



**#EndangeredEmoji**

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# WWF LAUNCHES THE WORLD'S FIRST EMOJI-BASED FUNDRAISING CAMPAIGN




# HOW IT WORKS


The explanation video you can find here:

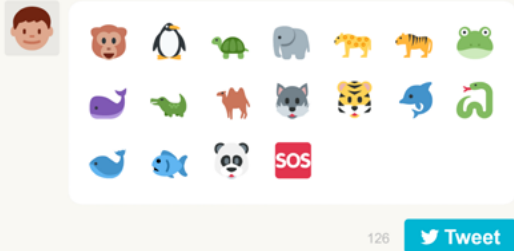
<https://www.youtube.com/watch?v=v26WWHUwj38&feature=youtu.be>



The video will be available to the public on 12th May. Please do not share until then.



#EndangeredEmoji






MAUI'S DOLPHIN		18	£1.80
ASIAN ELEPHANTS		20	£2.00
SUMATRAN TIGER			


**TOTAL**    - £ 4.50 +

DONATE NOW

THE AMOUNT YOU DONATE IS UP TO YOU

**SIGN UP AT**

 [Twitter.com/WWF](https://twitter.com/WWF)

 [EndangeredEmoji.com](https://EndangeredEmoji.com)

Today WWF launches its first ever emoji-based fundraising campaign to help support the organisation's work to protect precious species and their habitats. The launch of the campaign, which will be run on Twitter, comes just ahead of Endangered Species Day on Friday 15 May.

The idea behind the #EndangeredEmoji campaign, which launches a month after WWF Global Ambassador Andy Murray used emoji to celebrate his wedding, was sparked by the discovery that 17 characters in the emoji alphabet represent endangered species. Emoji are becoming more popular every day since they were integrated into Twitter in April 2014, and have been used over 202 million times on the social platform\*. Now, WWF is seeking to translate the popularity of these characters into vital funds for its work.

The campaign #EndangeredEmoji will be run through the official @WWF Twitter account and at <http://endangeredemoji.com>. It will work as follows: The campaign #EndangeredEmoji will be run through the official @WWF Twitter account and at <http://endangeredemoji.com>.

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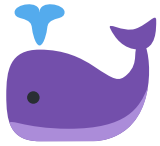
1. WWF will tweet an image showing all 17 Endangered Emoji. To take part in the campaign all twitter users need to do is retweet the image.
2. For every Endangered Emoji the user then tweets, WWF will add the local currency equivalent of £0.10 to a voluntary monthly donation
3. At the end of each month, users will receive a summary of their Endangered

Rachel Bloodworth, Head of Engagement at WWF-UK said: “Innovation is at the heart of WWF’s work – we want to find new and exciting ways of engaging with people. By using one of the world’s biggest social platforms to highlight the need to protect endangered species, we’re hoping to raise vital funds for their conservation, as well as raising awareness globally.”

# 17 SPECIES

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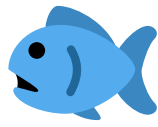
The emoji alphabet, the standardised set of digital pictograph characters used in communication globally, contains the following characters which represent endangered species:



Western gray whale



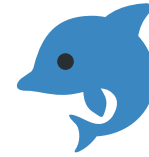
Blue whale



Bluefin tuna



Galapagos penguin



Maui's dolphin



Spider monkey



Green turtle



Siamese crocodile



Antiguan racer snake



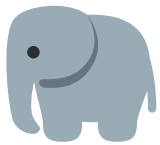
Sumatran tiger



Amur leopard



Tiger



Asian elephant



Bactrian camel



Giant panda



African wild dog



Lemur frog

# AMBASSADOR SUPPORT

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Influential digital supporters will help to publicize the campaign by retweeting the original image to their followers, including Xavier Di Petta, creator of [@EarthPix](#) and [@HistoryInPics](#).. He comments, “Emoji is the first global language and I love that people all over the world can get involved in protecting our planet and the animals we share it with.”

The campaign was developed with advertising agency Wieden+Kennedy London and technical partner Cohaesus.

Jason Scott and Joris Philippart, creative team at Wieden+Kennedy London comment, “When we came up with the idea of using the 17 endangered emoji animals to support WWF’s work to protect wildlife, we were very excited about putting the millions of monkeys, dolphins, pandas and other emoji creatures used every day towards a good cause. Hopefully, it will go some way to inspiring the next generation to get involved with the important work that WWF is doing.”.

