

ψ | wildcare | 🐾

They're closer than you think.

In Northern California there are hundreds of species that live right alongside us. How well we share the same space will impact the quality of our lives, and theirs. Help make life better for all by visiting wildcarebayarea.org.

 | **wildcare** | 
Live well with wildlife.



Striped Skunk
(MEPHITIS MEPHITIS)

Skunks are not aggressive toward humans. They only spray in self defense.

WE DON'T OFTEN NOTICE THE SKUNK

scurrying across our yard as we make the daily dash from car to front door. Or the deer waiting in the bushes for us to pass by on our morning run.



As adults, our focus often favors our to-do list,
but tending to these things without
awareness of the wildlife all around us can
DIMINISH OUR CONNECTION TO NATURE
and the vitality of our shared home.





Western Gray Squirrel
(SCIURUS GRISEUS)

Squirrels chew on tree branches to sharpen and clean their teeth. That's why there are often many small branches on the ground around large trees.




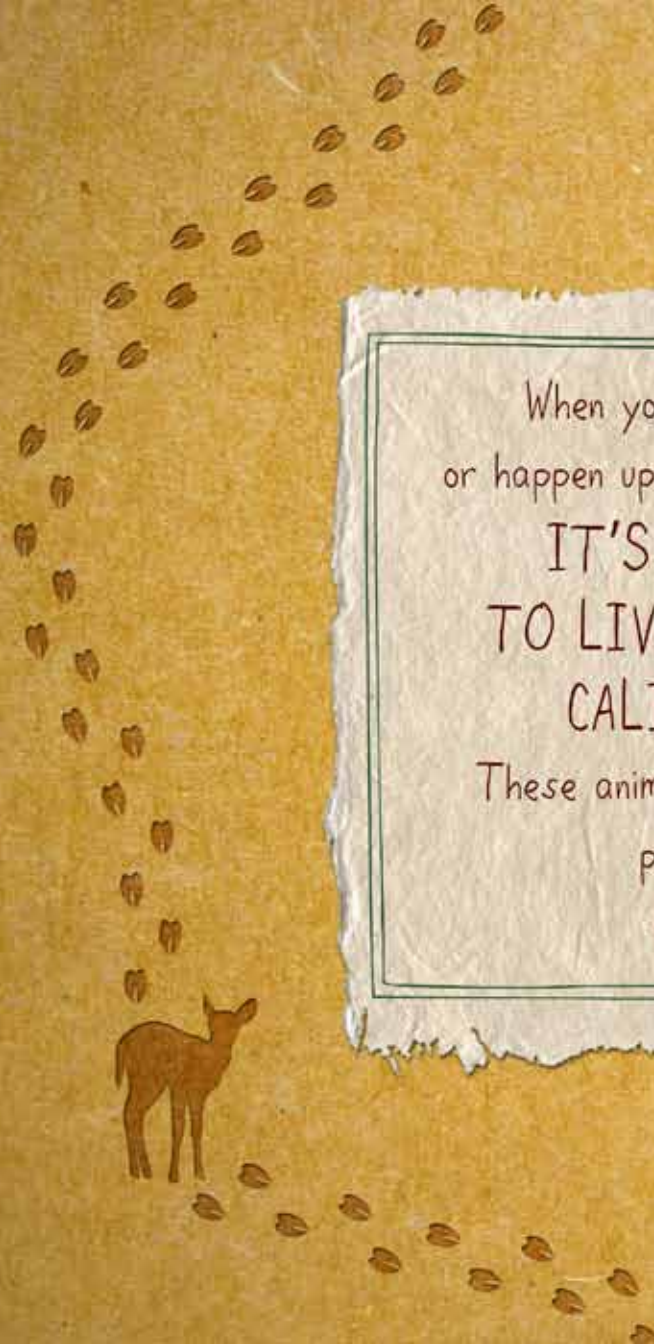
Gray Fox
(UROCYON CINEREOARGENTEUS)

The gray fox is the only American member of the dog family that climbs trees, enabling it to catch prey and escape predators.



For the sake of living in balance with our environment
and the beautiful, diverse creatures around us,
it's our responsibility to live in a way
that champions both human life and nature,
instead of placing one above the other.

BY HONORING EACH OTHER AND OUR
SHARED HABITAT, WE CREATE A MORE
SUSTAINABLE FUTURE FOR ALL.



When you exchange glances with an owl
or happen upon a prowling bobcat, you realize

IT'S AN AMAZING PRIVILEGE
TO LIVE ALONGSIDE
CALIFORNIA'S WILDLIFE.

