



Future for Wildlife – Engaging Guests

Conversation Starters

- **Open with a question** - This is perhaps the best conversation starter of all. Questions are excellent tools for initiating conversations because they ask the other person to respond. For example, “Is this your first visit to the Zoo?” Wait for response. “Thank you for supporting our commitment to securing a future for wildlife?” Insert speech.
- **Try a self-disclosing statement** such as “I love watching the tigers explore their new exhibit. They’re so fascinating.” Insert speech.
- **Listen for visitors’ comments** that might provide you an entree into a conversation. If you break in with an unassuming, unobtrusive manner, most visitors will welcome an answer to the questions asked among them. For example, “I overheard you mentioning the gorillas.” Insert speech
- **Share an interpretive object.** Ticket takers with stuffed animals, Carousel staff can use the figures on the Carousel and Event Network staff can utilize Future for Wildlife products as a way to start the conversation. For example, “Did you know that the Asian turtle [seen here] is one of the animals the Zoo is working to protect in the wild?” Insert speech.
- **Jack, Joseph and Morton Mandel Welcome Pavilion** can be a great conversation starter. For example, “Did you vote for the conservation project of your choice with the green token you received today?” Insert program speech.

Talking Points

The Zoo is committed to securing a future for wildlife.

Future for Wildlife Program

Background: Working with conservation partners in more than a dozen countries around the world, the Zoo is tackling today's most complex and pressing human-wildlife conservation issues. We develop and implement unique and collaborative projects that directly address wildlife survival and benefit local people. The Zoo has been working to secure a future for wildlife around the world for the past two decades and committed more than 7 million dollars to global wildlife conservation efforts since 1995.

Why it is important: We have a responsibility to protect wildlife for future generations.

What is the issue: Wildlife around the world is threatened by habitat loss, illegal trade and conflict with humans.

Join our efforts: Join our efforts to protect wildlife. Visit futureforwildlife.org to learn more and join our conservation community.

Gorilla

Why it is important: We have a responsibility to protect gorillas for future generations.

What is the issue: Fewer than 4500 Eastern gorillas remain in the world.

Join our efforts: Join our efforts to protect gorillas from habitat loss and poaching. Visit futureforwildlife.org to learn more and join our conservation community.

Giraffe

Why it is important: We have a responsibility to protect giraffe for future generations.

What is the issue: Giraffe numbers have decreased by nearly 40% in the last 15 years.

Join our efforts: Join our efforts to study giraffe populations and investigate the causes of their decline. Visit futureforwildlife.org to learn more and join our conservation community.

Asian Turtle

Why it is important: We have a responsibility to protect Asian turtles for future generations.

What is the issue: More than half of Asia's turtle species are threatened with extinction.

Join our efforts: Join our efforts to stop the uncontrolled collection of turtles from the wild. Visit futureforwildlife.org to learn more and join our conservation community.

Andean Bear

Why it is important: We have a responsibility to protect Andean bears for future generations.

What is the issue: Andean bears and their habitat are disappearing.

Join our efforts: Join our efforts to strategically study and monitor bear populations and habitats. Visit futureforwildlife.org to learn more and join our conservation community.

Lion and Cheetah

Why it is important: We have a responsibility to protect lions and cheetahs for future generations.

What is the issue: Lion populations have decreased by more than 40% in the last 20 years.

Join our efforts: Join our efforts to reduce human-carnivore conflict. Visit futureforwildlife.org to learn more and join our conservation community.

Illegal Wildlife Trade (specific projects under the Illegal Wildlife Trade program are listed below)

Rhino

Why it is important: We have a responsibility to protect rhinos for future generations.

What is the issue: Rhino numbers are 90% lower than three generations ago.

Join our efforts: Join our efforts to reduce poaching and the illegal trade of rhino horn. Visit futureforwildlife.org to learn more and join our conservation community.

Tiger

Why it is important: We have a responsibility to protect tigers for future generations.

What is the issue: More than 95% of the wild tiger population has disappeared in the last 100 years.

Join our efforts: Join our efforts to reduce poaching and the illegal trade of tiger parts. Visit futureforwildlife.org to learn more and join our conservation community.

Elephant

Why it is important: We have a responsibility to protect elephants for future generations.

What is the issue: An estimated 96 elephants are killed each day for their ivory.

Join our efforts: Join our efforts to reduce poaching and the illegal trade of ivory. Visit futureforwildlife.org to learn more and join our conservation community.

Slow Loris

Why it is important: We have a responsibility to protect slow loris for future generations.

What is the issue: Slow loris are among the most endangered primates in the world.

Join our efforts: Join our efforts to reduce the illegal trade of slow lorises. Visit futureforwildlife.org to learn more and join our conservation community.

What to do if guests have questions

- **Guide them to website** -> FutureForWildlife.org. Ask if you can help them get to the website to find answer.
- **Take their information.** Jot down their name and contact information so staff can get back with them.