



Minnesota State Zoological Board.  
Zoo-Related Organizations Files.

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With  
Warmest  
Thanks

ASP

col -

Dear Mr. Kohn.

Peter & I wish in, some way, to thank you for the wonderful day we spent with you & your marvelous staff at the Zoo.

We especially want to thank you for extending that gift to include us & our children.

Phyllis and Austin shared so much more than their time. It was so obvious that they love their work. Their involvement and generosity in sharing their knowledge with us

is so deeply appreciated.  
Everyone from your staff  
will be remembered by  
our family. Please convey  
our heartfelt thanks to  
them all.

Jackie & Peter Gombrecht

Ambassador Cards





## A RARE FATHER'S DAY GIFT

### SPONSOR THE FATHER GIBBON FOR YOUR DAD FOR FATHER'S DAY

When you walk through the tropics at the Zoo, you can't miss Papa Gibbon. He swings through the trees with the greatest of ease . . . just like gibbons do in their native homeland in the jungles of Southeast Asia.

Due to habitat destruction, gibbons are seriously endangered. Because only a handful of zoos exhibit this species, February 10, 1981, was a great day at the Minnesota Zoo. A baby was born to Papa Gibbon, improving the chance for gibbon survival.

It costs a lot to maintain the right kind of living space and activities for the Gibbon family. You can help these endangered animals by contributing \$10 or more to sponsor the Papa Gibbon for your dad for Father's Day.

Your dad's name will be listed on a SPONSOR'S PLAQUE at the Zoo. He will receive a thank-you letter from the Zoo keeper and vital facts about gibbons; plus a couple of fun things to show off, like a certificate of sponsorship and a T-shirt iron-on.

And you will be making a tax-deductible contribution for the care, shelter, and presentation of Papa Gibbon in his jungle home at the Minnesota Zoo.

**For more information contact the Animal Sponsorship Fund, Minnesota Zoological Society, 555 Wabasha St., St. Paul, MN 55102. (612) 227-4268.**

The Animal Sponsorship Fund is provided by the Minnesota Zoological Society for the benefit of the Minnesota Zoo. The Society is an independent non-profit organization.

#### SPONSORSHIP PAPERS

**I am a Friend of the Family!**  
**I want to sponsor:**

Mail to: **Animal Sponsorship Fund**  
**Minnesota Zoological Society**  
555 Wabasha St.  
St. Paul, MN 55102

\_\_\_\_\_  
(Name of Animal)

Name \_\_\_\_\_ Day Phone Number \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Sponsorship fee (tax deductible) \$ \_\_\_\_\_ for one year.

Name to appear on sponsor plaque (please print)

\_\_\_\_\_ Master Charge \_\_\_\_\_ Visa \_\_\_\_\_ Account Number \_\_\_\_\_

\_\_\_\_\_ Check Enclosed \_\_\_\_\_ Account Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

# ANIMAL SPONSORSHIP PROGRAM STATUS

## AS OF 5/31/82

		1	2	3
		Donation Amount	Expended Obligated	Balance Available
1	<b>I TROPICS TRAIL</b>	1389450	178050	1211400
2	A Mammals	1002100	104800	897300
3	B Birds	367900	73250	294650
4	C Reptiles	19450		19450
5				
6	<b>II NORTHERN TRAIL</b>	423600		423600
7	A Mammals	297200		297200
8	B Birds	126400		126400
9				
10	<b>III OCEAN TRAIL</b>	771785	371244	400541
11	A Mammals	605285	274731	330554
12	B Fish	120700	72570	48130
13	C Invertebrates	45800	23943	21857
14				
15	<b>IV MINNESOTA TRAIL</b>	1223600	227629	995971
16	A Mammals	824900	223629	601271
17	B Birds	314950	4000	310950
18	C Fish	56600		56600
19	D Reptiles	27150		27150
20				
21	<b>V DISCOVERY TRAIL</b>	1209270	484499	724771
22	A Mammals	443500	322283	121217
23	B Birds	176250	150666	25584
24	C Reptiles	67350	11550	55800
25	D Invertebrates	43400		43400
26	E Amphibians	6000		6000
27	F Fish	14500		14500
28	G Misc.	458270		458270
29				
30	Grand Total	5017705	1261422	3756283

Jerry - We should review plans for us  
 including graphics labor as much as we need to  
 meet goals.



Minneapolis  
EK R  
Minnesota Zoological Society

March 2, 1982

Stephen A. Iserman  
Business Services  
Minnesota Zoological Garden  
12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124

Dear Steve:

This letter is in response to your February 24, 1982, letter requesting that the 70% portion of the sponsorship proceeds received by the Society through December 31, 1981, be released to the zoo for immediate application.

Full board approval to issue a check will be sought at the next Society board of directors meeting scheduled for March 18, 1982. As of December 30, 1981, the sponsorship account balance was \$23,224; the zoo's share being \$16,256. The money is currently invested in a Dain Bosworth liquid capitol account paying a very nice fluctuating daily interest. It is an amount, I believe, greater than the current interest rate on funds managed by the State Investment Board.

You will be advised when the check is ready to be transferred to the zoo. At that time I would like also to make arrangements for a check presentation photo/press release.

On another matter related to the sponsorship funds, I understand that the Society will receive a quarterly accounting from the zoo as to the disbursements of animal sponsorship proceeds. I feel the status reports are necessary until such time as the amount raised through the Society's efforts is totally expended.

Regards,

Karla A. Williams  
Executive Director

cc: M. Jacobson

# ANIMAL SPONSORSHIP PROGRAM STATUS

As of 12/31/81

		1 Donation Amount	2 Expended Obligated	3 Balance Remaining	
1	I TROPICS TRAIL	1194500	39500	1155000	1
2					2
3					3
4					4
5					5
6	II NORTHERN TRAIL	215000		215000	6
7					7
8					8
9					9
10					10
11	III OCEAN TRAIL	196000		196000	11
12					12
13					13
14					14
15					15
16	IV MINNESOTA TRAIL	1053500	62419	991081	16
17					17
18					18
19					19
20					20
21	V DISCOVERY TRAIL	611000	20650	590350	21
22					22
23	TOTAL	3270000	122569	3147431	23
24					24
25					25
26					26
27					27
28					28
29					29
30					30
31					31
32					32
33					33
34					34
35					35
36					36
37					37
38					38
39					39
40					40

# I TROPICS TRAIL

			1 Donation Amount	2 Expended Obligated	3 Balance Remaining	
	A.	Mammals				
1	1)	Common Palm Civet	6000			1
2	2)	Small-toothed Civet	4000			2
3	3)	Binturong	15000			3
4	4)	Larger Malay Chevrotain	10000			4
5	5)	Indian Flying Fox	55000			5
6	6)	Reeves Muntjac	20000			6
7	7)	Small-Clawed Otter	35000			7
8	8)	Indian Crested Porcupine	15000			8
9	9)	Slow Loris	22500			9
10	10)	Celebes Macaque	22500			10
11	11)	Leopard Cat	10000			11
12	12)	Striped Hyena	10000			12
13	13)	Nilgiri Tahr	30000			13
14	14)	Clouded Leopard	175000			14
15	15)	Spotted Leopard	50000			15
16	16)	Sloth Bear	150000			16
17	17)	White Cheeked Gibbon	223000			17
18		TOTAL	853000		853000	18
19						19
20	B	BIRDS				20
21	1)	Green Avadavat	3000	3000	—	21
22	2)	Red Avadavat	4000	4000	—	22
23	3)	Gaudy Red-throated Barbet	7500			23
24	4)	Black Bulbul	1500			24
25	5)	Red-eyed Bulbul	1500			25
26	6)	Straw-crowned Bulbul	3000			26
27	7)	Zebra Dove	3000	3000	—	27
28	8)	Madarin Duck	6000			28
29	9)	Philippine Duck	6000			29
30	10)	Spot-billed Duck	3000			30
31	11)	Wandering Whistling Tree Duck	7500			31
32	12)	Pintail Parrot Finch	3000	3000	—	32
33	13)	Spice Finch	6000	6000	—	33
34	14)	Barhead Goose	1500			34
35	15)	Parrotbill	4500			35
36	16)	Bamboo Partridge	7500			36
37	17)	Lady Amherst Pheasant	4500			37
38	18)	Gold-fronted Leafbird	4000			38
39	19)	Redbilled Blue Magpie	2000			39
40	20)	Black-naped Oriole	4000			40
	21)	Crested Wood Partridge	8000			

# I TROPICS TRAIL (cont)

			1 Donation Amount	2 Expended Obligated	3 Balance Remaining
	<b>B</b>	<b>BIRDS (cont)</b>			
1	22)	Pied Imperial Pigeon	2000		
2	23)	White Crested Laughing Thrush	12000		
3	24)	Racket-tailed Treepie	6000		
4	25)	Bornean Great Argus	10000		
5	26)	Lesser Flamingo	25000		
6	27)	Red Crested Pochard	1500		
7	28)	Radjah Shelduck	1500		
8	29)	Greater-necklaced Laughing Thrush	4500	4500	—
9	30	White-necked Laughing Thrush	6000	6000	—
10	31	Asian Golden Weaver	3000		
11	32	Fairy Bluebird	16000		
12	33	Lesser Green Broadbill	2000	2000	—
13	34	Demoiselle Crane	4000		
14	35	Bar-tailed Cuckoo Dove	4000		
15	36	Bleeding Heart Dove	6000		
16	37	Green Winged Dove	4000		
17	38	Plumed Dove	8000		
18	39	Common Egret	2000		
19	40	Chinese Francolin	4000		
20	41	Tawny Frogmouth	4000		
21	42	Grey Junglefowl	4000		
22	43	Spur-winged Lapwing	4000		
23	44	Red-billed Leiothrix	2000		
24	45	Golden Crested Mynah	8000		
25	46	Tawny Owl	6000		
26	47	Nicobar Pigeon	2000		
27	48	Black-winged Stilt	6000		
28	49	Formosa Teal	2000		
29	50	Rufous Treepie	4000		
30	51	Grey Peacock Pheasant	10000		
31	52	Rothschilds Mynah	30000		
32	53	Victoria Crowned Pigeon	30000		
33		TOTAL	324500	39500	285000
34					
35	<b>C</b>	<b>REPTILES</b>			
36	1	Banded Gecko	2000		
37	2	Elongated Tortoise	4500		
38	3	Red-eyed Treefrog	6000		
39	4	Jagged Shell Turtle	4500		
40		TOTAL	17000		17000
		GRAND TOTAL-TROPICS TRAIL	1194500	39500	1155000

## II NORTHERN TRAIL

		1 Donation Amount	2 Expended Obligated	3 Balance Remaining
A	MAMMALS			
1	1 Wapiti	20000		1
2	2 Siberian Tiger	77000		2
3	TOTAL	97000		3
4				4
5	B			5
6				6
7	Wild Turkey	2000		7
8	Canadian Goose	36000		8
9	American White Pelican	30000		9
10	Trumpeter Swan	50000		10
11	TOTAL	118000		11
12	GRAND TOTAL - NORTHERN TRAIL	215000		215000
13				13
14				14
15				15
16				16
17				17
18				18
19				19
20				20
21				21
22				22
23				23
24				24
25				25
26				26
27				27
28				28
29				29
30				30
31				31
32				32
33				33
34				34
35				35
36				36
37				37
38				38
39				39
40				40