# HOW DO YOU SIGN UP?

Simply retweet this image from [twitter.com/wwf](https://twitter.com/wwf)  
or [endangeredemoji.com](https://endangeredemoji.com).



## #EndangeredEmoji

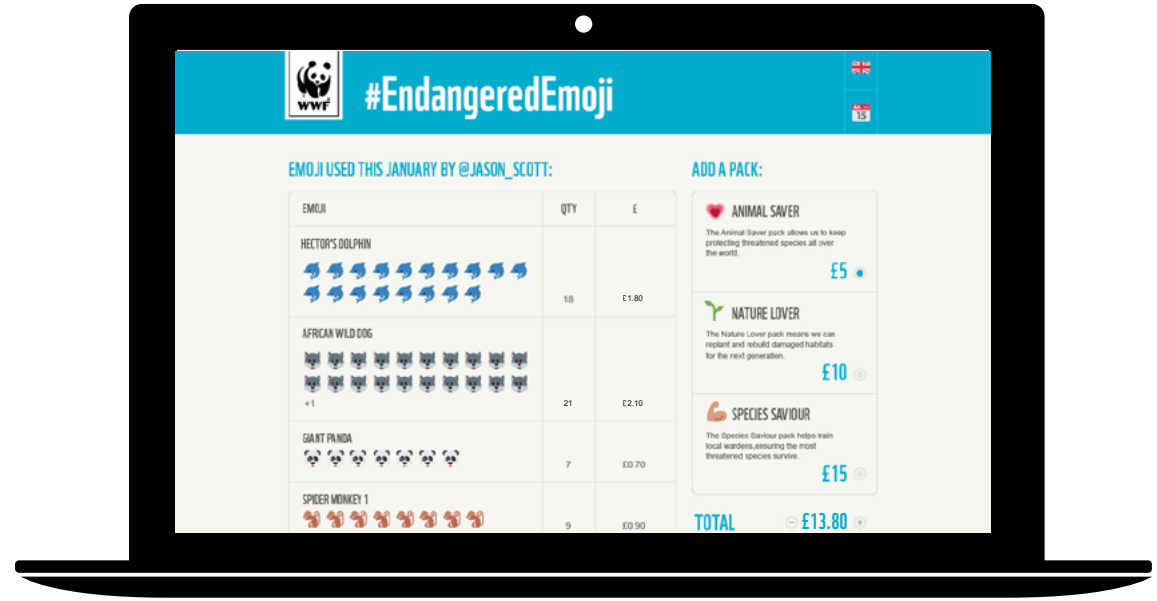
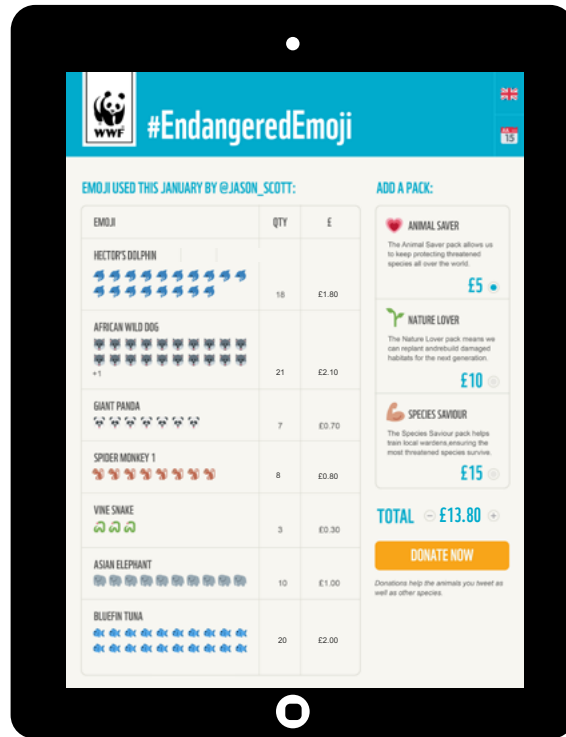
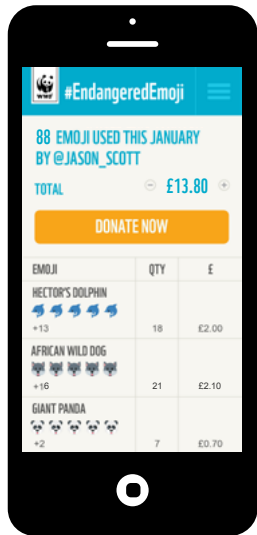
17 emoji animals are endangered. Help them by donating 10p for every one you tweet. [Retweet to sign up and start.](#)