These animals deserve respect and
protection, just like our friends,
family, neighbors and co-workers.



Black-Tailed Deer
(*ODOCOILEUS HEMIONUS*)

Deer antlers are composed of the fastest growing living tissue of any mammal on earth.



Raccoon
(PROCYON LOTOR)

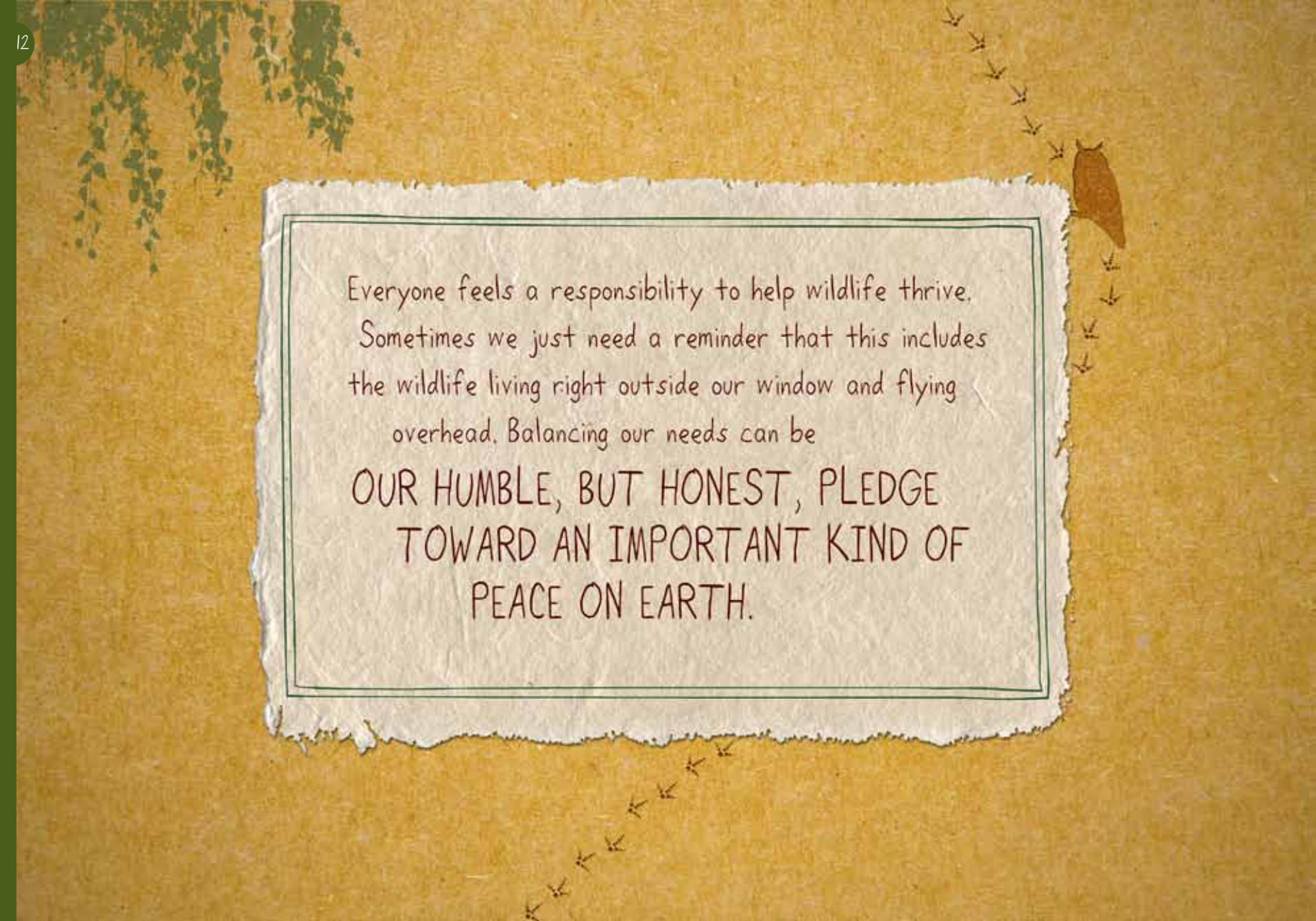
The name "raccoon" is derived from the Algonquin word "arakun," meaning "he scratches with his hands."



We need to remind people that where we live is also home to other species. The campaign theme "They're closer than you think" can do that, by asking people to remember that

THE AREAS WE LIVE IN NEED TO BE TREATED AS SANCTUARIES FOR ALL LIFE.