# III OCEAN TRAIL

		1	2	3
		Donation Amount	Expended Obligated	Balance Remaining
A	MAMMALS			
1	1) Harbor Seal	40000		40000
2				
3				
4				
5	B FISH			
6	1) Passer Angelfish	1000		
7	2) Kelp Bass	1000		
8	3 Cabezon	1000		
9	4 Blue Damsel	1000		
10	5 Freshwater Drum	3000		
11	6 Kelp Greenling	1000		
12	7 Hog Fish	1000		
13	8 Rock Fish	3000		
14	9 Blue Tang	4000		
15	10 Yellow Tang	1000		
16	11 French Angel	1500		
17	12 Grey Angel	1500		
18	13 Falcula Butterfly Fish	1500		
19	14 Chocolate Clownfish	3000		
20	15 Skunk Clownfish	3000		
21	16 Tomato Clownfish	1500		
22	17 High Hat	1500		
23	18 Sargeant Major	4500		
24	19 Rainbow Parrot Fish	1500		
25	20 Little Sculpin	1500		
26	21 Emperor Snapper	1500		
27	22 C. O. Sole	1500		
28	23 Beaked Wrasse	3000		
29	24 Queen Angel	2000		
30	25 Oyster Toad Fish	4000		
31	26 Black-edged Moray	2000		
32	27 Zebra Moray	2000		
33	28 Horn Shark	10000		
34	29 Leopard Shark	35000		
35	30 Nurse Shark	10000		
36	31 Painted Greenling	1000		
37	32 Saddle-back Clownfish	3000		
38	TOTAL	113000		113000
39				
40				

# III OCEAN TRAIL (cont)

		1	2	3
		Donation Amount	Expended Obligated	Balance Remaining
C	INVERTEBRATES			
1	1) Northern Anemone	7000		
2	2 Tube Anemone	4000		
3	3 Acorn Barnacle	1000		
4	4 Giant Acorn Barnacle	1000		
5	5 Goose-neck Barnacle	1000		
6	6 Red & White Striped Barnacle	1000		
7	7 Feather Duster Worm	2000		
8	8 Beaded Anemone	9000		
9	9 Brown Anemone	1500		
10	10 Hawaiian Anemone	1500		
11	11 Powderpuff Anemone	7500		
12	12 T. Ritteri Anemone	1500		
13	13 Alaskan King Crab	5000		
14	TOTAL	43000		43000
16	GRAND TOTAL - OCEAN TRAIL	196000		196000
17				
18				
19				
20				
21				
22				
23				
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37				
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39				
40				

# IV MINNESOTA TRAIL

		1	2	3
		Donation Amount	Expended Obligated	Balance Remaining
A	MAMMALS			
1	1 Southern Flying Squirrel	46500		
2	2 Neotropical Fruit Bat	70000	43619	26381
3	3 Striped Skunk	10000		
4	4 Woodchuck	12000		
5	5 Pocket Gopher	20000		
6	6 Spotted Skunk	40000		
7	7 Pygmy Weasel	15000		
8	8 Ermine	60000		
9	9 Grey Fox	15000		
10	10 Porcupine	40000		
11	11 Long Tailed Weasel	10000		
12	12 Fisher	20000	18800	1200
13	13 Puma	160000		
14	14 Beaver	100000		
15	15 Canadian Lynx	100000		
16	TOTAL	718500	62419	656081
B	BIRDS			
19	1 Bluebird	5000		
20	2 Bobwhite	2000		
21	3 Indigo Bunting	2000		
22	4 Common Catbird	2000		
23	5 Black-capped Chickadee	2000		
24	6 Mourning Dove	3000		
25	7 American Goldfinch	2000		
26	8 Evening Grosbeak	2000		
27	9 Rose-breasted Grosbeak	2000		
28	10 Slate-colored Junco	4000		
29	11 White-breasted Nuthatch	2000		
30	12 Northern Oriole	3000		
31	13 Ovenbird	2000		
32	14 Sora Rail	1000		
33	15 American Redstart	1000		
34	16 White-throated Sparrow	3000		
35	17 Scarlet Tanager	2000		
36	18 Brown Thrasher	200		
37	19 Mourning Warbler	1000		
38	20 Nashville Warbler	1000		
39	21 Cedar Waxwing	4000		
40	22 Common Gallinule	1500		
40	23 Saw-whet Owl	4500		

# IV MINNESOTA TRAIL (cont)

			1 Donation Amount	2 Expended Obligated	3 Balance Remaining
	<b>B</b>	<b>BIRDS (cont)</b>			
1	24	No. American Wood Duck	12000		
2	25	Red-head Duck	20000		
3	26	Green Heron	4000		
4	27	Barred Owl	4000		
5	28	American Green-winged Teal	6000		
6	29	Red Shouldered Hawk	10000		
7	30	Red Tailed Hawk	15000		
8	31	Hooded Merganser	20000		
9	32	Great Grey Owl	20000		
10	33	Great Horned Owl	10000		
11	34	Raven	10000		
12	35	Ruby-throated Hummingbird	30000		
13	36	Snowy Egret	45000		
14		TOTAL	260000		260000
15					
16	<b>C</b>	<b>FISH</b>			
17	1	Small-mouthed Bass	4000		
18	2	Bullhead Catfish	4000		
19	3	Crappie	3000		
20	4	Sunfish	6000		
21	5	Brook Trout	1500		
22	6	Rainbow Trout	3000		
23	7	Northern Pike	2000		
24	8	Carp	3000		
25	9	Channel Catfish	1000		
26	10	Striped Perch	5000		
27	11	Long-nose Gar	3000		
28	12	Brown Trout	6000		
29	13	Large-mouthed Bass	8000		
30	14	Paddlefish	5000		
31		TOTAL	54500		54500
32					
33	<b>D</b>	<b>REPTILES</b>			
34	1	Blandings Turtle	3000		
35	2	Snapping Turtle	10500		
36	3	Wood Turtle	3000		
37	4	Timber Rattlesnake	4000		
38		TOTAL	20500		20500
39					
40		<b>GRAND TOTAL - MINNESOTA TRAIL</b>	1053500	62419	991081

# V DISCOVERY TRAIL

			1 Donation Amount	2 Expended Obligated	3 Balance Remaining
	<b>A</b>	<b>MAMMALS</b>			
1	1	Guinea Pig	6000		
2	2	Himalayan Dwarf Rabbit	4000		
3	3	French Lop Rabbit	3000		
4	4	Nubian Goat	14000		
5	5	Spanish Burro	10000		
6	6	Sicilia Donkey	10000		
7	7	Suffolk Sheep	7500		
8	8	Fjord Horse	20000		
9	9	Japanese Macaque	180000		
10	10	Ayrshire Cow	12500		
11	11	Brown Swiss Cow	12500		
12	12	Jersey Cow	12500		
13	13	Percheron Horse	12500		
14	14	Satin Siamese Rabbit	1500		
15	15	Chinchilla	4000		
16	16	No. American Opossum	5000		
17	17	Domesticated European Ferret	10000		
18	18	No. American Porcupine	10000		
19		TOTAL	335000		335000
20					
21	<b>B</b>	<b>BIRDS</b>			
22	1	Assorted Banton	3000		
23	2	Black East India Duck	2000		
24	3	Penciled Runner Duck	2000		
25	4	Guinea Fowl	5000		
26	5	Pintail Duck	6000		
27	6	Shoveler Duck	6000		
28	7	Pommeranian Goose	3000		
29	8	Silver Beaked Tanager	1500		
30	9	Blue-winged Teal	4500		
31	10	Barrows Goldeneye	2000		
32	11	Rainbow Lory	10000		
33	12	Golden Song Finch	2000		
34	13	Society Finch	2000		
35	14	Cordon Bleu Waxbill	2000		
36	15	Orange-cheeked Waxbill	2000		
37	16	Pin-tailed whydah	1000		
38	17	Ringneck Dove	2000		
39	18	Barn Owl	2000		
40	19	Red-tailed Hawk	10000	10000	—
	20	Yellow-headed Amazon Parrot	10000		

# V DISCOVERY TRAIL (cont)

		1	2	3
		Donation Amount	Expended Obligated	Balance Remaining
B	<b>BIRDS (cont)</b>			
1	21 White-crested Black Polish Chicken	6000		
2	22 Black Muscovy Duck	2000		
3	23 Salmon Favorolle	2000		
4	24 Fantail Pigeon	8000		
5	25 Plumed Duck	6000		
6	26 Buff Goose	3000		
7	27 White China Goose	3000		
8	28 Turquoise Tanager	3000		
9	29 American Wigeon	1500		
10	30 Blue Peafowl	8000		
11	31 Cuthroat Finch	2000		
12	32 Green Singing Finch	2000		
13	33 Zebra Finch	6000		
14	34 Lavender Waxbill	2000		
15	35 Red-eared Waxbill	2000		
16	36 Diamond Dove	2000		
17	37 American Kestrel	1500		
18	38 Snowy Owl	2000		
19	39 African Grey Parrot	10000	4000	6000
20	TOTAL	150000	14000	136000
21				
22	<b>C REPTILES</b>			
23	1 Axolotl	1000		
24	2 Eastern Box Turtle	2000		
25	3 Ornate Box Turtle	1000		
26	4 Chuckwala	3000		
27	5 Blue-tongued Skink	1500		
28	6 Fox Snake	1000		
29	7 Garter Snake	1000		
30	8 Milk Snake	1000		
31	9 Painted Turtle	2000		
32	10 Snapping Turtle	2000		
33	11 Soft-shelled Turtle	1000		
34	12 So. Alligator Lizard	1500		
35	13 Calif. King Snake	1500		
36	14 Hognosed Snake	1500		
37	15 Red Corn Snake	1500		
38	16 European Glass Lizard	2000		
39	17 Bull Snake	4000		
40	18 Boa Constrictor	10000		
	19 Indigo Snake	5000		

# V DISCOVERY TRAIL (cont)

		1	2	3
		Donation Amount	Expended Obligated	Balance Remaining
<b>C REPTILES (cont)</b>				
1	20 Green Iguana	10000	6650	3350
2	21 Python	10000		
3	TOTAL	63500	6650	56850
<b>D INVERTEBRATES</b>				
6	1 Leaf Cutter Ants	7500		
7	2 Giant Cockroach	1000		
8	3 Beaded Sea Anemone	1500		
9	4 Green Sea Anemone	3000		
10	5 Sea Anemone	1500		
11	6 Land Hermit Crab	6000		
12	7 Marine Hermit Crab	1500		
13	8 Bat Sea Star	2000		
14	9 Chocolate Chip Sea Star	2000		
15	10 Cinnamon Tarantula	2000		
16	11 Orange-kneed Tarantula	4000		
17	12 Octopus	10000		
18	TOTAL	42000		42000
<b>E AMPHIBIANS</b>				
21	1 Leopard Frog	3000		
22	2 Tiger Salamander	2000		
23	3 American Toad	1000		
24	TOTAL	6000		6000
<b>F FISH</b>				
27	1 Betta	1000		
28	2 Blue Gourami	3000		
29	3 Clown Loach	1000		
30	4 Glassfish	1000		
31	5 Paradise Fish	2000		
32	6 Clownfish	1500		
33	7 Lionfish	5000		
34	TOTAL	14500		14500
36	GRAND TOTAL - DISCOVERY TRAIL	611000	20650	590350

Minnesota  
Zoological  
Society

Animal  
Sponsorship  
Fund

555 Wabasha Street  
St. Paul MN 55102  
(612) 227-4268/222-1706

ASP

JF - will submit  
attend >

Ed

Dear Advisory Committee Members,

Please come to the next Advisory Committee meeting; we need your advise and help in developing future projects and campaigns.

Wednesday, October 28  
4:00 pm.  
Animal Sponsorship Office  
Suite 204  
555 Wabasha  
St. Paul

UPDATE

\$46,482 has been raised by Animal Sponsorship.

The greatest present yet ... one of the dolphins (\$4,000) was sponsored for Mrs. Herta Gombrich for her 66th birthday this summer.

The educational packet containing over forty pages of information and activities is on the press.

WAYL radio is providing approximately \$10,000 of free advertising for our WHALE of a holiday campaign ... sponsorship of the Beluga Whales.

FUTURE EVENTS

November-December: WHALE OF A HOLIDAY SEASON CAMPAIGN...

January-February: I'M STUCK ON YOU - QUILL YOU BE MINE?  
SPONSOR A PORCUPINE FOR YOUR VALENTINE.

