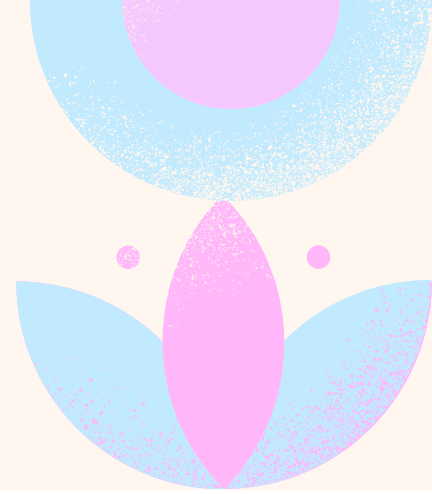


STARTING A BRANCH

The Herd Hope



The Herd Hope

2026

The Herd Hope's Guide for Youth Ambassadors Starting a Branch

Thank you for your interest in starting a branch of The Herd Hope! We are a youth-led organization dedicated to teaching teenagers how to fundraise for elephant endangerment. We operate on the dual mission of creating a safer future for elephants and empowering young people with the leadership skills vital for fundraising. By starting a chapter in your city, you are committed to helping others contribute toward the shared goal of elephant conservation!

What Do Branches Of The Herd Hope Do?

Branches of The Herd Hope are groups of young people who want to make a change for elephants. Whether that be a school club, a community group, or just a small group, we want you to build a team that is willing to contribute to this mission.

Starting a branch is a meaningful commitment. When you join The Herd Hope, we hope you will value your contribution towards our cause. You, with the help of the executive board and your local team, will host events at least

once every two months (for more information on qualified events, please view “Branch Activities”). Everything you do in your branch is a reflection of The Herd Hope, so please ensure your activities:

1. **Spread awareness about elephant endangerment.** We believe that learning about a problem is the first step toward fixing it, so please connect elephants into every event.
2. **Make a positive impact on elephants.** That’s what we’re here to do! Elephants need our help, so every event should aid their conservation. There is a variety of ways to do this—get creative!
3. **Are kind, welcoming, and inclusive!** We want as many people as possible to participate in this program, so please invite anyone and everyone who is interested.



