



2024 Gorillas on the Line Tips and Tricks for Recruiting Participants

Resources available - <https://gorillassp.org/Conservation/Gorilla-SAFE>

- Gorillas on the Line Recruitment flyer
- Gorillas on the Line Recruitment packet
- Gorillas on the Line logos
- Your institutions website (gorillas, conservation programs, research programs, on-line education resources)

Schools

- Utilize your Education Department to contact schools and invite them to participate.
- Utilize team members at your institution that have children and ask them to speak with teachers about getting involved.
- Reach out to Homeschool groups in your local community.
- Set-up registration page for schools to sign-up to participate (Example: [Zoo Atlanta's Gorillas on the Line webpage](#)).
- Share GOTL email updates to keep classes engaged in the campaign and learning about gorillas.
- Offer prizes for 1st, 2nd, and 3rd place schools that collect the most devices. Prizes can be anything - a stuffed animal gorilla to have in their classroom up to a free or discounted program within your organization or a virtual chat with a gorilla keeper.

Businesses

- Use personal contacts to reach out to family and friends and ask them to participate.
- Encourage friendly competition between departments/teams within businesses.
- Send out reminders and updates to keep businesses engaged.

Other

- Libraries: Provide a decorated box for collection with information about gorillas and the GOTL campaign. You will want to ensure the box is secure so devices don't (knuckle) walk away.
- Police Departments: Work with your local agencies to collect confiscated phones and recycle through the Gorillas on the Line campaign.
- Your Own Organization:
- Host friendly interdepartmental competition, encourage on-grounds interpreters to promote campaign to guests, offer discounts to guests if they bring devices to recycle, set-up secure boxes in break rooms with information on the campaign and gorillas, share the campaign on institution's social media channels.

What other methods have worked for you? Please share with us - gorilla.ssp@gmail.com