIVE SUMMARY

In this Campaign book, I will lay out the situational analysis, strategic recommendations, and evaluation plan for NatureNurture Initiative. This will include a SWOT analysis, target audience indication, tactic forms, and objectives for WWF and Globoeducation's joint campaign.

The NatureNurture Initiative is a concisely examined curriculum with educational principles involving the well-being of the environment. This educational program is to be placed in Globoeducation sanctioned schools at the start of new school year, August 23, 2024. WWF and Globoeducation will partner up to create a teaching program indulgent for young minds. The curriculum will be provided for preschool through elementary school children. The curriculum will be a hands on learning experience to educate children on the importance of recycling, water conservation, and respecting the environment by not littering.

- In America, only two out of fifty U.S. states have earth science or environmental science as a required course for high school graduation.

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SITUATIONAL ANALYSIS

The NatureNurture campaign is a collaborative initiative between the World Wildlife Fund (WWF) and Globeducation, aimed at integrating environmental education into everyday classroom learning for students in select Globeducation schools. This initiative reflects the shared commitment of both organizations to instill a sense of environmental responsibility into young minds.

The NatureNurture Initiative aims to create awareness around the globe for environmental wellbeing. The audience for climate change is always broadening, and WWF and Globeducation intend for children to become part of that audience.

Goal:

Children learn basic environmentally aware habits.

SWOT ANALYSIS

Strengths

The merging of Globeduaction and WWF for this campaign allows for a new approach, addressing both environmental sustainability and education under one umbrella.

WWF brings expertise in environmental conservation, while Globeducation contributes knowledge in global education, creating a well-rounded curriculum.

Weaknesses

Merging two organizations for this campaign might overlap on different focuses and may pose challenges in integrating the curriculum into children's daily lives.

Getting teachers and state board officials to take the curriculum seriously might prove difficult in getting children to realize the importance.

Opportunities

The innovative curriculum may change the entire course for the environment's future

The organizations working together can leverage WWF's global networks to expand the reach of environmental change

Opportunities for enhanced collaboration with other schools and moving NatureNurture Curriculum into a new normality in classrooms around the globe

Threats

If not communicated effectively, the curriculum could lead to confusion or negative public perception, effecting support and progress for the environment.

There are already many leading schools involved with outdoor classrooms and recycling classes.

TARGET AUDIENCE

01

Students in preschool through elementary school across select Globeducation schools.

02

Teachers, parents, and school administrators involved in the education process.

KEY PUBLICS

Members: Members involved with the WWF are able to help with funding and spreading awareness

Corporate Partners: WWF collaborates with businesses and corporations that are committed to sustainability and environmental responsibility.

Providence Equity Partner: Equity partners work closely with Globeducation to organize and identify areas for operational improvement. This can involve optimizing processes, implementing cost-effective measures, and enhancing overall efficiency.

KEY SPOKESPEOPLE

Oahn Crouch

Director of Education

Oahn Crouch has been with Globeducation for five years. She has extensive experience in teaching and training seminars. She will be utilized in this campaign as the direct contact for each school participating in the new curriculum



Rebecca Shaw

Chief Scientist,
Sr. Vice President

Rebecca Shaw finds emerging challenges to WWF's missions and is a perfect spokesperson to write the information for the curriculum.





STRATEGIC RECOMMENDATIONS

STUDENTS

Primary Audience



Key Spokesperson: Rebecca Shaw

Strategic Plan

- Integrate engaging visuals, videos, and multimedia elements into presentations to cater to various learning styles and enhance understanding.
- Encourage audience interaction through live Q&A sessions or polls. This fosters participation and keeps the audience actively involved.

Theme: Learn For a greener tomorrow

OBJECTIVE 1

Goal: Increase awareness for environmental safety habits by 20% over the next school year.

Strategy: Earned Media

Key Performance Indicators: Increase in schools wanting to participate, excitement over the curriculum

TACTICS

01

Create a list of local media outlets with an underlining in educational news.

02

Create a media kit and pitch the curriculum to journalists that write about educational news. Bringing awareness for the local schools to read about.

OBJECTIVE 2

Goal: Increase the number of schools participating in the new curriculum.

Strategy: Shared Media

Key Performance Indicators: Increase in schools wanting to participate, excitement over the curriculum

TACTICS

01

Create weekly posts on both the WWF and Globeducation's social medias, along with their websites.

