

#EndangeredSpecies Campaign

Forests for the Wild



tree-nation





Protect What is Precious

Plant for
#EndangeredSpecies



Over 85% of threatened species face extinction due to habitat loss caused by agriculture, logging, and urban expansion.

Safeguarding biodiversity begins by restoring the natural environments endangered species call home.

When they disappear, animals lose their homes and survival becomes uncertain. Safeguarding biodiversity starts with restoring natural environments.

Impact: Rebuilding lost habitats protects wildlife, ensures food sources, and maintains critically-needed ecosystems for endangered species.

Here's how it works

1. **Select key elements and projects** to make an impact.
2. Plant trees under the hashtag and **track progress on the leaderboard**.
3. Use marketing assets from this **Campaign Kit** to showcase your achievements.
4. **Earn badges** and **boost your visibility** as a top contributor.



Key Elements for Endangered Species Month

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Key elements in projects are designed to give you a clear and immediate understanding of each impact and focus. Supporting these projects enhances social, economic, and environmental benefits for local communities.



Fauna Conservation

22 Projects

Animal species protection is a part of the plantation management, such as creation of safe habitats.

[Explore](#)



Preservation

13 Projects

The project owns areas protected from industrial activity to help preserve species and healthy ecosystems for the future.

[Explore](#)



Conservation

20 Projects

The project works to achieve forest health and biodiversity for the benefit and sustainability of current and future generations.

[Explore](#)



Recognition & Benefits

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Use Campaign Kit p. 7

Apply ready-to-share social media posts, blog templates, email drafts, and visual assets.



Earn Milestone Badge

100 trees planted **NEW!**

1,000 trees planted

5,000 trees planted

10,000+ trees planted

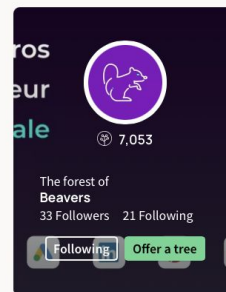
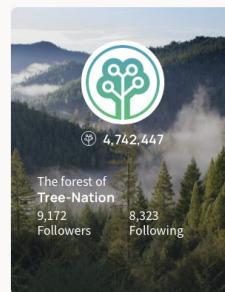
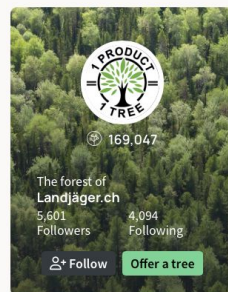


Top 5 Contributors Will Get Appreciation Post

(On Tree-Nation LinkedIn, Facebook, X)

Join the Leaderboard

All participants ranked by the number of trees planted.



#	Forest owner	Trees planted
1	Landjäger.ch	1,010
2	Tree-Nation	100
Plant with hashtag #EndangeredSpecies and start earning Company badges at +100 trees		
3	Beavers	98
4	Nina Woof	50

Request your badge from your Forest Success Manager or email sales@tree-nation.com upon reaching milestones.



Ideas & Ways to Plant

Plant for
#EndangeredSpecies

Ideas

Gift trees to new customers who sign up or make their purchases on May.

Gift 10 trees for each team member.

Launch a “1 post = 1 tree” campaign with #EndangeredSpecies

Offset Your May Operations in the Name of Endangered Wildlife

Plant for Yourself

Show your commitment to sustainability by planting trees under your brand name.

1. Open [Forest page](#).
2. Click on “Plant” on the right corner.
3. Choose a project and tree species.
4. Select a Tree Species.
5. Select ‘Plant for Myself’
6. Click Plant Your Trees in the sidebar.
7. Complete the planting process.

Automate Tree Gifts

Automate your tree planting based on predefined or custom events.

Integrations [Page of NetZero Product](#).

Custom API with [Internet of Trees](#).

Gift Trees Manually

Give a unique eco-friendly gift.

1. Open [Forest page](#).
2. Click on “Plant” on the right corner.
3. Choose a project and tree species.
4. Select ‘Yes, I wish to offer trees’ for sending a Tree gift.
5. Add recipients individually or upload a contact list for larger groups.
6. Write down the name or paste the table.
7. Personalize your gift with custom message.

Campaign Starter Kit

The Marketing Toolkit gives your business everything it needs **to tell your sustainability story and amplify its impact with ease.**



Social Media Drafts

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General Announcement

Nature is vanishing species by species. In the face of extinction, standing still is not an option.