March: SPONSORSHIP ANNIVERSARY

May: RUN WILD FOR THE ZOO (10-K run)

May 22: BEASTLY BALL

See you on October 28,

*Phyllis*



Advisory  
Committee

Don Block,  
*Chairman*  
Dan Cohen  
Larry Deboer  
Wallace Dayton  
Alcuin Dornisch  
Steve Doyle  
Nancy Gibson  
John Hodowanic  
Ben James  
Brooke Kenney  
Edward Kohn  
Don Lapp  
John Lewis  
Malcolm McDonald  
Carol Ryan  
David Trumble  
Jean West  
Frank Wharton



# Minnesota Zoological Society

February 16, 1982

Stephen A. Iserman  
Business Management Services  
Minnesota Zoological Garden  
12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124

Dear Steve;

Your letter of February 3 asked me to provide information on the numbers and costs of materials used in animal sponsorship activities. I will attempt to answer the questions in the same order you requested them. The supplies listed are the primary items and do not represent the entire stock of related materials.

1. Printing: (not including artwork, type-set or keyline costs)

50,000 Sponsorship Brochures	\$3,527
5,000 Letterhead	260
5,000 Envelopes #10	260
500 10x13 Envelopes	40
1,000 9x12 Envelopes	50
5,000 Sponsorship Forms-2 sided	335
1,200 Certificates	100
2,000 Thank You Letters	300
3,420 Iron-On	478
3,000 Crest-size Iron-On	150
5,000 Kick-Off Programs	2,555
8,000 Post Cards	390
8,000 Fathers Day Flyers	310
200 Fathers Day Cards @ .42	85
10,000 Lady Bug Stickers	220
3,000 Bug Club Membership	100
300 Bug Me Buttons	137
54,500 Whale Brochures	1,063
100 Whale Buttons	92
500 Education Packets	1,800

*donated by NSP*

All other biographies and special materials were xeroxed at .100 each or printed at Insty Prints.

To determine what quantity was used, one could subtract the supplies given Dorothy from the amounts indicated above or on the next page (donated items).

-continued-

555 Wabasha Street • Saint Paul, Minnesota 55102

Telephone 612 222-1706

2. Postage:

Each sponsorship packet cost .37 to mail first class. Each brochure cost .37 (after the recent postage increase) to mail. Generally the brochures were mailed 3rd class bulk for .035¢ each piece. The total cost of mailing the packets can be determined by multiplying the number of sponsors by .37¢:  $1,600 \times .37 = \$592$ .

We do not record individual items as we process mail so it would be almost impossible to identify what the total cost of mailing the brochures was. However the total cost of postage for the period beginning September 1980 through December 1981 was \$2199.69.

3. Minimum Costs:

Each sponsor received:

T-shirt iron-on	\$ .14 each	
Thank you letter	.15	
Animal Biography	.10	(xerox)
Certificate	.08	
10x12 Envelope	.05	
	<hr/>	
	\$ .52 each packet	

The following items were donated. We do not know the costs of the items.

1,200 T-shirt iron-ons

NSP

2,500 Letterhead  
5,000 Posters  
1,200 Certificates  
2,000 Whale Cards

First Banks

3,000 Certificates  
3,000 Whale Biographies  
3,000 Thank You Letters

3M

\$1,600 for kick-off program printing

Honeywell

\$2,700 for education packet printing and slide show

Dairy Queen

10,000 dilly bars, hotdogs and pepsi.

Stephen Iserman  
February 12, 1982  
Page 3

4. Time:

We estimate it takes approximately fifteen minutes to process each sponsorship. Processing requires examining the sponsor form for information, making out the certificate, typing a card for the file, stuffing the items in an envelope, making out a gift card if requested, checking the animal off the master list, preparing the sponsor form for computer input, endorsing the check or processing a Visa or Mastercharge. Bookkeeping follows.

5. Value of Items:

Please note answer to #3. Extensive volunteer services will be further outlined in an evaluation.

6. Advisory Board Members:

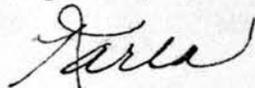
Attached is a list of animal sponsorship advisory committee members. They have been notified of the program's transfer to zoo staff. Perhaps you will wish to form a new committee of people who are familiar to those who will be operating the project. I don't believe many of the current members plan to continue.

7. Animal Sponsorship Fund:

Receipts from June 1, 1981 to December 30, 1981 are \$23,224.21. The financial statement for January is not ready; very little was received in January and everything received since February 1, has been mailed to you.

I hope I have answered all your questions. Please telephone me if you need additional information. As I mentioned earlier, a complete report is in process. When it is ready, I will send you a copy.

Regards,



Karla A. Williams  
Executive Director

KAW:dab

LIST OF SUPPLIES GIVEN TO THE ZOO

Packet envelopes	approximately	800
8x10 envelopes		500
WHALE holiday cards		2000
GIBBON cards		35
Iron-ons		2300 large 2300 small
Bug club cards		300
Ladybug stickers		1000
posters		1000
whale biographies		2000
Buttons		
Bug me about Animal Sponsorship		50
Whale		20
Banners (Whale of a Holiday)		6
Brochures		14000

\*\*\*\*all figures represent guesstaments

Don Brock  
Control Data Corporation  
Vice President, Zoo Society  
20 Birch Bluff Rd.  
Tonka, MN 55331

Phyllis Saltzman  
Director, Animal Sponsorship  
Program  
555 Wabasha  
St. Paul, Mn 55102

Karla Williams  
Executive Director, Zoo  
Society  
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St. Paul, MN 55102

Dan Cohen  
Martin-Williams Inc.  
10 S. 5th St.  
Mpls., MN 55402

Larry Deboer  
Honeywell  
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Mpls., MN 55408

Wallace Dayton  
730 2 Ave. S.  
Mpls., MN 55401

Al Dornisch  
White Oak Gallery  
3939 W. 50  
Edina, MN 55424

Steve Doyle  
P M Magazine  
WCCO T V  
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Mpls., MN 55402

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Public Information Office  
Minnesota Zoo  
12101 Johnny Cake Ridge Rd  
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John Hodowanic  
Editor  
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Performing Arts Learning Center  
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St. Paul, MN 55104

Brook Kenney  
Art Director Animal Sponsorship  
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Edward Kohn  
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John Lewis  
Curator  
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12101 Johnny Cake Rd  
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St. Paul, MN 55101

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Jean West  
President  
Carlton J. West Publications  
366 Wacouta  
St. Paul, MN 55101

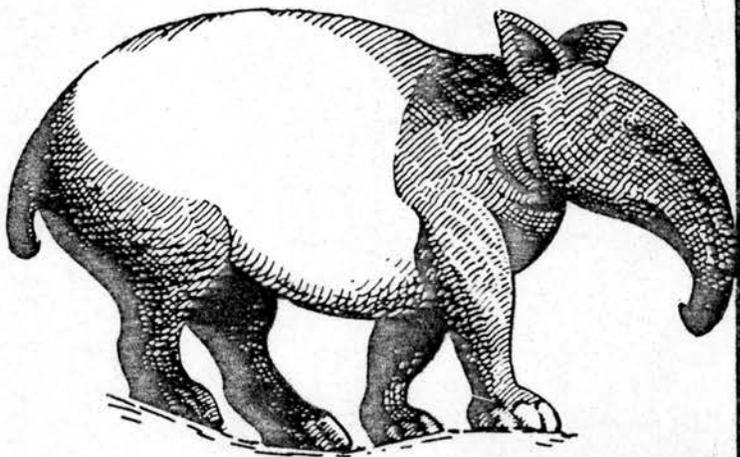
Frank Wharton  
Youth Advocate  
Central High School  
275 Lexington Pkwy  
St. Paul, MN 55104

Rusty Harris  
5022 Bruce Place  
Edina, MN 55424

Feb. 1982 Report on M26 An. Sponsorship Program

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# REPORT

ANIMAL SPONSORSHIP PROGRAM  
MINNESOTA ZOOLOGICAL SOCIETY

February, 1981

Karla A. Williams  
Executive Director

Next month, the Society's animal sponsorship program will be one year old. This is an appropriate time for an evaluation which hopefully will assist in a smooth transition of the program to the zoo for administration commencing this month.

This report is an attempt to recount and report important chronological events, to evaluate the worth of the program while measuring the various components, to identify results achieved, and in some cases, not achieved.

## I. History

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The proposal for an animal sponsorship (or adoption) program for animal residents of the Minnesota Zoo was not a new idea when suggested by the Society a little more than a year ago. Several such programs were being implemented in major zoos across the country and several zoo's (with Brookfield the categoric leader) already had three years successful experience. It was their success plus the natural public appeal that attracted the Zoological Society to sponsor such a project for the benefit of the animal collection at the Minnesota Zoo.

In July 1980, the Society board of directors accepted a request by the State Zoo board to develop and administer an animal sponsorship fund-raising program.

The stated purpose was:

"To raise funds for increasingly costly animal care, to provide a way for the community to be directly involved in the Zoo itself, and to generate additional attendance at the Minnesota Zoo."

Program Objectives were:

1. To conduct a community wide campaign to raise a minimum of \$50,000 net per year and to strive for gross receipts of \$80,000 to \$100,000 in F.Y. 1982.
2. To increase community involvement and attendance at the Zoo through the new program.
3. To establish a special adoption fund from sponsorship fee donations for the care, welfare and purchase of animals at the Minnesota Zoo.
4. To use this project at the maximum level to promote visibility, awareness, and good will for animal life at the Minnesota Zoo and subsequently promote membership in the Society.
5. To conduct corresponding public education programs focusing on the plight of endangered species and solutions for protecting the earth's wildlife.

The Society prepared an expense budget of \$40,000 to develop and begin implementing the proposed project. Most projected costs were one-time start-up expenses

which the Society board agreed to underwrite.

It was understood that future costs of operating the program would however be deducted from program receipts. Those costs would not exceed 30% of the gross revenue. Anything greater would be absorbed by the Society.

The first step was to hire a program director whose immediate task was to research other zoos and like projects in order to design one for Minnesota. Phyllis Saltzman was hired as program director in September, 1980.

The animal sponsorship program kicked off in March 1981 after six months of development design.

At this writing, the animal sponsorship program is 10 months old.

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## II. RESEARCH ON OTHER ZOO ADOPTION PROGRAMS

The majority of the programs researched produced remarkably similar data which were ultimately incorporated into the Society's plan. Further indepth investigations produced evidence that all major adoption programs have three similarities; (1) zoo staff cooperation and coordination of activities, (2) money raised goes to feed animals, and (3) the program is highly visible on the zoo grounds.

### A. Staff

First, an on-site staff person helps to coordinate the daily activities. In every successful case, the program additionally gains the dedication and support of the public relations/information staff who guides or coordinates photo press releases when significant animal acquisitions or births occur, offering the featured animal for sponsorship. When animal activity is at a minimum, events are created. In these cases, animal interest stories eventually become fund-generating devices.

### B. Fund for Food

Second, most adoption fees elsewhere are earmarked for animal food and care. Or at least it appears so on the outside. When the accounting is carefully examined, the fact is that a zoo's secure governmental food funds are simply transferred to other functional line items and replaced by adoption fees. The result is a paper exchange which appeals to the public's need to care for, or assume responsibility for, exotic animals.

C. High Visibility On-Site

Third, signage and graphic displays promoting the program or announcing donor names are prominent on the zoo-site. Donor boards list the animal and sponsor name for a full year. Since renewals are normally around 70 to 80%, changes on the board are minimal, although new names do require the constant attention of zoo staff.

It appears from an examination of other zoo programs that the sponsor placque is one of the most important elements to reward and recognize sponsors. Most everyone enjoys seeing their name in print, especially in a place where everyone else can see it too.

