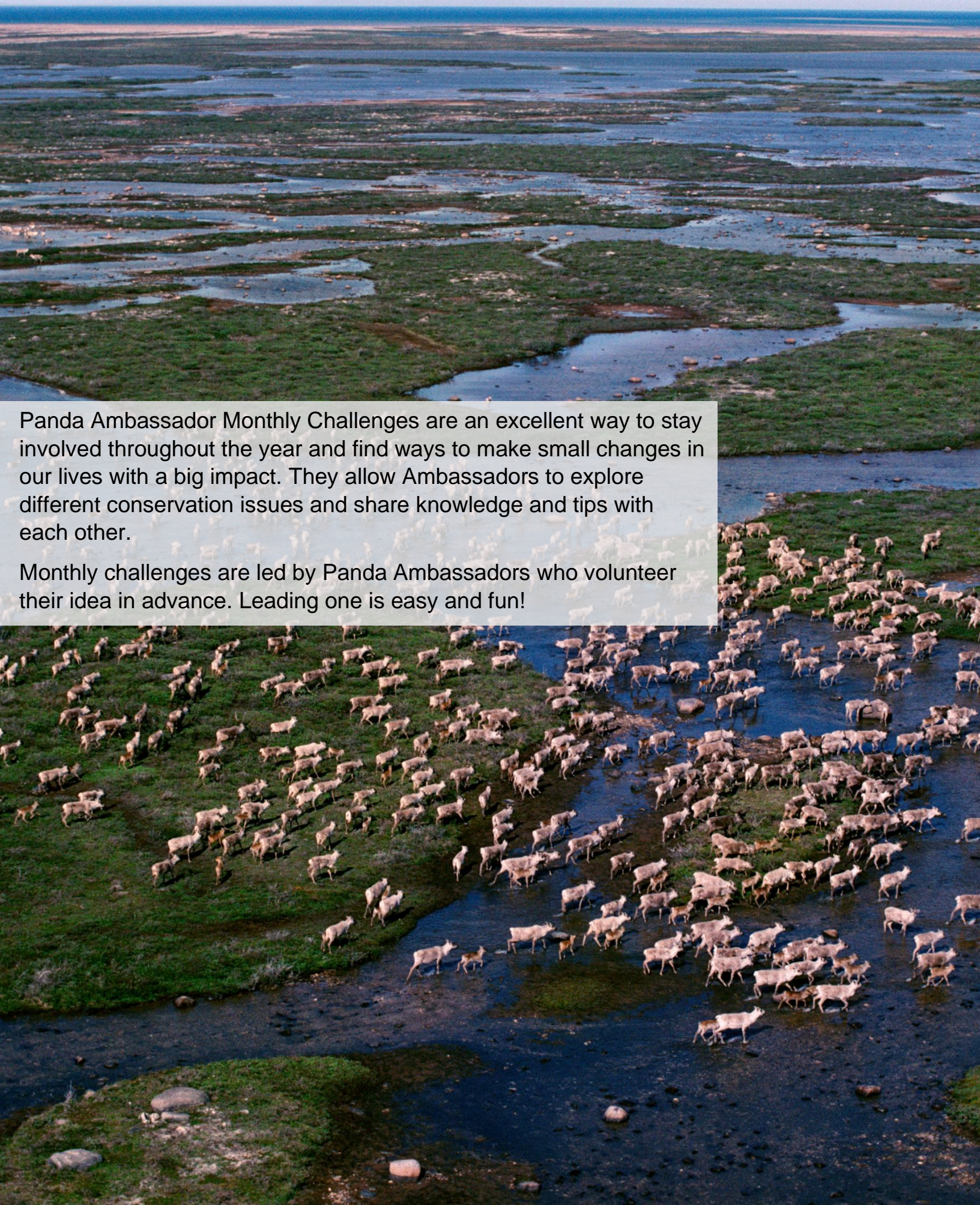




How to

LEAD A MONTHLY CHALLENGE

Panda Ambassadors



Panda Ambassador Monthly Challenges are an excellent way to stay involved throughout the year and find ways to make small changes in our lives with a big impact. They allow Ambassadors to explore different conservation issues and share knowledge and tips with each other.

Monthly challenges are led by Panda Ambassadors who volunteer their idea in advance. Leading one is easy and fun!

Step 1. Discover

Choosing a topic can be challenging in and of itself. Begin by asking a few questions:

- What am I passionate about? What excites me?
- What breaks my heart or what do I wish were different about the world around me?
- What is an environmental issue that I want to explore more and my fellow Panda Ambassadors can explore alongside me?

Once you answer these questions, you will have your topic. Write it down.

Step 2. Reflect

Think about your topic and be honest with yourself about your current actions. Ask yourself:

- Am I living a life aligned with what I am excited about or living in an impactful way?
- What are some steps I can take to be more mindful about this issue in my life?

Write down the things you are doing. Write down what you could be doing differently. This is the foundation of your challenge.

Step 3. Research

Now that you have selected a topic and have a few foundational ideas, it's time to do some research. Investigate your topic's importance and some key facts around it.

Questions to consider:

- Is this a challenge that others have taken before?
- If so, what did they do that worked well?
- What did they do that you would do differently?

Write these things down. There could be micro challenges in them.

Find some facts. Look for articles from WWF and other reputable sources. Write down key facts that stand out to you - surprising and important facts are the most memorable.

This will support your mission statement.

Step 4. Build

Use these 4 easy steps to tie your Discovery, Reflection and Research together to create a challenge.

- Write your topic and a supportive mission statement clearly.
- Write 3-5 facts that support the need for this mission.
- Write at most 3-4 micro challenges that support your topic and mission statement. These can be weekly sub-challenges or just optional actions for participants to explore.
- Design engaging graphics and or activities to share your challenge.

Step 5. Activate

Send us an email with your idea at panda.ambassador@wwfus.org. Together, we can decide the best month for you to do your challenge and see if there are additional resources for the challenge. We can also think about whether a points-based system might work well with this challenge.

Once everything is finalized, share your challenge with Panda Ambassadors in the Facebook Group. You can also share with friends on social media. Remember to check in and create weekly posts that remind and encourage participants to keep going!