Join

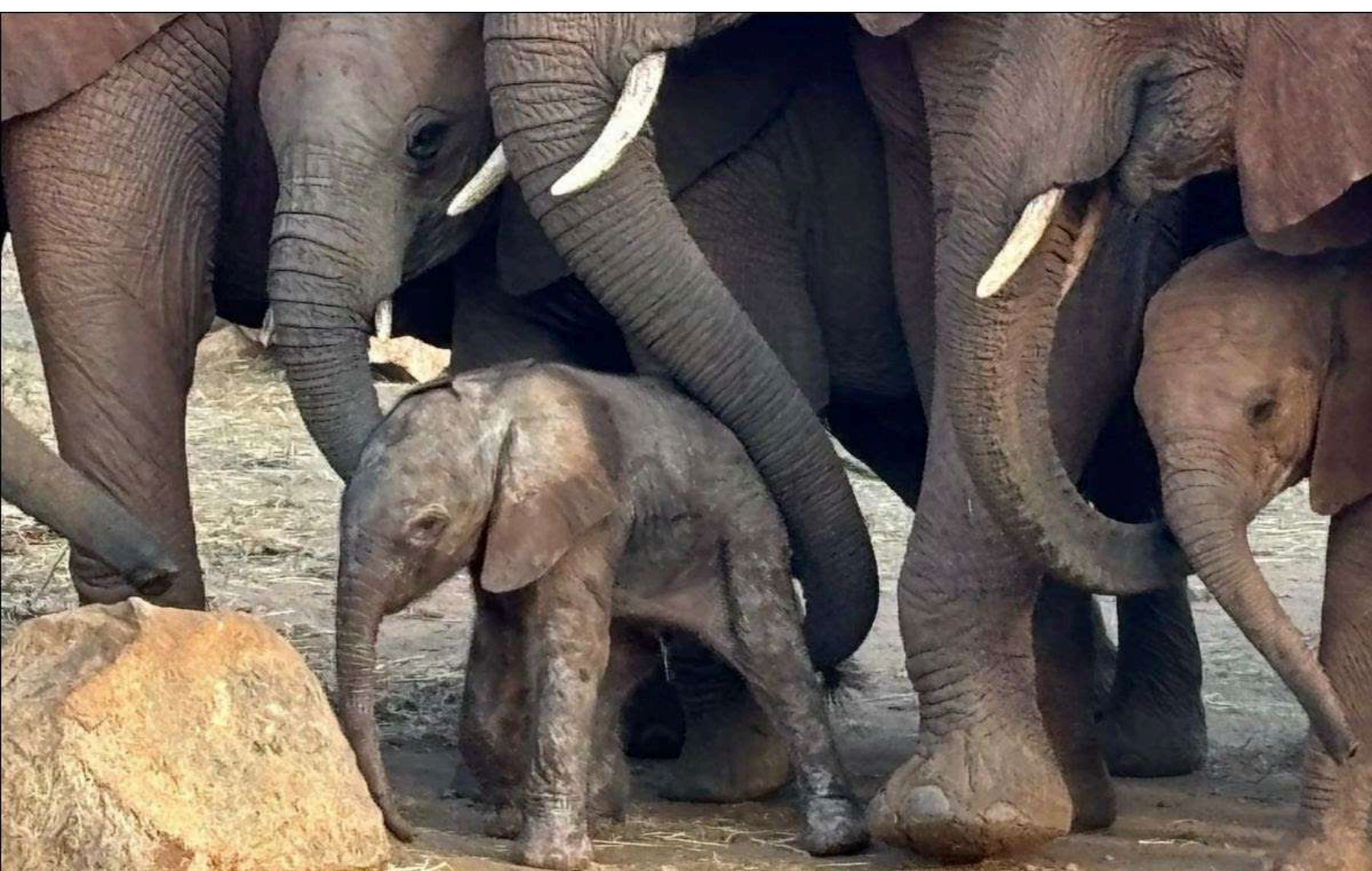
The Herd Hope's application process is simple: fill out [this form](#), wait 1-2 weeks for a response, and then we will schedule a meeting to review your vision and our expectations.

Leadership and the Team

A team is crucial in making your branch successful. After establishing your branch, find these people to help you lead it:



- **President:** You! This position will oversee the entire branch, manage members, plan events, and connect with our executive team to operate with The Herd Hope.
- **Treasurer:** This position will keep a log of transactions, manage the chapter's budget, and ensure donations are secure.
- **Social Media Marketer:** This position will direct the social media accounts for your branch, posting about events and spreading awareness online.
- **Secretary:** This position will keep a brief record of what happened at each meeting/event.



Branch Activities

Activities are what make a branch thrive, so we encourage each branch to host at least one event every two months. Some of our favorite events:

- **Fundraisers** are at the heart of The Herd Hope. These are our most valued events because they teach such useful skills and most directly contribute to elephant conservation. It's such an important event that we have a guide dedicated to going through each step of fundraising!
- **Presentations** offer a great way to spread awareness throughout the

community. The Herd Hope has pre-made slides complete with comprehensive speaker notes, but you are welcome to get creative and organize your own presentation!

- **Community Projects** centered around elephants are a great way to involve people through simple, fun tasks.
 - Giant coloring pages to send to sanctuaries
 - Spirit days
- **Partnerships** are optional for building a community presence. This can be difficult, but reaching out to local coffee shops, schools, or libraries is a great way to start.

The best leaders are innovative; start somewhere, get creative, go somewhere.

Benefits

By participating in this initiative, you are not only gaining powerful leadership skills; you are empowering the people you work with, building meaningful relationships, and supporting the conservation of critically endangered elephants. This is an opportunity to let your best qualities shine and work with a community of supportive people to support a shared goal.

We are here to help! It might seem like a lot, but our executive team will train you and help along the way. With our guides and materials, your branch will flourish.

We Promise to Help Elephants...

...do you?

Join The Herd Hope today with [this form](#). Feel free to contact us at anytime with questions at theherdhope@gmail.com. See you soon!