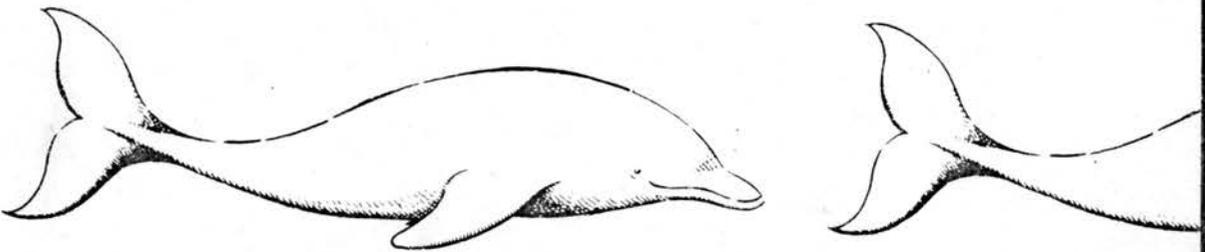
ZOO	WHAT IS THE ANNUAL INCOME OF THE PROGRAM?	HOW IS THE PROGRAM FUNDED (e.g. GRANT, SOCIETY)?	IS THE PROGRAM MANAGED BY PAID STAFF OR VOLUNTEERS? DOES THAT PERSON ALSO RUN OTHER PROGRAMS?	HOW MUCH DOES IT COST TO POST ONE ADOPTER'S ANNE ON A BOARD?
Santa Barbara	Around \$15,000		1 Staff - Yes	\$1.00
Phoenix Zoo	\$24,000		1 Staff	
Atlanta				
San Francisco	Over \$70,000 in the first year	Grant	1 part-time Program Mgr. 4 Volunteers	\$1.75
Honolulu Zoo				
Erie Zoological Society	\$5,000	Society	Paid Staff - Yes	\$10.00
Zoological Society of St. Joseph Valley	\$500-\$1500	Society pays for printing	Staff - Yes	Mostly labor
Indianapolis Zoological Society	'78-\$18,472 (322 animals) '79-\$12,137 (211 animals) '80-\$14,722 (166 animals)	Zoo budget - \$300	Paid Staff - Yes	\$2.27
National Aquarium in Baltimore				
Baltimore Zoological Society				
Akron	\$2,000 in first 2 months			
Lincoln Park	\$60,000	Society	Staff & Volunteers - Both	\$1.25
St. Louis	\$117,000	Zoo Friends Association	Volunteers - No	
Brookfield	\$165,000	Society	2 Paid - No	\$ .85
Zoological Society of San Diego	Approximately \$10,000	Directly from the adopters' subscriptions	Paid Staff - Yes	

ZOO	HOW MANY ADOPTION BROCHURES DESCRIBING THE PROGRAM ARE PRINTED EACH YEAR?	WHAT WAS YOUR MOST SUCCESSFUL PROMOTION IN THE LAST 12 MONTHS?	WHAT BENEFITS ARE INCLUDED WITH AN ADOPTION?
Santa Barbara	Just xeroxed lists of "who" is available	Personal touch	Christmas cards from individual animal; certificate; subscription to newsletter; plaque at exhibit; person gets to name animal
Phoenix Zoo			T-shirt transfer; window decal; certificate; animal menu and information sheet; black and white 8x10 photo for over \$100 adoption; party
Atlanta			Society membership; certificate; plaque
San Francisco	50,000	Radio station sponsorship of an animal	Certificate; name on showcase; decal and packet; party
Honolulu Zoo			Zoo roster; \$200 or more gets name on animal's exhibit; certificate
Erie Zoological Society	Haven't printed any for 2 years		Name on plaque; certificate; photograph
Zoological Society of St. Joseph Valley	500		Name on display; name on parents' board; certificate
Indianapolis Zoological Society	'78 - 6,000 '79 - 3,000		Plaque on parents' board; zoo letter listing; certificate; contributions report listing; picnic; fact sheets for youth & school groups; special visits at group rates
National Aquarium in Baltimore			Certificate; party
Baltimore Zoological Society			Certificate; window decal; 4 free guest passes to zoo party; name on display board
Akron			
Lincoln Park	25,000 first time 75,000 after that	Valentine's Day	Certificate; button; bumper sticker; decal; t-shirt iron-on; name on showcase; party
St. Louis	5,000 first time 1,000 after that	Valentine's Day	Certificate; iron-on; name on plaque; picnic
Brookfield	10,000	Christmas & special promo. of Walrus	Certificate; iron-on; window decal; name on showcase; picnic
Zoological Society of San Diego	500	Adoption of koalas at \$100 each	\$25 donation: T-shirt iron-on or window sticker. \$50 donation or above: Adoptive parent license plate frame plus window sticker and iron-on

ZOO	ANY SPECIAL FEATURES OR ATTRACTIONS?	WHAT IS THE PRICE RANGE OF ADOPTION?	ARE RENEWALS SENT ON A MONTHLY OR AN ANNUAL BASIS?	HOW MANY RENEWALS ARE SENT TO EACH ADOPTER?
Santa Barbara		\$25 to \$1,000	Annual	Personal letters
Phoenix Zoo		\$10 to \$800		
Atlanta		\$25 to \$1,000		
San Francisco		\$15 to \$10,000	Monthly	2 to under \$100 3 to over \$100
Honolulu Zoo		\$25 to \$500		
Erie Zoological Society		\$250 standard	Annual	2
Zoological Society of St. Joseph Valley	No	\$10 to \$1,000	None sent	
Indianapolis Zoological Society	No	\$15 to \$1,660	Monthly	1
National Aquarium in Baltimore		\$15 to \$10,000		
Baltimore Zoological Society		\$15 to \$3,000		
Akron		\$10 to \$300		
Lincoln Park	Also includes Farm-in-the-Zoo animals	\$15 to \$1,500	Monthly	2
St. Louis	No	\$10 to \$2,500	Monthly	1
Brookfield	Guided school tours	\$10 to \$13,000	Annual	1 and a reminder
Zoological Society of San Diego	No	\$25 to \$1,000	Monthly	1

ZOO	DO YOU USE ANY INCENTIVES TO GET RENEWALS?	WHAT IS THE RENEWAL RATE?	IS SOCIETY MEMBERSHIP INCLUDED IN THE ADOPTION FEE?	IS A NEW SOCIETY MEMBERSHIP INCLUDED ON THE ORIGINAL ADOPTION PAPER? IF SO, WHAT RATE OF ADOPTERS ALSO JOIN THE SOCIETY?
Santa Barbara		85%-90%	No	No--most are already members
Phoenix Zoo			No	No
Atlanta			Yes	No
San Francisco	Yes	82%	No	Yes
Honolulu Zoo			No	No
Erie Zoological Society		75%	No	No
Zoological Society of St. Joseph Valley		10%	No	
Indianapolis Zoological Society	No	60%	No	No
National Aquarium in Baltimore			No	No
Baltimore Zoological Society			No	No
Akron				
Lincoln Park	No	37% in first week	No	No
St. Louis	No	70%	Not usually	No
Brookfield	2 note cards with picture of a snow leopard; bumper sticker	70%	No	No
Zoological Society of San Diego	The first adoption payment can be credited with the renewal payment to make them eligible for a higher premium	N/A-1st year	No	No

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### III. PROGRAM DEVELOPMENT STAGES

While many developmental circumstances and events contributed to the program's success, several other events during the initial design stage, I believe, reduced the program's potential to some degree.

#### A. Program Design - Adopt Versus Sponsor

Language became the first hurdle we had to cross. "Adopt" was by-in-large the favored word to use in describing what the sponsor was being asked to do. The word is action oriented and easy to comprehend. On the other hand, the word denotes a certain inherent responsibility regarded as the dominion of the local child-welfare community. Special interest groups vehemently resisted our use of the word "adopt", expressing their belief that its use must be reserved for humankind.

Society staff reluctantly obliged this request knowing full-well the decision not to use the word "adopt" would initially reduce the attractiveness to humanistic citizens who at other zoos solidly accounted for a major portion of such a programs constituents.

We recommend maintaining the use of the word "sponsor" as opposed to "adopt" unless new negotiations with special interest groups are successful. After one year, the community has come to understand what "sponsoring" an animal is all about. The image is established and negative publicity should be avoided.

B. Fund Identification

There was dialogue on all fronts as to the description of how the funds being raised were to be used. Both members of the Zoo board and Society board expressed their concern that the language should clearly state the purpose although no one was quite sure what that was. The consequence was a recommendation by the Zoo director for money raised to go towards "animal care, shelter and presentation".

The terminology was ambiguous to most people in and outside the zoo family. The 1978-1979-1980 Legislative Audit Report for the Minnesota Zoo stated, "The promotional literature for the program is somewhat misleading in stating that individual contributors will be sponsoring the care of a specific animal for a year (a procedure under which it most likely would be impossible to function)".

The language is still not clear to most of us and until specific exhibit improvements can be given as examples of where the dollars are spent, the problem will remain un-resolved. At the very least, we recommend clarifying in very simple terms that the solicited funds are used for zoo improvements which are not covered by state appropriations. In other words, the "frosting on the cake". The community is already supporting the zoo through taxes and user-fees and they want to see where their sponsor donations go. The majority want their money to go to care for their animal.

C. Committees/Communications

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1. Zoo Board

In the first few months of development, Society staff met regularly with Zoo staff and Zoo board members to discuss new aspects. Beginning in January, 1981 the Society was not invited to attend, report on, or discuss the program's activity with Zoo board sub-committees. We were instructed instead to report at the monthly Zoo board meeting.

That decision unfortunately eliminated any dialogue between the two groups. No doubt questions and concerns went unanswered on both sides as a result.

2. Advisory Committee

During the same time period, a list of advisory committee members was developed by the Society board. Citizens who were specialists in the fields of conservation, education, wildlife art, journalism, fund-raising and business were recruited to serve. The board of the Minnesota Zoological Society charged this committee: "with the task of advising staff on the design and implementation of the Animal Sponsorship Program".

The committee's responsibilities were:

PLANNING: Determine direction and strategies that enable the Animal Sponsorship Program to reach its goals; and to develop short and long range objectives, plans and priorities to meet these goals.

PROGRAM DEVELOPMENT: Design programs that meet the needs and interests of the constituency, and evaluate these program efforts based on their objectives and standards of high quality.

FINANCIAL DEVELOPMENT/MANAGEMENT: Anticipate and develop plans to meet the financial needs of the program to ensure long range financial stability...monitor budgets, recommend fees, strategize income sources, locate the funds necessary for operations and programming.

PUBLIC RELATIONS: Develop a public relations program to promote the project to the general community.

RESOURCE DEVELOPMENT: Continually seek and utilize resources (people, facilities, funds, ideas) to enhance the development of the Animal Adoption Program.

The Society's expectation of this committee was probably over-estimated, considering today's demands on people's volunteer time. Too often the committee meetings were poorly attended except by those who had a particular interest in a particular area, such as education. Nevertheless the committee members were supportive when called upon and provided a tremendous untapped resource for additional contacts in the community.

We recommend that an advisory committee, at some level be developed by the Zoo board to provide continuous outside involvement by the private sector. Candidates for such a committee should include active volunteers and professional associates of Zoo board members who will assist the project because they know the people who are involved.

### 3. Volunteer Committee

A volunteer corp of 35 citizens was developed to help promote animal sponsorship. Training classes were held and corresponding materials were designed to instruct volunteers to give presentations to school groups, and social and service organizations.

Volunteers worked at shopping center booths, visited radio and television stations and distributed information in their local communities, to libraries, community centers and banks.

This volunteer corps and the on-site volunteer corps were eventually merged to more efficiently coordinate similar or duplicative activities.

Today these volunteers remain the strongest element of the program, offering the enthusiastic substantive support available no where else.

### 4. Management Assistance

Through a new management assistance agency funded by the United Way, several professional people were recruited to assist in the special event management area. Marketing and promotion specialists from

Honeywell, N.S.P., General Mills were helpful in the design of Fathers Day, Give a Whale promotions and the education materials.

It was through these people that several donations were made to the program.

D. Animal List

Zoo staff liaison, John Lewis, compiled the animal inventory list with suggested sponsorship fees for each, based on their relative value. The fees did not correspond with feed or care costs but they did have some relationship to re-purchase worth.

We made a mistake early in the program design by restricting sponsorships to one person per animal as Brookfield Zoo had done. Our potential for obtaining funds from the community was severely limited due to the number of residents in the zoo collection - a population small in comparison to other zoos.

