

Focal Species Pamphlet Design Template

Name

Date

Directions: Your team will be creating a trifold pamphlet that educates the public about your focal species. Your pamphlet will inspire people to care about your focal species and have hope that your species can be saved. This hope is what will motivate people to take action!

The requirements:

- At least one image of the focal species
- Data, maps, graphics, and/or information related to the species, its biome, and reasons for its endangered status
- Three or four steps that any citizen can readily take to help save this species from extinction
- Information on at least three organizations that support the survival of the endangered focal species
- Cited source information for any quoted text or original artwork that does not belong to the student


Your pamphlet should include:

Background

- Write background information on your focal species, including:
 - species biome,
 - location of habitat(s),
 - history of conservation efforts, and
 - human and environmental drivers toward extinction (from previous activities and handouts)
- Written elements may also include:
 - facts, quotes, mottos, titles, captions, infographics, vocabulary

Images and Data

- Include at least one image (photograph or creative rendition) of your focal species.
- Additional photographs, infographics, maps, graphs, tables, flowcharts, diagrams, borders, colors, fonts should be used to make your pamphlet visually appealing and informative.
- Data and/or graphics included should be inspired by and developed from previous activities in this unit.



Action Plan

- Three or four concrete steps that any individual can readily take to help save this animal from extinction.
- Provide information about at least three organizations that support the survival of the endangered focal species, including the name and contact information for the organizations.

Directions: Sketch a plan of your pamphlet design below:

Inside Left	Inside Middle	Inside Right

Outside Center	Back	Front