**Ideas for Campaigns and Outreach Activities**

Now that you have started an SOS affiliated club, you will want to start planning campaigns and activities to promote shark conservation in your local area. Below we have listed some ideas to get you started. It is important to remember, however, that you are not expected to change the world over night. The best campaigns often start off with a small achievable goal and grow bigger as their support grows. For example, if you ask the President of the United States to stop the entire world’s shark fishing then you be unsuccessful, but if you ask a local store to stop selling sharks then you will likely have a successful campaign. This can then lead to asking the local government to ban the sale of sharks in your town, and then your state and so on. Start small and achieve big things.

**Community Events**

* Host a stall at a market or community fair to share the shark conservation message with the local community. Lots of useful materials can be found on the [SOS website](http://www.supportoursharks.com) to download and use at your event.
* Host an [SOS Film Festival](http://www.supportoursharks.com/en/Education/FilmFestival.htm#Anchor) at your school or local community centre. You can show any [SOS film for free](http://www.supportoursharks.com/en/Education/Videos.htm#Anchor) and thanks to the SharkWater team you can now show their [film for free](http://fin-free.com/host-a-screening/). Contact local shark biologists to see if they would be willing to take part in a Q&A after the screening.
* Hold a shark presentation and share your love of sharks – Contact us and we can provide you with information to help.
* Support scientific research by hosting an event with local shark biologists giving presentations on their research. Contact us and we can help to connect you with local shark biologists.

**Campaigns**

* Learn about the issues facing sharks in your local area and develop a campaign to solve the problem. E.g. encourage a local retailer to stop selling shark meat due to the high levels of [mercury in their meat](http://www.supportoursharks.com/gomercuryfree).
* Is there a lethal shark fishing tournament in your region? or does your government support the use of lethal shark control measures? Run a campaign to [Stop The Cull](http://www.supportoursharks.com/en/Conservation/SOS_Campaigns/Stop_The_Cull.htm#Anchor) by promoting non-lethal control of sharks and encourage fisherman to support catch and release fishing tournaments.
* Learn about the shark species in your region that face the biggest threats from fishing and habitat destruction, and develop a campaign to protect them. e.g. encourage the local government to list them as protected or ban the fishing of that species. [More information on individual species can be found here](http://www.supportoursharks.com/en/Education/Biology/Shark_Database.htm#Anchor).
* Support our latest [Citizen Science programs](http://www.supportoursharks.com/en/Research/Citizen_Science.htm#Anchor) by getting your members to regularly participate.

**Petitions**

* Start a petition to gather support for your campaigns, but be sure to check with your local government first to see if they will accept online or hand written petitions.
* Encourage your members to sign the [petitions](http://www.supportoursharks.com/en/Conservation/Petitions.htm#Anchor) listed on the SOS website.

**Other**

* Encourage your members to sign up to the [SOS monthly newsletter](http://www.supportoursharks.com/en/News/SOS_Member_List.htm#Anchor) for information on our global campaigns and research projects. You can also take a [signup sheet](http://www.supportoursharks.com/en/Conservation/Get_involved/SOS_Sign_Up_Sheet.pdf) to your events to encourage new members to sign up.
* Use your outreach events to fundraise for SOS. If you are in the USA or Australia your donation may be tax deductible. See our [donation page](http://www.supportoursharks.com/en/Donate/default.htm#Anchor) for more info.
* Encourage your members to [submit their shark photos](http://www.supportoursharks.com/en/Contact_Us/Photo_Submission.htm#Anchor) to SOS for use in our campaigns and outreach activities.
* Encourage your members to follow [SOS on social media](https://www.facebook.com/supportoursharks) to keep up with our work.