Through compelling examples, we will encourage our audiences to be more mindful of the cycles of life intertwined with their own, and to live in our shared space with this awareness.



Everyone feels a responsibility to help wildlife thrive.
Sometimes we just need a reminder that this includes
the wildlife living right outside our window and flying
overhead. Balancing our needs can be

OUR HUMBLE, BUT HONEST, PLEDGE
TOWARD AN IMPORTANT KIND OF
PEACE ON EARTH.



Western Gull
(*LARUS OCCIDENTALIS*)

The largest Western Gull colony in the United States is on the Farallon Islands, located about 26 mi (40km) west of San Francisco, California.



Ferruginous Hawk
(*BUTEO REGALIS*)

Ferruginous means "rusty color" and refers to the coloration of the bird's wing and legging feathers.

As the gap between town and country closes,
our interactions grow more frequent,

**MAKING OUR WELL-BEING A
TRULY COMMON INTEREST.**



WildCare's ability to build better relationships
between people and wildlife through education is as
significant as our ability to save individual animals.
This challenges people to change their behavior,
but if WildCare can

OPEN THE BAY AREA'S EYES,
HEARTS ARE SURE TO FOLLOW.

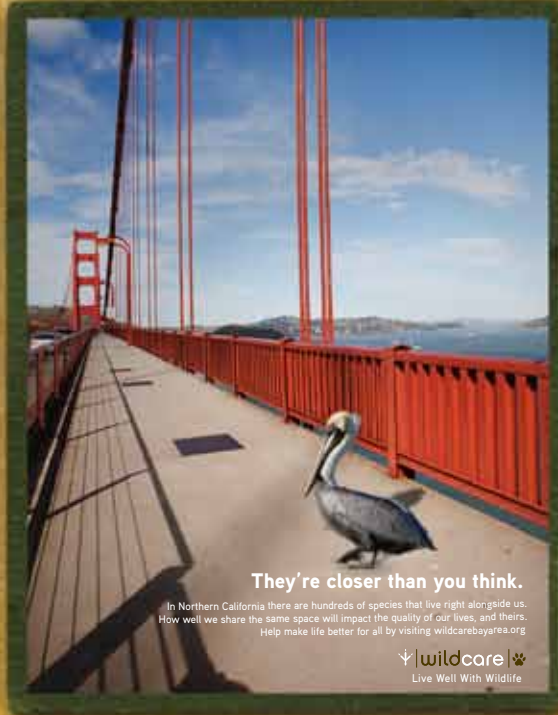
However, our services can only exist with your support.
To ensure our success and sustainability,
we must share who we are and what we do.
The following ads accomplish just that.

Your generous donation will help
**KEEP THE PEACE AMONG ALL OUR
NEIGHBORS, TALL AND SMALL.**



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PRINT ADS

Although these are only rough ideas, running ads in select Northern California papers and magazines will reach millions of well-educated people who care about their communities — WildCare's target audience.



SEQUENTIAL OUTDOOR

By partnering with media and outdoor vendors, we can create visually arresting executions that will inspire talk and PR coverage. Billboard extensions and consecutive placement, as seen in the above examples, can help our message rise above.





AMBIENT

Ambient advertising is particularly powerful for WildCare due to its connection with the outdoors. Executions like these animal crossing signs set our message apart in an arresting and intelligent way.



BUS SHELTER
Making the familiar unique inspires engagement. And stickers in unexpected areas evoke curiosity while remaining affordable.





BUS SHELTER

Since we usually don't see wildlife wandering around our urban neck of the woods, it's important to remind people they're still here.





BART AMBIENT

Over 300,000 people ride BART every day. Using stickers to transform a station into a maze of underground burrows is an inexpensive way to reacquaint everyone with our friends on the other side of the wall.

Wildlife is closer

Find out more about your animal neighbors at wildcarebayarea.org

than you think.

wildcare





ONLINE

A flying owl gets instant attention, while serving as a reminder of the types of animals WildCare works to save.





ONLINE

Like wildlife in general, moles aren't often in plain sight. But they're both eye-catching and unexpected, providing an engaging way for people to tune in to nature.

BECAUSE WE SERVE THE
GREATER SAN FRANCISCO BAY AREA,

we're dependent on local donations to stay active. By teaching people how to best coexist with wildlife, we strengthen our communities and our connection with the natural world, which benefits everyone. Also, as a leading provider of emergency care for wildlife,

OUR CONTINUATION IS LITERALLY A
LIFE-OR-DEATH MATTER FOR THE
AMAZING CREATURES LIVING NEXT TO YOU.

Please help them survive. You can be the reason we live well together.