World Pangolin Day Toolkit
Saturday, February 15, 2020

ABOUT

The Pangolin Crisis Fund (PCF) launched in May 2019 with one goal: to eliminate the demand, trafficking, and poaching crisis that puts all eight species of pangolins at risk of extinction. This World Pangolin Day, you can use your voice to join us in these efforts to protect pangolins. Post on social media using #RollWithUs and tag @pangolincrisis to raise awareness and funding for this little known animal.

The PCF is a collaborative granting initiative created by the Wildlife Conservation Network (WCN) and Save Pangolins and maintains the same 100% model as WCN’s other crisis and recovery funds—every cent of every dollar donated goes directly to pangolin conservation, with zero administrative or overhead fees taken.

MESSAGING

Create your own post about why you love pangolins or share one of ours on Saturday, February 15

Facebook - A pangolin’s natural defense is to roll into a ball when threatened, which is why they’re such easy targets for wildlife traffickers. #RollWithUs this #WorldPangolinDay and help us protect these gentle creatures from the trafficking crisis that is putting them at risk of extinction. Share this post to help raise awareness for pangolins and follow @Pangolin Crisis Fund on Facebook.

Instagram - A pangolin’s natural defense is to roll into a ball when threatened, which is why they’re such easy targets for wildlife traffickers. #RollWithUs this #WorldPangolinDay and help us protect these gentle creatures from the trafficking crisis that is putting them at risk of extinction. Share this post to help raise awareness for pangolins and follow @PangolinCrisis on Instagram.

Twitter - A pangolin’s natural defense is to roll into a ball when threatened, which is why they’re such easy targets for wildlife traffickers. #RollWithUs this #WorldPangolinDay and help us protect these gentle creatures by following @PangolinCrisis and raising awareness for pangolins