



NEVER FORGET ELEPHANTS

SEPTEMBER 9TH, 2016 SOCIAL TOOLKIT

You're about to be a part of an unforgettable campaign.
Your reach and influence can move mountains.
Now it will end the global ivory crisis and save elephants.

With one-third of all elephants killed in the past seven years, we've got no time to lose.

This campaign pays homage to one of the things that make elephants so incredible - their memory.
This is why we say "Elephants never forget." Yet, we seem to have forgotten them.

Starting September 9th, we're tying knots to remember them, and declare that:
We will Never Forget Elephants. And our call to arms is simple:

#KnotOnMyPlanet

The #KnotOnMyPlanet campaign drives donations to the Elephant Crisis Fund – the most effective and efficient way to support the most urgent and impactful projects on the ground to stop elephant murder and
End The Ivory Crisis.



Our Ask, Your Mission:
Help Save Elephants with three simple actions

1. Tie your own knot

to show you'll never forget elephants and share that knot on your
social media channels declaring:

**"30K elephants killed a year? #KnotOnMyPlanet Tie a knot.
Donate. End the slaughter. KnotOnMyPlanet.org**

2. Share the #KnotOnMyPlanet Film

narrated by Robin Wright and with music by Pearl Jam.
Download [here](#).

3. Donate to the Elephant Crisis Fund

and challenge your followers to do the same, at:
www.knotonmyplanet.org



Contact us

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Share more posts and knots throughout the campaign. All social links are provided [here](#)

And have fun with the new **ECF Snapchat elephant lens** on September 9th, and promote the lens and share your image far and wide.

The Elephant Crisis Fund has one goal, and it's to end the ivory crisis. The ECF ensures 100% of donations go quickly and directly to the ground for the most urgent and impactful actions.

To learn more about the ECF please click [here](#).

Thanks for joining with us to ensure elephants have a future on our planet.