02

Send news letters and emails to Globeduaction offiliated schools

TEACHERS

Secondary Audience



Key Spokesperson: Oahn Crouch

Strategic Plan

- Form partnerships with schools at local, regional, and national levels to provide understanding over curriculum.
- Implement data analytics to track the impact of the curriculum on student performance, engagement, and environmental awareness.

Theme: Learn For a Greener Tomorrow

OBJECTIVE

Goal: Increase awareness of environmental education for School Faculty.

Strategy: Shared/Paid Media

Key Performance Indicators: Complete understanding of the curriculum.

TACTICS

01

Send emails concerning the effectiveness of the curriculum.

02

Contact principals and school faculty via email abt paid learning seminars regarding the curriculum

TACTICAL PROGRAM



TACTICS: OBJECTIVES

01

Conduct surveys and interviews with teachers, parents, and school administrators to understand the current environmental education status. Identify existing curriculum gaps and areas for improvement.

02

Organize workshops led by WWF/Globeduaction educators to train teachers on implementing the curriculum effectively. Provide resources and teaching aids to support educators.

03

Organize informational sessions for parents to understand the importance of the WWF curriculum. Encourage parents to participate in school projects and activities.

04

Include hands-on activities and projects to make the curriculum engaging and memorable. Incorporate games, experiments, and outdoor experiences to enhance learning

SCHEDULE



TIMELINE



Month 1: Planning

- Create Media kit
- Infographics on all socials
- meet with the campaign team
- assign roles and responsibilities
- Ad Placements
- intensive research on educational resources.

Month 2: Curriculum development

- Contact local journalists
- Infographics on all socials
- Develop the initial draft of the NatureNurture curriculum
- Compile educational resources on recycling, water conservation, and environmental stewardship.
- Conduct initial outreach to teachers and administrators.

Month 3: Finalize Curriculum and Launch Event Preparation

- Infographics on all socials
- Finalize the NatureNurture curriculum based on feedback from teachers and parents.
- Post on social media about the launch event
- Conduct detailed instructions to teachers and administrators.
- Finalize logistics for the launch day.

TIMELINE



Month 4: Campaign Launch and Curriculum Implementation

- Contact local journalists
- Newsletters via email
- Ad placements
- Personalized “thank you” letters to each school
- Introduction to NatureNurture curriculum.
- Distribute educational materials to teachers.
- Begin daily NatureNurture sessions in K4- 4th grade.
- Implement student involvement initiatives.

Month 5-12: Ongoing Feedback

- Launch event first day of school. (August 29st)
- Continuous monitoring of NatureNurture curriculum
- Collect and analyze feedback from teachers, students, and parents.
- Make necessary adjustments to the curriculum and resources.

At the end of the campaign, distribute a survey to determine the impact of the curriculum. Download analytics and compare them every four months

BUDGET



BUDGET ESTIMATE

- Graphic Designer for infographics- Average \$24/ hr (accounted for 40 hrs) = \$960
- Mailchimp (for mass emails) - 5,000 contacts: \$100
- Google Spreadsheet for data analysis- FREE
- Webinars for curriculum- FREE
- Keyspokes people- \$1,000 x2
- Curriculum key- \$700 (average from \$400- \$900)
- Google Advertisements- \$28 for 1 week (3 months of ad placement) [28 x 12 =\$ 336]
- Thank you cards- \$566.67 for 2,000 thank you cards. (\$0.14 1 card on Amazon)

Total Amount

\$4,326.67

EVALUATION PLAN

By the end of the academic year, increase student proficiency in environmental awareness by 20% as measured by data analysis

Indicator: Student Engagement. Measure: interactive rates, participation in class activities

Measurements

- 1. Conduct pre and post-surveys, and collect observational data during classroom activities.**
- 2. Data collection will occur at the beginning, middle, and end of the academic year. Analysis and reporting will take place during the summer months.**
- 3. Recommendations for improving instruction will be discussed with teachers during professional development sessions, and adjustments will be made to the curriculum based on the evaluation findings.**

CONCLUSION & RECOMMENDATION



CONCLUSION

This campaign seeks to provide a curriculum for preschool all the way to fifth grade. By using the objectives, strategies and tactics listed throughout the plan book, the goal of more environmentally aware children will be achieved. The campaign is detailed for six months of planning, to prepare the curriculum, bring awareness, and educate others. This campaign is scheduled for the starting week of school in 2024.

RECOMMENDATIONS

Looking ahead for the future of our planet, there are a few recommendations that the NatureNurture Initiative thinks will benefit your organization.

- Implementing another spokesperson to delegate the information for the curriculum.
- Persuading more schools by tightening the budget for better pay for the teachers utilizing the curriculum.

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