



Elephant Nature Park Proposal



The CrossKey PR Team



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Who We Are

CrossKey PR is a public relations firm that is driven to create comprehensive public relations and corporate communications campaigns for causal organizations. At CrossKey PR, we combine passion for activating positive change with expertise in providing top-quality public relations and communications services. Each member of our team has extensive experience and a strong passion in their area of choice. Our services include digital and visual communication, social media strategy, media relations, and event planning and management.

OUR PROPOSAL

A photograph of two elephants in a savanna setting. One elephant is in the foreground, facing left, with its trunk slightly curled. The other elephant is behind it, also facing left, with its trunk touching the first elephant's head. The background shows green grass and a blue sky with light clouds.

#ImNotIrrElephant
campaign

Revamp website

The Trunk Show

Gala #elevents



SOCIAL MEDIA CAMPAIGN

Our proposed #ImNotIrrElephant Social Campaign will aim to bring targeted awareness to the global treatment of elephants. The campaign will focus on attracting potential volunteers and enticing and incentivizing donations.



elephantnaturepark • Follow

Elephant Nature Park

Happy birthday to our happy little Jokia! Jokia arrived at Elephant Nature Park in 1999 and has been bringing joy into our lives ever since. Read more about Jokia and Elephant Nature Park through the link in our bio. Please consider donating and helping Jokia thrive for another year.

#Thailand #ImNotIrrelephant
#itsmybirthday



6,096 likes

23 HOURS AGO



Add a comment...



This is a sample of the type of social media posts to be included in the #ImNotIrrelephant social campaign.

