



Background: High-Five. Give \$5. Save Big Cats.

National Geographic's Big Cats Initiative is creating a worldwide virtual high-five chain in support of big cats for World Lion Day, and we need your help!

Big cats in the wild are disappearing at an alarming rate. Leading up to World Lion Day (August 10), we're promoting awareness about the plight of these majestic creatures by sharing high fives on social media. We're also raising money to preserve big cats—like lions—and their habitats through National Geographic's Big Cats Initiative.

It's easy to participate. Share the Facebook and Twitter posts below with your social networks. Tag five friends to send them a virtual high five. Give \$5 (or more!) using the link below. Then watch the chain grow across Facebook, Twitter, and Instagram!

Want to get creative? Instead of using our photo when you share on social media, create your own high-five photo or video masterpiece. We encourage you to think outside the box! Make sure you use #5forBigCats, and then come back here to see your creation in our gallery below.

Happy high-fiving!

About the Toolkit

Thank you for helping National Geographic and the Big Cats Initiative promote World Lion Day with our “High-Five. Give \$5. Save Big Cats.” campaign. The messaging in this document, along with the accompanying images, will help you promote this important (and fun) event in a consistent and on-brand way. If you have any questions about the materials in this toolkit or the campaign in general, please contact Colby Bishop at cbishop@ngs.org or Nicole Perman at nperman@ngs.org.

Campaign Dates:

This social media campaign kicks off on **Monday, July 27**, and runs through World Lion Day on **Monday, August 10**. Please feel free to share any of the messages in this toolkit during that time period, but not before, as the website link won't be live until then.

Hashtag:

#5forBigCats

Please use this hashtag on all related social media posts.

Website:

causeanuproar.org/5forbigcats

Send people to this URL for additional information. Note that the page won't be live until Monday, July 27.

Donations:

Visit **donate.ngs.org/5forbigcats**

Text FIVE to 50555 to donate \$5. T&C: mgv.cc/t

In addition to raising awareness, we're asking people to donate \$5 (or more) as part of the campaign. The funds will go to National Geographic's Big Cats Initiative, which provides on-the-ground conservation and education support to projects that preserve big cat populations worldwide. Examples include building livestock enclosures to save snow leopards in Nepal and combating lion snaring and poaching in Zambia.

Key messaging:

Long:

High-Five. Give \$5. Save Big Cats.

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Happy high-fiving!

Medium:

High-Five. Give \$5. Save Big Cats.

Big cats in the wild are disappearing at an alarming rate. Leading up to World Lion Day (August 10), National Geographic is promoting big-cat awareness by sharing high fives on social media. We're also raising money to preserve big cats and their habitats through National Geographic's Big Cats Initiative.

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Happy high-fiving!

Short:

High-Five. Give \$5. Save Big Cats.

Big cats in the wild are disappearing at an alarming rate. To promote awareness, share National Geographic's Facebook and Twitter posts with your social networks. Tag five friends to send them a virtual high five. Give \$5 (or more!) to the Big Cats Initiative at donate.ngs.org/5forbigcats. Then watch the chain grow across Facebook, Twitter, and Instagram!

Want to get creative? Instead of using our photo when you share on social media, create your own high-five photo or video masterpiece. Tag your creation with #5forBigCats, and then visit causeanuproar.org/5forbigcats to see your contribution in our gallery of submissions.

Suggested Facebook Post:

I'm giving five to save big cats in the wild—and you should too!
Share your high-five photos with #5forBigCats and visit donate.ngs.org/5forbigcats to donate \$5 to big cat conservation.

Suggested Twitter Post:

I'm giving 5 to save big cats in the wild. Now it's your turn. Tag your photos with #5forBigCats @NatGeo <http://bit.ly/1SnmMua>