This Endangered Species Month, we're proud to plant **[number] trees**, each one symbolically protecting endangered animals by recovering their homes. Our impact isn't just what we do, it's who we protect.

Why Endangered Species Month Matters

One million species. That's how many are at risk of extinction in the coming decades.

Endangered Species Month is a global reminder that we're losing biodiversity and disappearing futures.

To honor this critical moment, we're planting **[number] trees** to restore habitats and give threatened animals a fighting chance. Each tree is a step toward survival.

A Tree for Those Who Can't Ask for One

The Amur Leopard doesn't get to ask for help. The Axolotl can't start a petition. But we can act on their behalf.

This Endangered Species Month, we're planting trees for the species with no voice in their own survival.

Every tree planted is a promise to build harmony for animals and us.

Beyond Carbon Calculations

Metric tons of carbon captured: **[number]**

Hectares of habitat restored: **[number]**

Tree species planted: **[tree species], [tree species], [tree species]**

But numbers alone can't tell you the whole story. What matters is who lives among those trees: pygmy elephants, rare toucans, and frogs that exist nowhere else on Earth.

This May, we plant for Endangered Species holding onto the planet by a thread, as their habitats vanish.

Impact that Outlasts the Quarter

Q2 goals matter. But so does life beyond the bottom line.

This May, we're turning purpose into action by planting **[number] trees**, each one helping to restore natural habitats for endangered wildlife.

These trees are homes, migration corridors, and food sources for species on the brink of extinction.

From the rainforest canopy to coastal wetlands, we're investing in ecosystems that protect life at every level.

Business can lead the way. Let's prove it.



Email

Plant for
#EndangeredSpecies

You can adapt this template for your customers/employees

Subject: Strengthening Our Commitment to Protect Endangered Species

Dear [Name],

This May, we're celebrating **Endangered Species Month** by turning awareness into action. Across the world, over 1 million species face extinction and many are running out of time.

To support the ecosystems they depend on, we're launching a special tree-planting initiative with Tree-Nation in **[project name]**, a project in **[country]** known for its work restoring critical habitats and biodiversity hotspots.

Every tree we plant this month contributes to the survival of animals, while supporting local communities and protecting the natural web of life.

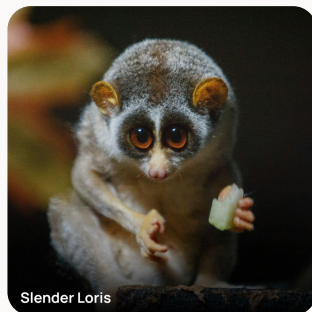
Together, we can plant the seeds of change and give endangered species the future they deserve.

Thank you for standing with us.

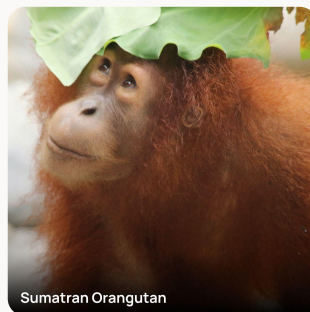


Visual Assets

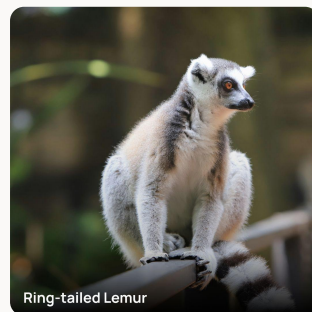
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Slender Loris



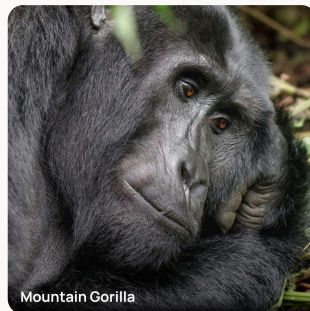
Sumatran Orangutan



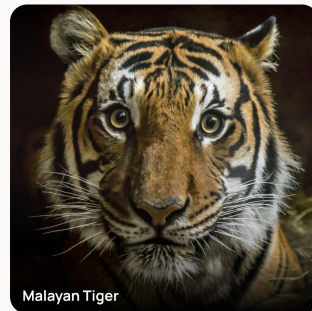
Ring-tailed Lemur



North Atlantic Right Whale



Mountain Gorilla



Malayan Tiger

You can find original images [here](#).



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Thank you!

Have questions? Write to us to set up your campaigns for success.

sales@tree-nation.com