

Give 'Em the Fin



How to Host Your Own Give 'Em the Fin Event

Want to host a Give 'Em the Fin Event? Great and it's easy too! Just follow the easy steps detailed in this helpful guide to hold a fun event and help Sea Save Foundation reach our goal of 20,000 pictures in our mosaic.



Initial things to think about before your event:

- ▲ What kind of event will you be hosting?
- ▲ How do you raise as much awareness as possible?
- ▲ Do you need permission to hold an event in your chosen location?
- ▲ What resources do you need?
- ▲ What documentation do we need?



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Location – What kind of event will you be hosting?

- ▲ A party at your house with friends perhaps?
- ▲ In front of a local attraction - Eiffel Tower, Grand Canyon, Buckingham Palace anyone?
- ▲ College or University campus?
- ▲ Near your local sea or riverbank?
- ▲ Local shopping mall?

How do we raise as much awareness as possible for this campaign?

- ▲ Choose a location with high foot traffic.
- ▲ Locations such as a tourist attractions, amusement park, or college campus are all great ideas.



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 **Permission – some locations require permission before an event can be hosted.**

- ▲ **Be sure to obtain the proper permissions to host your campaign event at the location you have chosen.**
- ▲ **Permissions may have to be obtained from a property owner, local authorities (city officials/departments), campus police, etc.**

 **Gather resources for your event. The most important resource you can have is volunteers:**

- ▲ **Recruit volunteer team members. This is a great opportunity to have some fun with your friends, or team build with your club or work group.**
- ▲ **You will need someone to greet people passing by, and encourage them enter the booth to have their picture taken.**
- ▲ **A volunteer to help recruit people to the booth.**
- ▲ **A couple of people taking photos and then helping people navigate the upload process to get the pictures into the online mosaic.**
- ▲ **If possible, someone should also be at the table to answer questions, hand out Sea Save Foundation pamphlets and information.**
- ▲ **Remember to have fun! The more volunteers the merrier!**

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 **Have a fun yet professional image (like the super guys above):**

- ▲ In order for people to take you and your event seriously, we must present Sea Save Foundation professionally.
- ▲ It is recommended that all event volunteers wear similar Sea Save T-Shirts. This presents a “uniform” appearance and will help the target audience identify who you are.
- ▲ T-Shirts can be obtained for a reasonable price (approximately \$25) via the attached link: [Sea Save T-shirts](#)



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What items will you need at the event?

- ▲ A folding table (or two). These will be utilized to neatly lay out the pamphlets, business cards, waiver forms, and any other Sea Save Foundation gear you wish to put on display.
- ▲ A shark suit, mermaids, fish game, or other attraction helps grab attention and peaks people's interest. You might even host a competition for most creative image for your event.
- ▲ If you choose to purchase the very same costume as the "Jay the Shark" (in our pictures) you will find it on eBay [here](http://www.ebay.com/itm/Lovely-Adult-Mascot-Costume-shark-SZ-165-175-185-Welcome-wholesale-/261241891945?pt=US_Costumes&hash=item3cd33aec69) (http://www.ebay.com/itm/Lovely-Adult-Mascot-Costume-shark-SZ-165-175-185-Welcome-wholesale-/261241891945?pt=US_Costumes&hash=item3cd33aec69) Please try to make your images unique, and if you choose to use a costume to attract participants, encourage people to be creative with their shots, so they are special.
- ▲ Signs, banners, flags, or anything else that identifies your campaign event is highly recommended.
- ▲ If your event is outside you may want to consider a canopy to protect your team and documents from the sun (or hopefully not, some rain).

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 **Documentation - Give participants information so that they can join our effort! Consider printing “how-to” instructions on brochures, business cards or paper pamphlets.**

- ▲ **If you are working with a tight budget, or if you have a close deadline we have created simple information sheets that can be printed on any home printer, cut apart and handed out at the event. Click here for downloads: [Download URL](#).**
- ▲ **The brochures will help people understand the campaign and may encourage them to take photos with their families and friends and perhaps become part of the Sea Save Foundation pod.**

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Brochure (external):



Show Shark Support
Give 'Em the Fin
Mosaic Project
Be Part of the Global Picture

Shark finning is a horrific practice.