In the first 60 days after the kickoff, nearly every major animal was sponsored. The program appeared to be a success. Unfortunately, the animal birth rate was only equivalent to the de-acquisition rate and the more popular animals were in the higher price categories.

For the Zoolab animal group, we offered a more complete variety of animals but because of that exhibit's popularity and public visibility, the animals sold out quickly.

The \$10, \$15 and \$20 range animals were primarily birds and fish not commonly known, not as easy for people to relate to and hence, less desirable. The list of animals was comprised of a lopsided offering of 120 birds, 55 fish, 14 invertebrates, 55 mammals and 14 reptiles.

Donations were surely lost prior to a later modification which allowed multiple sponsorships of all animals under \$100. We recommend offering multiple sponsorships per animal and to continue offering group sponsorships of larger priced animals.

#### E. Processing Receipts

After investigating and researching programs at other zoos, we developed a processing system to handle "one per animal" sponsorships. Although a later decision changed how many sponsors any one animal could have, the cross-check file system is still relatively efficient.

Sponsors (or gifts from sponsors) are kept in alphabetical order by sponsor (not gift giver). Name, address, phone number, animal, price and name to be listed on the plaque is on the sponsor form.

In another file, a card listing the animal is filed alphabetically with the sponsors name. Initially there were only as many cards as animals.

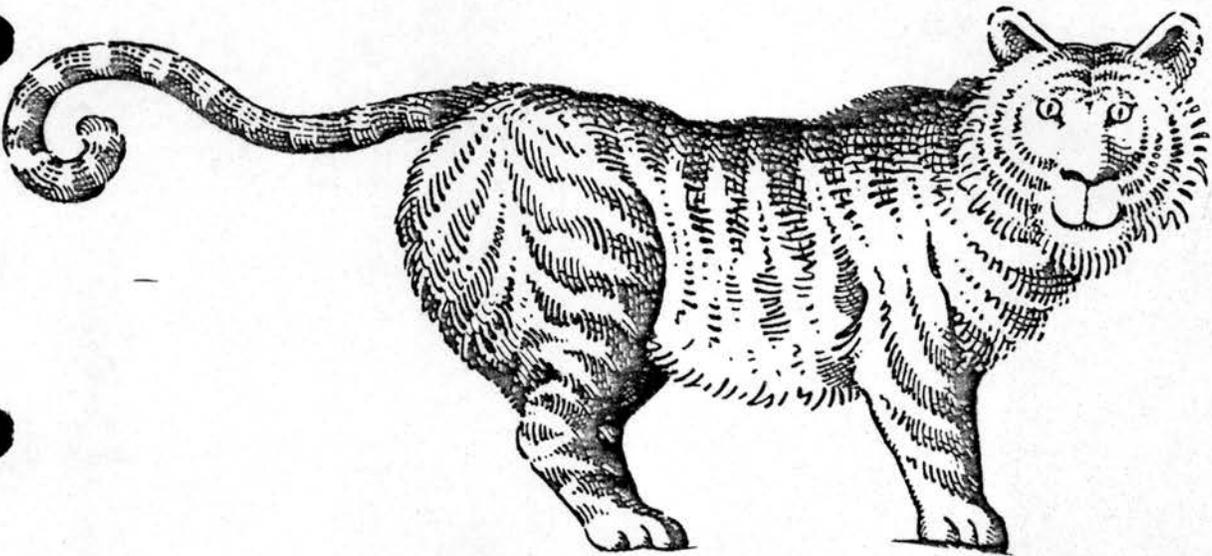
Now there is little reason that I can see for keeping multiple cards. Only one card is necessary per animal, with the total list of sponsors.

A master list of animals, (each species and number in species) is maintained and checked off each time a sale is made. Should an animal die (especially when only one exists in a category) the sponsor should be notified to transfer his sponsorship to another animal.

Information on the sponsor, with additional information added in code, is then entered into the computer. Data is now available by alpha, zip code, city, animal classification, dollar amount or expiration date. Pressure sensitive or cheshire labels can be ordered.

We recommend using the current system until such time as an economic replacement is found. The November/December receipts are not entered in the computer.

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IV. PROGRAM MATERIALS

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A. Artwork

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At first the proposed cost for an illustrator to design a program graphic seemed like an expensive luxury but over time, we recognized that it may have been one of the best investments made.

The artwork does everything it should and more. It has personality, is flexible in structure and design, adapts well to color overlays and articulates animals dependence on man and the joy gained from that interaction. Further, the graphic highlights a wide range in the animal kingdom while emphasizing the concern for endangered species with particular concentration on those residing at the Minnesota Zoo.

The public's acceptance of the art design makes it a useful identifier for the program and we recommend continued use.

B. Promotion Materials

---

Objectives set for the brochure were to create an image for a new program; to incorporate a solicitation message with a built-in response mechanism; to articulate what the funds would be used for and who was raising them; to present a master list of available animals with special focus on endangered species; and to serve functionally as a self-mailer and a wall poster.

While those objectives were all accomplished in the design and production of the brochure, it was obsolete by the time we were two months into the project. Many animals were no longer available due to our earlier decision to limit one sponsor per one animal. Faced with thousands of expensive brochures and a disappointed public, staff surveyed zoo volunteers and sponsors to determine whether multiple sponsorships would be an acceptable alternative to the limiting dilemma of allowing only one sponsor per animal. Survey results indicated that the majority of respondents favored multiple sponsorships.

The brochure once again became functional but with growing postal rates, it became an expensive first class unit to mail potential sponsors. Attempting to restrict mailings to third-class bulk to cut costs, there remained a few people who desired a brochure the same day. In July we again began to feel restricted by the mailing costs once again and attempted to design a reduced and lighter weight version of the brochure. That process was not complete as of the transfer of this program in February '82 to the zoo. We recommend revising the brochure to a smaller version of the original.

C. Sponsor Packet

---

Believing in the theory that few ideas are truly original, we patterned the sponsorship packet after those of other zoos with slight modifications and one

major exception; the animal biographies.

Little did we realize the enormity of the task when we committed ourselves to producing an individual biographical data sheet on each of the resident species. The Society board was committed to meet the education goals and without the biographies, the sponsor packet was no more than a shallow attempt to get people involved in the zoo project. That endeavor however accounted for approximately 600 hours of staff and volunteer time.

The packet also contains a personally calligraphed certificate, a thank you letter from a zookeeper, a large t-shirt iron-on, a sponsorship form to give a friend and a gift card upon request.

Sponsors have frequently expressed satisfaction with the packet and we recommend it be continued in the same form.

D. Education Division

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"In the end, we will conserve what we love,  
We will love only what we understand,  
We will understand only what we are taught."

Based on this philosophy, the education component was designed to create a greater understanding for the need for wildlife conservation, and thus the necessity for sponsorship contributions to support the zoo's conservation efforts. Educational materials developed were:  
1) biographical information on each animal sponsored;  
2) narrated slide show; 3) curriculum packet for teachers in elementary education.

1. Animal Biographies

As indicated earlier in this report, 317 individual animal biographies were developed and produced. The biographies include the animal's region, habitat, social structure, diet, particular characteristics and behavioral aspects.

Copies were made according to the number of available specimens in each species. Each sponsor received a biography (called Vital Facts) on his particular animal.

Although the task of writing, editing and producing was significant in both time and dollars, it is felt that the information provided a necessary first step in addressing the public's interest in wildlife.

2. Slide Show

Outside funding was secured to assist in the production of an audio visual program to accompany or precede visits by volunteers to schools and organizations.

The primary objective was to focus on the plight of endangered species, to identify solutions for protecting the earth's wildlife, to announce the role played by the Minnesota Zoo, and to invite viewers to participate in the animal sponsorship program.

Mary Lou Martin wrote the script and assisted in the production of the slide shows. Steve Doyle narrated the script and the audio/visual department zoo staff provided the technical assistance. All production

costs excluding staff salaries were underwritten by the Society. Entitled "A Cry for Help" the 12 minute show actually has two versions - one for elementary age students and the other for adults.

The show is currently coordinated by and available through the Speakers Bureau at the zoo. In the past five months the show was presented to groups representing 6,000 individuals. Schools, community clubs, scout troops, Lion's clubs and senior citizen organizations comprised the audience.

### 3. Education Packet

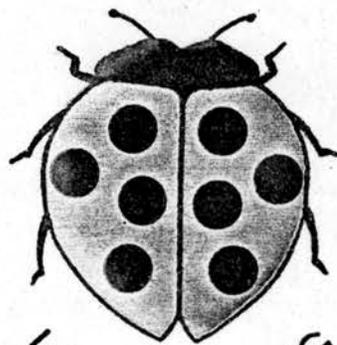
A task-force of educators and artists was formed to design and develop the elementary school curriculum packet. This 50 page packet is a fine example of the results gained when volunteer resources are maximized.

Designed to teach the concept of endangerment, the packet contains an overview of how animals become endangered, biographies of the nine endangered animals residing at the zoo, and activities in the following subject areas: social studies, reading, science, math, language arts, art and physical education. The packet encourages school participation in the sponsorship program through suggestions for fundraisers, education projects, newsletters and activities for Wildlife Week.

A letter authored by Don Lapp, advisory committee member and school principal, was mailed to 800 suburban and out-of-state elementary school principals to introduce them to the animal sponsor education packet. Packets are free (one per school) to anyone paying \$2.50 for postage. Teachers are encouraged to make copies of the materials. To date, 80 educators have requested the packet.

500 education packets were printed with a grant from the Honeywell Fund.

# EVENS



I LOVE A BUG

## V. PROGRAM PROMOTION EVENTS

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If you're not promoting, whether giving speeches or working shopping center booths, the public forgets about your cause regardless of its intrinsic value. With this premise in mind, a year-round promotion schedule was developed to generate both media and public response.

Although none of the special promotions were responsible for significant receipts, they did keep the project active and alive, while laying the groundwork for future endeavors.

### A. Kick-Off Event

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#### 1. Personalities

An on-site event was planned for 2 days in mid-March, 1981, to kick-off the animal sponsorship program. Personalities from radio, television and sports attended the two day activity-packed promotion. People were invited to sponsor an animal during the event to receive a zoo admissions pass to use on a return visit.

P.M. Magazine's Steve Doyle was honorary zoo ambassador who along with other celebrities entertained zoo visitors and sold sponsorships. Clowns, musicians, volunteers and staff giving animal demonstrations, delighted the Saturday crowd of 4,200 and the Sunday crowd of 6,700.

#### 2. Free Food

Hotdogs, dilly bars and Pepsi donated by Dairy Queen, were offered as incentives to those who sponsored an animal during the kick-off event.

### 3. Event Schedule

With \$1,800 donated from 3M and an approximately \$2,200 in advertising fees, we produced an 11 page program with a schedule of weekend activities for zoo visitors. The program contained a shopping list of animals available for sponsorship along with educational biographies on the zoo's endangered species. The schedule was an excellent vehicle for involving businesses in the project without reducing their ability to make a cash donation at a later date.

### 4. Pre-Event Publicity

Public service announcements were distributed to seven metro television stations and 50 state-wide stations to announce the kick-off. To further promote the event, Phyllis Saltzman and a Zoo staff member appeared on every major local television and radio talk show:

WTCN TV: What's New - March 17, 1981  
KSTP TV: Twin Cities Today - March 19, 1981  
WCCO TV: Mid-Day - March 19, 1981  
WACN Radio: Tom Lanford Show - March 12, 1981  
WCCO AM Radio: Boone and Erickson - March 13, 1981  
KSTP Radio: Charlie Bush Show - March 15, 1981

Marcia Fluer did a segment about the Animal Sponsorship Program on the KSTP 10:30 p.m. news, February 5; and Phyllis Saltzman was interviewed by approximately 10 outstate television and radio stations.

