

# Backpacking for Biodiversity

## Student Campaign Organizer

Welcome, Student Leaders!

You are about to lead an amazing project that connects your school community to biodiversity, sustainability, and learning on the land.

Here's how to launch your campaign:



## Step 1: Build Your Team

- Find friends and classmates who are committed.
- Look for students who are good at organizing, public speaking, or making posters
- Meet with a teacher or principal to get approval and advice.

## Step 2: Design Your Event

- Will you organize a single hike, multiple hikes, or a biodiversity challenge week?
- Choose dates and locations. Map areas where students can observe nature.
- Set a fundraising goal (start small—then aim high!).

### Event Ideas:

- Biodiversity Hike Day
- Eco-Scavenger Hunt
- Backyard Biodiversity Bingo

## Step 3: Fundraising Strategy

- Ask every student to bring a "Toonie for Trees."
- Collect donations in person, or create a B4B Canada Helps fundraising page <https://www.canadahelps.org/en/charities/one-school-one-farm/p2p/Backpacking4Biodiversity2025/>
- Explain clearly where the money is going:
  - Bus transportation for classes
  - Planting native species
  - Honorariums for Elders and knowledge keepers

## Step 4: Promote Your Campaign

- Make posters, school announcements, and visit classrooms.
- Share stories about why biodiversity is important.
- Create a visual tracker (like a tree that “grows” leaves as donations come in!).

## Step 5: Lead and Celebrate

- Guide your classmates on the hike.
- Help collect and organize donations.
- Celebrate your success with a fun event (like extra outdoor time or a nature party).