Due to the value of their fins, fishermen often opt to dispose of the low value shark body and fill their holds with just shark fins. The captured shark is hauled aboard, the fins are hacked off. The still living animal, unable to move, is tossed overboard. It will sink to the bottom, unable to swim where it will slowly die.

Sea Save Foundation strives to protect our oceans by raising awareness and educating people about ocean beauty and advocating change to resolve current challenges.



SEA SAVE FOUNDATION

Want to do more? Hold a Give 'Em the Fin event and collect even more pictures.

[Http://www.SeaSave.org](http://www.SeaSave.org)
[Facebook.com/SeaSave](https://www.facebook.com/SeaSave)
or call our team at
310.458.1020

- Up to 75 million sharks are killed annually, mostly for their fins.
- 82% of sharks (51 species) are now considered threatened
- Shark fins are used as the principal ingredient in "shark fin" soup.



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▲ Brochure (Internal):



It is so easy!

Have your photo taken with giving the international sign of the shark.

Put your hand on your head and snap!

SHOW SHARK SUPPORT. GIVE 'EM THE FIN!

Have fun taking pictures with your friends, get creative. Then upload the images to the online mosaic.

The complete picture will contain 20,000 images of people from around the world demonstrating shark conservation support.



The complete mosaic will be the core of our billboard campaign that will be displayed throughout Asia.

Help build the message with your pix. Say "No" to Shark Fin Soup!



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- ▲ Two-sided business cards contain key steps required to upload a photo. This is a great, inexpensive hand-out that visitors can take home. Approximate cost if ordered in advance \$15.00



Order Cards Here: www.vistaprint.com

Login email: GiveEmFin@SeaSave.org

Password (case sensitive): GiveEmFin

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What to do at the event...

- ▲ The idea is to get as many photos of people “Giving the Fin” as possible and upload the pictures onto our mosaic. This exercise will help our cause in many ways:
 - ▶ 1) It gives you the chance to discuss the practice of shark finning, explain why it is not sustainable, and discuss how people can get behind our efforts to stop finning.
 - ▶ 2) Our 20,000 image-strong mosaic will be used around Asia as billboards to raise awareness in finning hotspots.
 - ▶ 3) It is essential that you encourage participants to upload their images using their own device through Facebook. Images will be used on billboards and therefore we need everyone to log in and sign a model release. Also, participants will receive notification about when and where their billboard images are placed!
- ▲ While it is best if you try to get your audience to allow you to use their smart phones to take their pictures, and then upload as you supervise. It is also important that your team have a few iPads and or smart phones at the event.
- ▲ Using a smart phone or iPad that is already connected to the internet (Facebook site) will allow for the most efficient way to upload pictures to the Sea Save mosaic.
- ▲ Remember that the images will need to be cropped square when it is inserted into the mosaic, so compose the images in a square format.
- ▲ Ask guests to upload the pictures to our mosaic at:
<http://tinyurl.com/giveemfin>

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- ▶ From this page, participants will be able to access the mosaic through their Facebook page or through the Sea Save Foundation site. If they access through their FB, they will not need to enter as much information and the process will be faster.

Odds and Ends

- ▲ Be sure to inform the audience why you are taking their picture with their hand on their head like a shark fin or hands in fists each side of their head like the Hammerhead Shark.
- ▲ Give every person pictured a business card that contains the information of the campaign and how to access the Sea Save website.
- ▲ Give brochures to those requesting more information about the campaign.
- ▲ Print, cut, and hand out the Quick Upload Guide sheets. Click here to download: [Download URL](#)

Please don't forget...

- ▲ It is up to you to make people feel welcome and encourage them to discuss shark conversation. In general people are concerned that you want to sell them something.
- ▲ Don't be pushy 😊 If someone declines to be photographed, thank them and move on to the next person.

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Above all else, remember to have fun...you are volunteering for a worthy cause and the Sea Save Foundation thanks YOU!