Press kits promoting the kick-off were mailed to 550 newspapers statewide. Feature articles or photo

stories about the new Animal Sponsorship Program were printed in many community newspapers and the following primary metropolitan papers:

February 22 - St. Paul Sunday Pioneer Press  
March 22 - Sunday Minneapolis Tribune  
March 18 - Skyway News  
March 18 - Minnesota Daily

An advertisement was printed at no cost to the program in the March Minneapolis-St. Paul magazine.

The kick-off event was responsible for \$17,500 in sponsorships.

#### 5. Post Publicity

In April 1981, 36 exclusive press releases were sent to the metropolitan dailies and community newspapers featuring community individuals and groups who participated in the kick-off.

The following newspapers covered stories on sponsors living in their community, or information of interest to the general public:

March 30 - St. Paul Pioneer Press JOHN  
CAMP column  
May 1 - Minneapolis Star UPDATE  
section  
May 29 - Minneapolis Star BARBARA  
FLANNAGAN column - Minnesota  
Orchestra's sponsorship of  
two trumpeter swans.  
Oct. 6 - Minneapolis Star UPDATE  
section

- May 13 - Bloomington Sun - "Community  
State Bank Encourages Animal  
Sponsorships at the Zoo"
- June 11 - Bloomington Sun - Community  
State Bank Sponsors a Wapiti
- June 4 - Farmington Dakota County  
Tribune - "Students Sponsor  
Zoo Puma
- April - Sun Newspaper - "Pupils  
Sponsor a Bear"
- May - Post Publications - "Lee PTA  
Sponsors Puma, Snow Monkey"
- June - Sun Newspaper - "Jefferson  
Students Sponsor Spotted  
Leopards:

B. Other Events

1. A Rare Father's Day Gift - May/June 1981  
8,000 flyers promoting sponsorship of the  
father Gibbon were distributed at Byerly's grocery  
stores, on the Nicollet Mall (Minnesota Zoo Days),  
the Lake Street Festival, and at Member's Day. A  
booth was set up on zoo site to sell sponsorships  
on Father's Day. A special gift card was printed.  
P.S.A.'s and press releases were sent to 7 county  
metro newspapers.

This promotion generated \$1,240.

2. Put a Tiger in Your Life - July/August 1981  
Photo press releases were mailed to local  
area daily and weekly newspapers.

This promotion generated \$1,540.

3. Luv-A-Bug - August/September 1981

Volunteers were responsible for creating and implementing this promotion on the zoo site. They constructed ladybug costumes to wear when soliciting donations from zoo visitors. Buttons were worn by other zoo staffers. Press releases, p.s.a.'s and photos were mailed to local media.

Sponsors who donated "a buck for a bug" received a bug club membership card and a ladybug stick-on.

This promotion generated \$1,323.00

4. Give a Beluga - November/December 1981

The largest campaign, next to the program kickoff last March, was the beluga whale campaign for the holidays.

The goal was set at \$20,000 to \$30,000 based on the anticipated joint participation of WAYL and Byerlys and:

- 30,000 beluga flyers stuffed in Byerly's bags.
- 5,000 flyers for zoo-site.
- Special mailing to a list of 12,000 people.
- 8 posters for zoo-site and Byerlys.
- Banner by the whale exhibit.
- 180 press releases to statewide media.
- Mailing to corporate newsletters.
- Free advertisements in Mpls./St. Paul magazine.

- Whale costume designed by volunteers.
- Shopping Center booths for 4 consecutive Saturdays with WAYL radio personalities and animal demonstrations (Maplewood Mall, Brookdale, Ridgedale, Southdale).
- Special displays at all Ryerlys stores.
- \$10,000 worth of free WAYL air time.

Most of the listed plans were cancelled mid-way into the activity because of the adverse publicity surrounding the Zoo/Society split.

Nevertheless, the promotion miraculously generated approximately \$7,000.

#### C. Promotions

This list does not represent the entire number of special events but highlights various methods used to generate interest and participation. Not all activities were intended to be fund-generating. Several were designed solely for their public relations impact.

1. Minnesota Orchestra sponsored two trumpeter swans for \$500; a collection from 63 orchestra employees.

2. Letters were mailed to most social and service club inviting their participation.

3. Mailings went to 6,000 former Society members to invite their participation.

4. Feature articles were printed in ZooNews every month.

5. Letters were sent to all local public relations and advertising agencies inviting participation.

6. Literature, flyers and brochures were handed out at State Fair, Renaissance Fair and on-site at the membership booth.

7. A special letter was mailed to teachers who were planning to visit the Zoo.

8. Letters went to Chamber of Commerce members, small businesses, and corporations to ask them to sponsor an animal.

9. Roosevelt Elementary School in St. Paul raised \$500 to sponsor a sloth bear.

10. Lee School in Robbinsdale raised \$1000 to sponsor a puma (\$400) and a Japanese macaque (\$600) for 6 years as a memorial to their school which was closing.

11. Community State Bank in Apple Valley sponsored a promotion which encouraged 17 other local banks to hand out animal sponsorship brochures to their customers.

12. Individual letters were mailed to 300 businesses whose names were animal-oriented to invite them to sponsor their animal as a mascot.

13. Peter Gombrich sponsored a \$4000 dolphin for his mother and flew her to town for a special birthday party and dolphin feeding.

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I. REVENUE AND EXPENSES

A. Income

The Animal Sponsorship Program generated \$56,758 in ten months.

<u>Month</u>	<u>Receipts</u>	<u>Cummulative Total</u>
March	\$20,778	\$27,908
April	5,877	26,655
May	6,053	32,708 (\$32,708 F.Y.'81
June	5,218	37,926 total transfered
July	1,860	39,786 to Zoo)
August	1,565	41,351
September	5,104	46,455
October	1,859	48,350
November	1,614	49,964
December	6,794	56,758

The receipts represent 1,650 regular sponsors and 1,323 ladybug sponsors (\$1 each) for an average sponsor gift of \$33.60. The following special promotions accounted for 50% of the total receipts.

Kick-Off	\$17,500
Fathers Day	1,240
Tiger Cubs	1,540
LadyBug	1,323
Whales	7,000

Actual cummulative income fell short of budget by \$23,000 through project-year end on February 28, 1982 due primarily to the loss of projected income from the whale campaign.

It is safe to say at least \$15,000 was lost when the December campaign co-sponsored with WAYL and Byerly's was cancelled. Another \$3,000 was lost in January and February for a total of \$21,000. With that amount, the project had the potential of coming close to the budgetary goal of \$80,000.

B. Expenses

When the Society board of directors responded in September 1980 to the request by the zoo board and staff to undertake an animal adoption program, a budget was developed after careful analysis of programs at other zoos. Because the initial costs were anticipated to be the greatest, the Society obligated up to \$40,000 to kickoff the project. Staff was hired, an office was established and special new telephone lines were installed.

The Society board accepted responsibility for start up costs, including development, fund raising, general administrative, volunteer and education program expenses. After nine months (September 1980-May 1981) the total expenses underwritten by the Society were \$35,265.

<u>Expenses F.Y. '81</u>	
Salaries	\$15,790
Occupancy	1,050
Telephone	759
Supplies	3,518
Rental Equip.	328
Printing	6,247
Postage	1,172
Publicity	644
Conferences	121
Travel	631

Professional Fees	4,983
Grants	11
Hospitality	<u>5</u>
	\$35,265

Due to the accounting procedures developed for the Society and the particular nature or separateness of the animal sponsorship costs, all expenses were allocated into one department. In retrospect it appears that only fund-raising and education expenses, separately delineated, should have been assigned to the program. The proceeds generated would not be affected by this as 70% were agreed to be available for zoo use, but the program could be judged on its real merits, not on the associated or overhead costs (such as the purchases of furniture or other people's staff time ).

Unfortunately one does not have the flexibility when managing a long term project of spreading initial costs over several years. Hence, the first year success of a project is difficult to measure by figures alone. To accurately evaluate, we would have to segregate general administrative and fund-raising costs out from the volunteer, education and public information-related expenses and then identify the one-time only costs.

Unaudited direct animal sponsorship expenses since June 1, 1981 (F.Y.'82) are approximately \$12,700. That amount plus the \$32,265 (F.Y.'81) brings the total to \$47,965 as of December 30, 1981.

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VII. EVALUATION

The real purpose here is to determine whether the animal sponsorship program was a successful endeavor and if so, what can be done to make it even more successful. If not, why not.

We can best measure the animal sponsorship program by determining if the goals and objectives were accomplished.

GOAL I. To raise \$80,000 to \$100,000 in the first year.

The program income was \$56,758 for the first ten months at full operation. The projected income for that same period was \$66,666. Because the program was affected by adverse publicity surrounding the zoo/society split and the consequent withdrawal of WAYL radio, it is estimated that \$21,000 of income was lost during the months of November, December, and January. Were it not for that adverse publicity, the program most likely would have reached 90% of its conservative target goal in the first year.

THE PROGRAM CAME CLOSE TO MEETING FIRST YEAR FINANCIAL GOALS.

GOAL II. To increase community involvement and zoo attendance.

Since program inception, 1650 individuals and groups have become sponsors of zoo animals and 1323 persons joined the Ladybug Club. Numerous letters and phone calls have been received expressing support for the program and appreciation for the opportunity to become involved in the zoo.

No mechanism was developed to determine whether zoo attendance was increased due to the sponsorship program. Assessment of this objective would necessitate a survey of sponsors to determine if their zoo visits increased since sponsoring animals.

THE PROGRAM CAN BE CREDITED WITH EXPANDING THE GENERAL PUBLIC'S INVOLVEMENT IN THE ZOO.

GOAL III. To establish a fund to pay for the care, welfare and purchase of animals.

During fiscal year 1981, the Society underwrote the administrative costs for the sponsorship program and gave the zoo the \$32,700 raised in sponsorship contributions from March 1981 through fiscal year end, May 1981.

The Society in addition agreed to give the zoo 70% of all receipts raised through sponsorships in fiscal year 1982.

THE PROGRAM SUCCEEDED IN PROVIDING FUNDS FOR THE BETTERMENT OF ZOO ANIMALS.

GOAL IV. To promote the Minnesota Zoo and Society.

The animal sponsorship program has received considerable attention from the media, achieving greater visibility of the Zoo and Society. Six special events were implemented to attract attention to the program through the media and sometime during the 10 months

of program operation, nearly every radio, television and local newspaper featured some aspect of the program.

During that same period, information was available at shopping centers, special community events, at the zoo, in corporate newsletters, at grocery stores, bank lobbies and in the schools.

THE PROGRAM CAN BE CREDITED WITH POSITIVE PUBLIC RELATIONS AND PROMOTION AND INCREASED VISIBILITY FOR BOTH THE ZOO AND THE SOCIETY.

GOAL V. Educate the public.

Through the production of a 50-page curriculum packet and a 12 minute slide show focusing on the plight of endangered species and solutions for protecting our world's wildlife, the education goals were partially realized. It is hoped that through the use of this information, young people will be anxious to know more about animals and will through their families utilize the zoo's facility and programs to gain even more knowledge. As those young people grow, so will their attachment to the zoo and perhaps eventually they will become regular visitors, then members, and someday, donors.

The slide show was presented to audiences of 6,000 individuals through December 30, 1981 and the curriculum packet was distributed to approximately 80 elementary school educators since November 1981.

THE PROGRAM DEVELOPED AN EXCELLENT EDUCATION VEHICLE THAT HAS YET TO REALIZE ITS FULL POTENTIAL.

## CONCLUSION

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It appears that the animal sponsorship program succeeded in meeting most of the goals and perhaps even exceeded several objectives. The following observations constitute my personal feelings about the circumstances and events which placed limitations on the program and prohibited it from surpassing the goals.

### 1. TERMINOLOGY IS AMBIGUOUS AND IMAGE IS OBSCURE

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Often people are attracted to adoption programs because they believe their participation will directly benefit an animal of their choosing.

Because the money raised is not going to feed the animals, it is difficult for the community to understand the need. People contend the zoo facility is brand-new. Exhibit improvements and graphics to enhance people's understanding are not readily viewed as a 'need' by the general public.