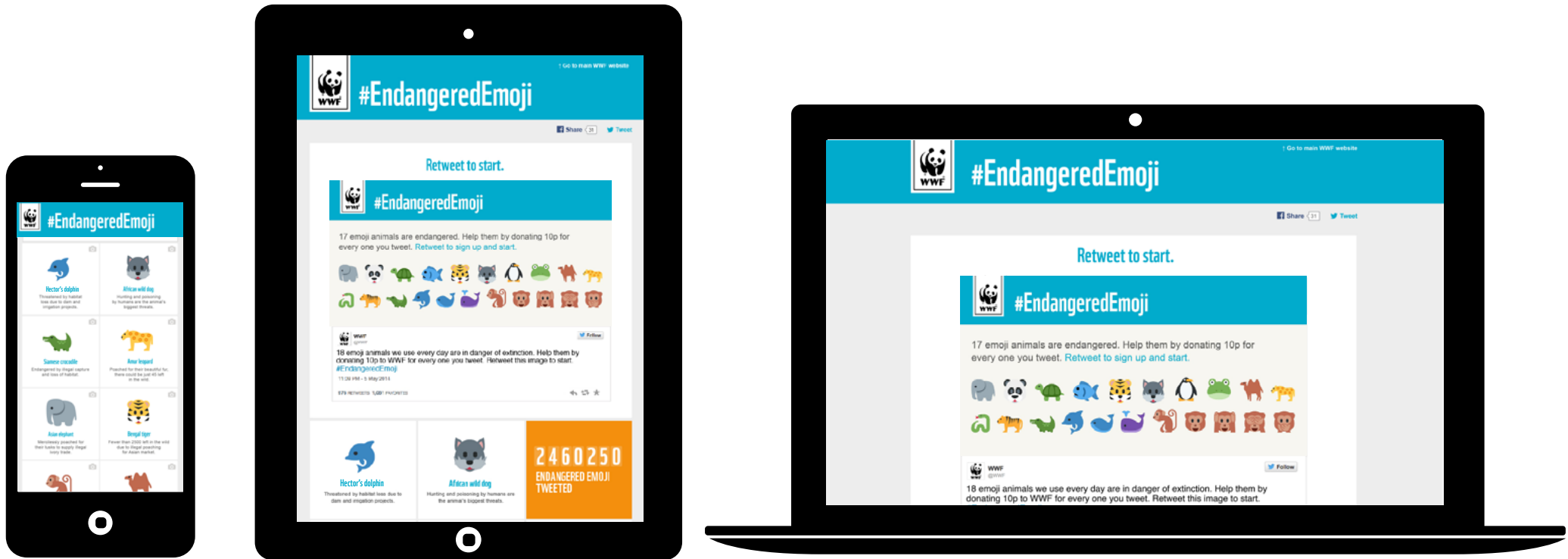


# OPTIONAL DONATION

After a month users will be sent an optional donation. The amount they donate is up to them.



Users can come here to sign up or find out more information about the animals.



# WWF EMOJI LOGO

During the #EndangeredEmoji campaign, WWF will change its iconic panda logo to a panda emoji.

#EndangeredEmoji

TWEETS 7,674 PHOTOS/VIDEOS 308

WWF @WWF

Building a #future in which #humans live in harmony with #nature.

Global wwf.panda.org

Pinned Tweet WWF @WWF · 23m WWF-Canon #mountaineer in

# EMOJI T-SHIRTS

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During the campaign specially designed t-shirts will be given out.



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# THANK YOU

For more information please contact  
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M: 07771818682 [eroberts@wwf.org.uk](mailto:eroberts@wwf.org.uk)

[panda.org/news](http://panda.org/news) for latest news and media resources

## Editor's notes:

\*According to website

## About WWF:

WWF is one of the world's largest and most respected independent conservation organizations, with over 5 million supporters and a global network active in over 100 countries. WWF's mission is to stop the degradation of the Earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

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