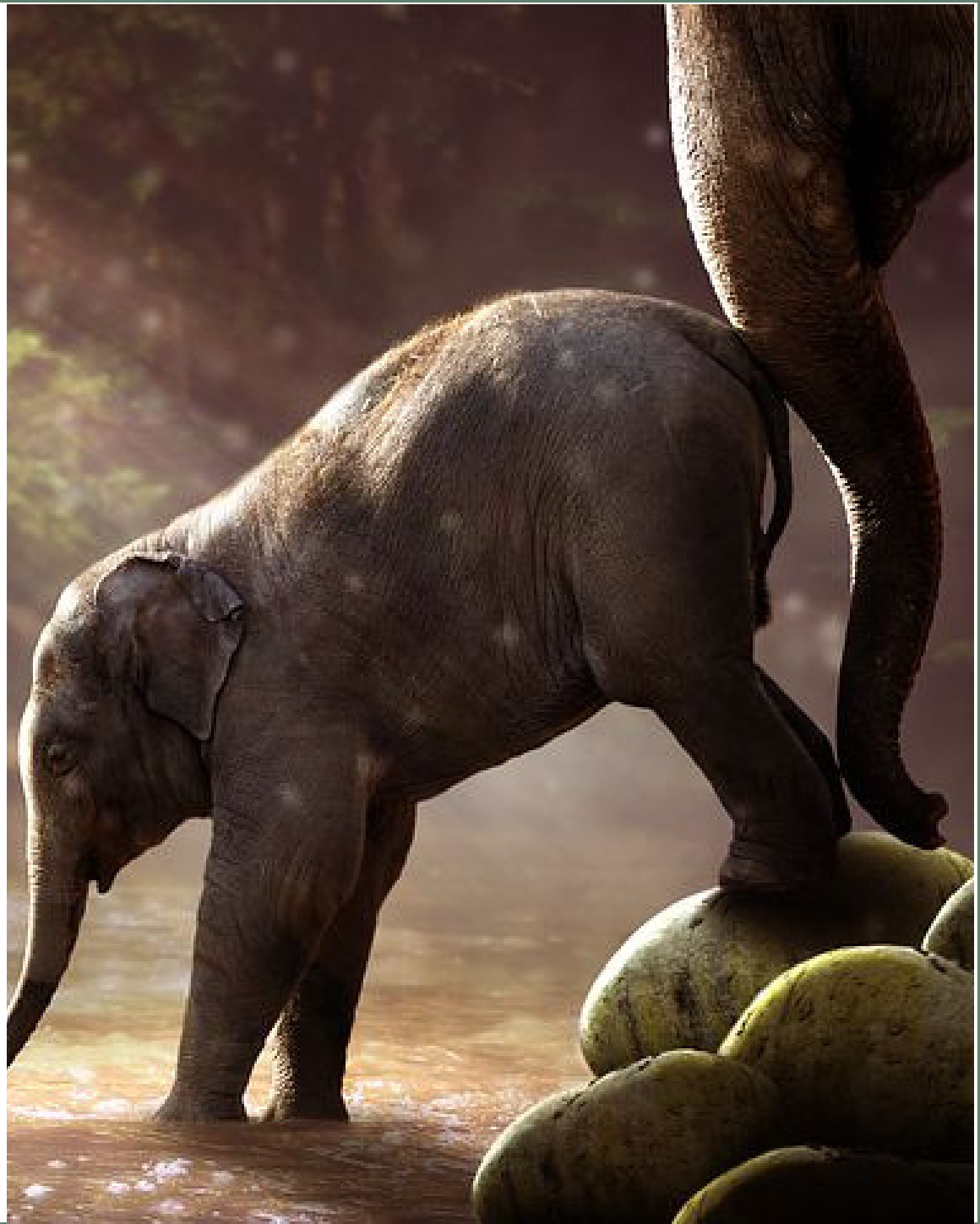
SOCIAL MEDIA CAMPAIGN PHASES

1

Sponsor bloggers and social media influencers to do a “volunteer” week with Elephant Nature Park.

2

Two-month contest with a winner will receive an all expenses paid trip for three to visit and volunteer at the Elephant Nature Park Sanctuary.





Social Media Campaign

PHASE ONE

- Recruiting influencers or micro-influencers in relevant niches and sponsor them to do a “volunteer” week.
- They must meet specific requirements.
- Birthday features for each elephant at Elephant Nature Park.
- #ImNotIrrElephant merch sold through the Elephant Nature Park website and linked through influencer social media.

Social Media Campaign

PHASE TWO

- Influencers will promote a donate, follow and share the contest across social platforms with a focus on Instagram.
- The contest will run for two months.
- Specific requirements to enter the contest
- One winner will receive an all expenses paid trip for three to visit and volunteer at the Elephant Nature Park Sanctuary and swag bag





T-shirts like the one in the above picture will be sold as merchandise around Elephant Nature Park. Influencers will also create buzz around the inner workings by doing various “walks around the sanctuary” using Instagram pictures and stories.



The SoulTrekker @soultrekk · Oct 21

Meet my new elephriend! Sponsor an elephant at elephantnaturepark.org #Thailand #ElephantNaturePark



Shania Canada @ShaniaCanada · Aug 4

Shania took a break from promoting her album to hang out with two new friends at Elephant Nature Park. Watch the video below to see her adventures and learn how you can help.



Walkileaks @walkileaks · 3 Apr 2016

These very lucky elephants had a chance to meet the wonderful and inspirational Leo today. You too can meet him if you buy a ticket for our Toronto gala. Click the link for details!



Twitter
post
samples

WEBSITE REVAMP

1

Help distinguish the Elephant Nature Park website from the Save the Elephant Foundation website.

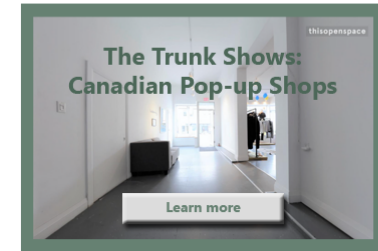
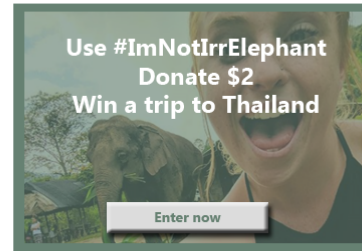
2

Make it more user-friendly and easier to navigate

3

include donation page and dedicated pages to our proposed social media campaign and contest

#ImNotIrrElephant



Follow the #ImNotIrrElephant stories on Instagram



Give today


Help elephants like Jokia recover from violent and abusive pasts to live a happier tomorrow.

Then, help us remind the world that elephants are in need by sharing that you've donated and using #ImNotIrrElephant

Win a trip to Thailand to help Jokia and her family! All you have to do is:

Donate \$2*
Share that you've donated
Use #ImNotIrrElephant on social**

*at least two dollars
** must be following Elephant Nature Park



BN: 87399736580020

Make a donation

DONATION DETAILS

Show scheduling options

\$10 **\$25** \$50 \$100

\$ Other

FUND

#ImNotIrrElephant

Message to Elephant Nature Park

Give today

[Help](#) [Privacy](#) [Log Out](#)