Other zoos have named their animals and used their unique personalities or behaviors as successful marketing tools. In the past, the Minnesota Zoo has dictated a policy against anthropomorphism.

The zoo animals are basically without names, without personality, and without the charisma so readily exploited at other zoos in their adoption programs.

## 2. SMALL ANIMAL INVENTORY LIMITS PROGRAM POTENTIAL

Compared to other zoo collections, the Minnesota Zoo animal inventory list is small. The list contains many more fish and birds than mammals, the latter being the category desired most by the sponsoring public. As a result, the potential of involving as many people as Brookfield Zoo has, is probably an unrealistic goal for Minnesota.

## 3. LOW LEVEL OF ZOO STAFF SUPPORT

An initial high level of zoo administrative support soon dissipated into an apparent low level of commitment to the sponsorship program's success.

Three different zoo staff were identified at different times as liaisons to the sponsorship program. Due to the lack of consistency and obscure role functions of the liaisons, coordinating activities and events with the zoo was extremely difficult. Contacts often had to be made with every department to insure follow-through on projects. Little attempt was made to integrate animal sponsorship into regular zoo activities or news stories. Zoo officials were often not available for promotional press photos or special donor presentations. Criticisms were aimed at program materials, artwork, volunteers and activities.

In short, the low level of support for the project from zoo administration made the Society's job more difficult.

4. LOW VISIBILITY ON-SITE

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On-site promotion is integral to this kind of grass roots project. A strategically placed sponsor placque would promote and recognize donors more effectively than any single activity.

After many meetings to discuss how and where the sponsor placque would be stationed, plus the purchase of a \$1600 label engraving machine by the Society 8 months ago, the sponsor placque is still not in place. This failure by the zoo staff to meet established deadlines has seriously affected the program's visibility with the zoo public.

5. COULD NOT SOLICIT BUSINESSES, CORPORATIONS OR  
COMMUNITY DONOR TYPES

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Most adoption programs rely heavily on the sponsorship of expensive animals by affordable demographics, such as corporations and business leaders. Because of the solicitation limitations placed on the Society by the Foundation's role in fund-raising, the more expensively ticketed animals were difficult to promote. It was understood that businesses, corporations and donor types were 'off-limits' to the Society. Hence, whatever sponsorships occurred from those markets were unsolicited.

There is a well founded assumption by various zoo studies that the sponsorship public is comprised of donors who seldom give for altruistic reasons but for personal gain or recognition. Those reasons have no limits in monetary value; wealthy people want to sponsor animals too.

#### 6. ADVERSE PUBLICITY DUE TO ZOO/SOCIETY SPLIT

Through the sponsorship program, an attempt was made to design and implement a year-round series of special event promotions to highlight the program, to capture sponsors and to primarily promote the idea of sponsoring an animal as a gift - a major reason for purchase at other zoos.

The "Give a Whale" promotion scheduled for December featured beluga whales, the general public's favorite zoo animal, at the biggest gift giving season. That promotion, co-sponsored by WAYL and Byerlys had all the makings of a \$20,000 plus campaign.

Without the assistance of WAYL radio who felt they could not continue their participation because of the public reaction to the zoo/society split, the whale campaign was never allowed to realize its full potential. We estimate a conservative loss of \$15,000.

#### 7. PREMATURE JUDGEMENTS

Much of the current criticism by the Zoo board of the Animal Sponsorship program is aimed at its low net income, i.e., that expenses were too high. In retrospect, it does seem that expenses could have been cut

and still have achieved the same fund-raising amount. However an important point must be made in the defense of the dollars committed to preparing and promoting the Animal Sponsorship program. When the Society embarked on the project it intended to create a long-lived, credible, and highly visible program, which would continually increase its annual net dollar income through cumulative effect. This was not a "door-buster" sale or a weekend special. The highest net income in this type of annual giving program is derived from renewals. It is much more cost effective to keep the sponsors from year to year than to have to "sell" 3,000 new sponsorships each year. Because the intention was to build a strong base of support for the Zoo, the Society wished to provide a solid foundation for the program that was aimed at keeping sponsors: high visibility; credibility; recognition; and continuity. It is this intention that motivated the Society to absorb all of the costs of the program in its first fiscal year of operation.

New fund-raising programs are not considered to have stabilized until at least the third year. Start-up expenses are high, achieving public awareness takes time as well as talent and effort, and credibility is formed in large part by continuation, another function of time. The Society continues to believe that laying a strong foundation is elemental to the program's success. Any evaluation of a program's capability to raise funds that is based on net income from its first 10 months of operation is at best, inconclusive, and at the least, premature. The success of the program will be a result, in no small way, of the Zoo's long-term commitment to it.

ASP



12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124  
612/432-9010

September 2, 1981

Ms. Karla Williams, Executive Director  
Minnesota Zoological Society  
555 Wabasha Street North  
St. Paul, MN 55102

Dear Karla:

At the August 20, 1981 meeting of the Minnesota Zoological Board, my staff presented and the Board approved a proposal for the use of the Animal Sponsorship proceeds. This proposal conforms to Rick Slows of the Attorney General's Office advice that the funds be spent on the animal, exhibit, or interpretation of the exhibit for which it was donated, an animal on the same trail, or interpretation on the sponsored animal's trail. By using the Sponsorship proceeds in this manner, we are fully meeting our promise to the donors as outlined in the Sponsorship promotional material.

As I mentioned to you and Bob last Thursday, while the Society grant funds are best administered by your office, I believe it would be most efficient for the Zoo to carry the responsibility of obligating and disbursing the Animal Sponsorship proceeds. The number of individual orders contemplated along with the coordination of materials and services necessary to effectively put the Sponsorship proceeds to work will make for many transactions and quite a disbursing burden.

I want to assure you that we will keep those funds invested until needed and the interest earned will be used for the same purposes as direct Sponsorship proceeds and will be credited fully to the program in our reporting. A quarterly accounting of expenditures will be made to both the Society and Zoo Board.

In light of these interests and so that we may proceed with the task of putting the Sponsorship funds to work, I am requesting that the Society transfer to the Zoo by check the May 31, 1981 Sponsorship fund balance of \$32,700.

The Society's wonderful effort in launching the Sponsorship program is greatly appreciated and will allow many benefits to our resident animal collection which would not otherwise be achieved.

Sincerely,

Edward Kohn  
Director

EK:pn

*file &  
(revised  
agreed)*

## F.Y. 1981 ANIMAL SPONSORSHIP PROCEEDS DISTRIBUTION

Our request focuses on enriching the visitor experience on our trails through innovative interpretive elements and more active animals. We have attempted to carefully analyze our needs while seeking a balanced trail presentation. Our exhibits are not as effective without supporting interpretive materials that are informative and encourage participation. Interpretive materials, on the other hand, are most effective when associated with active exhibits.

We propose to distribute the \$32,700 as follows:

- |                                     |          |
|-------------------------------------|----------|
| 1. Trail Outfitters Post            | \$ 7,500 |
| 2. Beaver Pond Interpretive Theater | 12,500   |
| 3. Behavior Enrichment Development  | 5,000    |
| 4. Minnesota Trail Graphics         | 7,700    |

Each of these projects is somewhat of a pilot. What we learn will be applied elsewhere at MZG.

### 1. TRAIL OUTFITTERS POST

Background. The continued success and popularity of special interpretive areas currently employed at the Zoo including ZooLab, Animal demonstration pit, and Bird Show Arena gives the impetus to create an area which will function as an interpretive center for the visitor. From this center will radiate spokes of information which will enable the visitor to more fully understand the conceptual displays which comprise the exhibit areas of the Zoo. Not only will the facility enhance the visitor's time at the Zoo, but it will also provide opportunities for discovery and expansion of knowledge once the visitor leaves the Zoo site.

Purpose. As an informal science learning center, the Minnesota Zoo has taken a leading position in increasing the awareness level of the casual learner. It is our intent to accommodate the desire for learning not only in the school age visitor but also the pre- and post-school age visitor.

Focus. The interpretive ideas that we will use to assist us in reaching this goal include:

#### a. ON-THE-TRAIL

- 1) Self-guiding materials: Three approaches are currently being piloted. First are materials for use by any combination of reader and non-reader, such as parent/child. These single concept pamphlets encourage visitors to observe multiple exhibits in search of a connecting theme. Secondly, a brief pamphlet has been written which gives an overview of the designated trail, suggests stops at selected exhibits, and answers some commonly misinterpreted facts. Lastly, script is being prepared and machines have been investigated to initiate audio cassette tours of the Minnesota Trail.

- 2) Mobile Interpretive Post: Demonstrations need not be static in content nor location. We propose to construct a cart on wheels which will contain artifacts (conversation pieces) with which staff and/or volunteers can initiate interaction with the public. This will be centrally stored in the Outfitter Post and should carry items which will demonstrate illustrated abstract concepts and behaviors not readily observable in the exhibits.
  - 3) Video: Continuous showing of training times, show times, available materials and samples of demonstrations will be presented via a video playback unit in this area.
  - 4) Character Sketches: Several "characters" similar to those performing during the Society Open House (Dr. Avian Guano and Critterman) have been undergoing development for use on the nature trail. We would like to expand their use into the Outfitter area especially for natural history legends of plants and animals. We suggest that a specialist in this area of theatrics be used for training seminars.
- b. OUTFITTERS SHOP. Several educationally related items will be available for purchase including:
- 1) Books, pictures, handouts  
Field guides  
Special interest topics  
Broad reading level books
  - 2) Cassettes
  - 3) Slides
  - 4) Educational packets
  - 5) Artwork
  - 6) Artifacts
- These items can be used on the trails and at home.
- c. DESIGN OF AREA
- 1) The counter area is usable as is. The name Trail Outfitters Post and 2 T.V. monitors will be mounted.
  - 2) The immediate area outside the counter needs materials on walls, floors and ceiling to alleviate the high level of sound from adjoining areas.
  - 3) A circular staging area will be constructed with the addition of circular seating arrangements and a small stage.
  - 4) The entire area will be delineated by the limits of floor coverings, plants and graphics.

- 5) Some additional lighting will be necessary to maintain green plants.
- 6) Graphics in this area should be highly visible, identify it as an active area in which visitors feel welcome to browse and learn.

## 2. BEAVER POND INTERPRETIVE THEATER

Background and Purpose. The beaver exhibit is in many ways the ideal we seek to achieve in all of our exhibits. Visitors may observe an entire animal and plant community with the beaver as the focal point. This is a fascinating animal with unique physical and behavioral adaptations. The exhibit's design and management provides a complete beaver pond experience. Many behaviors and characteristics have a significance that is not apparent from observation. In general, our visitors enjoy most what they understand. They are, however, reluctant to utilize passive signage alone. The person-to-person approach is effective in capturing interest, transmitting information and making the exhibits and the zoo visit a meaningful, rewarding and enjoyable experience.

Focus. We propose to develop this approach at the beaver exhibit. If successful, certain components can be adapted and used elsewhere. A variety of interpretive elements will be employed. These will include:

- a. **DEMONSTRATION:** direct contact with visitors by volunteers and staff through regularly scheduled demonstrations. These may be geared to the audience, time of year, exhibit activity, etc. The use of artifacts and video as described below will be explored. Topics to be covered will include physical and behavioral adaptations, social behavior, manipulation of the environment, effect on the ecology of a region and historical significance.
- b. **ARTIFACTS:** in display cases, for use in demonstrations and for the visitors to touch and smell will be available. These will include partially and fully cut trees, skulls, pelts, scent-producing glands and partially eaten, fully stripped and shredded trees.
- c. **VIDEO:** may be used creatively in several ways. While demonstrations are underway specific tapes may be shown of a particular activity. For example, if the demonstration involves tree-cutting, trees in various stages along with a skull may be shown followed by a tape showing beavers cutting trees. I believe integrating selected video footage into a demonstration has tremendous potential.

When demonstrations are not being conducted a continuously running videotape about beavers can be shown. Interest in the exhibit is strong. I believe if visitors could sit down they would watch such a show. In its present location, without any seating, a show similar to that envisioned is not watched.