The Trunk Show

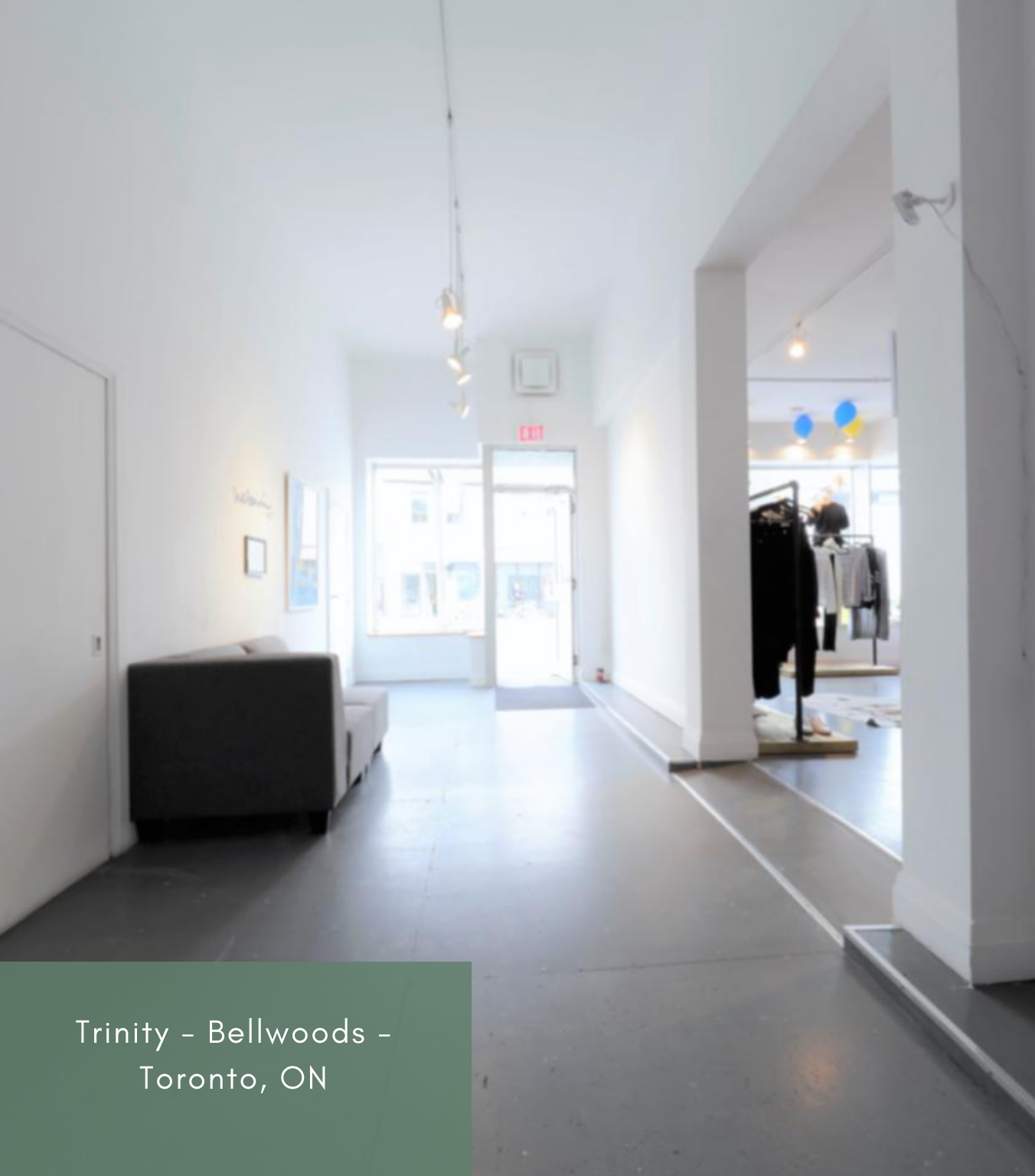
The "Trunk Show" is the name of the pop-up shops we propose to run as a means of creating awareness and raising funds. We would hold two – one in Toronto and one in Vancouver. We included the prices for two weeks but are flexible on options for shorter periods of time.





BENEFITS

1. Low cost way to explore additional revenue streams.
2. Engage Customers
3. "Get It While It Lasts" Urgency
4. Educate New Customers
5. Generate Brand Awareness



Trinity - Bellwoods -
Toronto, ON





Mount Pleasant -
Vancouver, BC

You are cordially invited to

***ELEPHANT
NATURE
PARK
GALA***



6 PM • DECEMBER 8
ART GALLERY OF ONTARIO AT
THE BAILLIE COURT
TORONTO, ONTARIO
ATTIRE: FORMAL

RSVP WITH VICTORIA AT
VICTORIA@CROSSKEYPR.COM

Make sure to use the tag #elevents



THE GALAS #ELEVENTS

We have projected three event venues for galas in three different cities as potential options - Toronto, Montreal, and Vancouver. We are confident that these venues and cities will bring many people to our event in support of our cause. We propose inviting Leonardo DiCaprio to speak because he is someone who uses his platform to promote environmental and animal activism. He also has access to many influencers that would potentially donate to Elephant Nature Park.



Art Gallery of Ontario - Toronto



Montreal



Vancouver Art Gallery