- d. **GRAPHIC ELEMENTS:** innovative graphics utilizing objects in display cases, signage and interactive elements will be developed.

DESIGN ELEMENTS for this interpretive theater will include the following:

- i. A counter from which the demonstrations may be performed. A video-tape deck will be integrated into the counter and a T.V. monitor will be mounted above.
- ii. Seating for 12-15 people. Additional standing room will be available.
- iii. Display cases and graphic elements on either side of the counter.
- iv. Additional heating and lighting fixtures.
- v. Sound deadening materials on the walls and ceilings. The acoustics are so poor that at times it becomes painful to remain in the corridor.
- vi. Repoured floor to alleviate the problem of visitors sitting on an incline.

The Beaver Interpretive Theater will make the beaver exhibit a more meaningful and enjoyable experience.

3. *Belkin*  
BEAVER ENRICHMENT DEVELOPMENT

Background and Purpose. One of our goals at MZG is to provide our visitors with an opportunity to observe active animals displaying natural behaviors. Such activity captures the visitor, permits greater understanding and appreciation of the animals, and is a more enjoyable experience. This is not, however, easily accomplished. In many cases special exhibit modifications and/or facilities are necessary. Examples at MZG include the beaver dam and tree peninsula, the sloth bear "honey tree," and otter minnow feeding tube.

Focus. Several possibilities are identified below. Monies will be used for development of these ideas and, in some cases, fabrication and installation.

- a. TIGER HEATING PADS: Heated pads in the tiger exhibit may attract tigers to those highly visible locations during the winter. If successful, this technique may be used in other exhibits on the Northern and Minnesota Trails.
- b. MALAYAN TAPIR TREE: One of the interesting behaviors of wild Malayan tapirs is that of "walking down" sapling trees to reach the leaves and browse above the trunk. We propose to construct an artificial tree that would be "walked down" by our tapirs but would return to an upright position when released. Tapirs would be encouraged to do this by placing fresh cut browse in the upper trunk. The tapirs would have to push over the tree to reach the highly desirable browse.
- c. SMALL-CLAWED OTTER: The Small-clawed otter exhibit on Tropics Trail is potentially among the most interesting and informative at the zoo. We seek to increase overall activity, increase time spent in and around the water, decrease begging behavior, and increase natural feeding-related activities. This can be accomplished through the addition of objects and devices in the exhibit that provide opportunities

for play and prey-catching behavior in the water. Such techniques have been used successfully with Small-clawed otters at Marine World-Africa USA in California.

- d. MINNOW HOLDING FACILITIES: Minnows have been used successfully on the Minnesota Trail to induce activity which is both natural and exciting. Our experience in the North American otter exhibit, Beaver Pond and Minnesota Aviary with live fish releases has been excellent.

Large numbers of minnows must be maintained on site to effectively pursue these efforts. Holding tanks with chillers and aeration are necessary. Our current system results in high mortality, a large manpower investment and severely restricts the number of fish that can be maintained. Proper equipment will allow us to buy and maintain much larger quantities of fish. The resulting lower prices, lower mortality and lower manpower requirements will repay the investment in several years.

#### 4. MINNESOTA TRAIL GRAPHICS

Background and Purpose. Ask any staff member or volunteer and they will confirm the fact that a large portion of their job at this Zoo when dealing with the public, is answering questions for the visitors. This is indicated by the numbers of questions directed toward staff and volunteers as well as statements made in the visitor comment book. How much more rewarding it would be to the visitor if their information seeking was accented and highlighted. Interactive graphics will enable the individual to discover for themselves the answers to many questions by actually participating.

There is an old Chinese proverb which says:

"I hear and I forget,  
I see and I remember,  
I do and I understand."

We propose to take the Minnesota Trail and do a better job of using interpretive graphics to assist our visitors in understanding physical and behavioral adaptations of the animals, ecological relationships, social behaviors, and historical significance.

Focus. Rather than taking a shotgun approach and attempting to cover the entire Zoo, we propose to use the Minnesota Trail in which to introduce interactive graphics. Evaluation of the area will then allow us to take our knowledge and apply it elsewhere in the Zoo.

These graphics should be relatively indestructible, maintenance free, self explanatory, and move the visitor from exhibit to exhibit. They should relate between the exhibits and allow the visitor to come to a conclusion or understanding about the animals and their relationships to their environment.

A variety of techniques will be used. Two examples are:

- a) **INVESTIGATION OF HEARTBEATS:** Visitors will have the opportunity to listen to their own heartbeat and then compare it to exhibit animals further along the Minnesota Trail. We propose to install telephone equipment which will be preprogrammed with the selected heartbeats. A brief message will encourage the user to investigate further and make conclusions and discover principles.
- b) **COMPUTER TERMINALS:** Computers have been successfully used in museums, zoos and nature centers. With the advent of home microcomputers, video games and the use of computers in schools, computer technology has become more widely available and familiar to the general public. We intend to explore the use of computers in an interactive context along the various trails. The potential level of visitor interest and amount of information transmission is exciting.

Minnesota  
Zoological  
Society

Animal  
Sponsorship  
Fund

555 Wabasha Street  
St. Paul MN 55102  
(612) 227-4268/222-1706

ASP

file 4

August 3, 1981

Dear *Ed*

Enclosed are copies of the Animal Sponsorship brochures that Ed Kohn requested be sent to you as a result of the July 17 Zoo Board meeting. Also included are materials outlining the chronological development of the language regarding allocation of sponsorship funds.

1. June 25, 1980      Memo from E. Kohn to O & P Committee requesting authorization of an Animal Sponsorship Program.
2. October 7, 1980      Memo from J. Lewis to P. Saltzman: Items for Spending Animal Adoption Money.
3. October 8, 1980      Status Report dated October 6, 1980 presented to O & P Committee which included presentation of J. Lewis' October 7 memo.
4. October 8, 1980      Minutes of O & P Committee Meeting.
5. October 10, 1980      Memo from P. Saltzman to J. Lewis regarding concerns in terms of funding allocations expressed by the Marketing and Promotions Committee of the Society Board and the Operations and Planning Committee of the Zoo Board.
6. October 1980      Response to October 10 memo from J. Lewis to P. Saltzman.
7. November 13, 1980      Status Report to the Operations and Planning Committee including list of agreed on areas for allocation of Animal Adoption Contributions.
8. February 1981      Article in Animal Kingdom sent to all Society members announcing the Animal Sponsorship Program.



Advisory  
Committee

Don Block,  
*Chairman*  
Dan Cohen  
Larry Deboer  
Wallace Dayton  
Alcuin Dornisch  
Steve Doyle  
Nancy Gibson  
John Hodowanic  
Ben James  
Brooke Kenney  
Edward Kohn  
Don Lapp  
John Lewis  
Malcolm McDonald  
Carol Ryan  
David Trumble  
Jean West  
Frank Wharton

Minnesota  
Zoological  
Society

Animal  
Sponsorship  
Fund

555 Wabasha Street  
St. Paul MN 55102  
(612) 227-4268/222-1706



9. March 1981                    YOU ARE KNOWN BY THE FRIENDS YOU KEEP -  
primary Animal Sponsorship brochure,  
used for mailings and promotions.
10. March 21, 1981                Souvenir Program handed out at the  
March 22, 1981                Animal Sponsorship Kick Off Event.
11. April 6, 1981                Letter to K. Williams from E. Kohn  
regarding inclusion of costs for  
presentation of the animals in the  
allocation of Animal Sponsorship  
Funds.

The allocation of Animal Sponsorship funds has been ambiguous for everyone since the outset of the program. The Zoo Board's clarification regarding the use of these monies will be very helpful to the further administration of the program.

Sincerely,

Phyllis Saltzman, Director  
Animal Sponsorship Program.

Advisory  
Committee

Don Block,  
*Chairman*  
Dan Cohen  
Larry Deboer  
Wallace Dayton  
Alcuin Dornisch  
Steve Doyle  
Nancy Gibson  
John Hodowanic  
Ben James  
Brooke Kenney  
Edward Kohn  
Don Lapp  
John Lewis  
Malcolm McDonald  
Carol Ryan  
David Trumble  
Jean West  
Frank Wharton

sent to Rich Slawes  
7-30-81

HISTORY OF ZOO BOARD ACTIONS REGARDING ANIMAL SPONSORSHIP PROGRAM

- January 9, 1980 - Proposed letter to Society requesting their consideration of an animal adoption program was presented to the Board by E. Kohn.
- June 12, 1980 - Society requests MZB approval to proceed with preliminary plan for animal adoption program. Zoo Board referred approval to Operations Committee with authority to act on Board's behalf. Operations committee approved proposal on June 27, 1980 on behalf of the Board.
- July 10, 1980 - Operations Committee given authority to monitor progress of program on behalf of Board and to get clarification on the kind of presentation and the declared uses of funds.
- October 9, 1980 - MZB authorized continuing development of the program based on Operations Committee recommendation. (See attached material provided Operations.)
- Nov., Dec. 1980 - Monthly progress reports received by Operations with endorsement of proposed policies.
- Jan., Feb., 1981 Full reports by Society to Operations Committee with no objections on development.
- February 12, 1981 Finance Committee recommended financial guidelines for the animal sponsorship program. Guidelines adopted by full Board. (Attached).

March 12, 1981 - From Board minutes; K. Williams added that the program hopes to raise \$100,000 with first year expenses of \$40,000. The funds, after expenses, will be earmarked for animal care, exhibit improvement and presentation. E. Kohn added that the categories were general; presentation, for example, could be animal acquisition, behavioral enrichment programs, or interpretation...These dollars will not be used for food, medicine or direct care expenses since funds are appropriated for these purposes... H. Goldenberg expressed concern that the legislature might cut appropriations because of the sponsorship program funds available for the zoo."

March 31, 1981 - Society Boards Revised Guidelines for animal sponsorship program (see attached). This was sent to all MZB members along with Society minutes.

## Office Memorandum

DEPARTMENT MZG

TO : Edward Kohn

DATE: April 21, 1981

FROM : Dave Bender *San*PHONE: 220SUBJECT: RECAP OF CREATIVE SERVICES SUPPORT FOR ANIMAL SPONSORSHIPPhoto Production - Tom Cajacob

Slide show production	300 hours
Film	\$184.11 *
Processing	206.50 *
Duplicating	515.00 *
Glass mounts	50.00 *
Slide trays	72.50 *
Titles typesetting	70.00 *

Graphics Production - Adele Smith

Production time	66 hours
12" x 18" 2 - 100 sheet box of CPP & CPN stat paper	
CPP	\$39.60
CPN	\$85.00

\* Items that Society is processing on their P.O.'s

Total Costs	\$1,362.80
Covered by Society	<u>1,098.11</u>
Zoo Costs	\$ 264.69

Staff Time Commitment 442.5 hours

DB:pn

*Bender*

*Ed - more input on society program support.*

COST/TIME ESTIMATES FOR ZOO SUPPORT OF ANIMAL ADOPTION PROGRAM\*

1. Donor Recognition Wall.

Supplies for in-house production		\$3,750.00
Labor (based on 4 staff for 5 days for construction and 2 staff for 5 days for artwork)	240 hours	

2. Video Production Assistance.

Supplies: 11 10-minute 3/4" videocassette tapes @ \$15.		\$ 165.00
40 empty reels/audio tapes/ mailing pouches .		40.00
		\$ 205.00
(Optional: 3 additional videotapes)		45.00*
		\$ 250.00
Staff time: Public Service Announcements:		
-Television		
Field recording/scripting	4 hours	
Editing	5 hours	
Dubbing/Distribution of 11 videotapes	2 hours	
-Radio		
Scripting	2 hours	
Dubbing/Distribution of 40 audio tapes.	5 hours	
	<u>18 hours</u>	
(Optional: In-house video promos	2 hours*	
Videotaping opening night	<u>5 hours*</u>	
	25 hours	

3. Soundtrack Cost Analysis. (for slide program, video and radio PSAs)

Supplies: 4 - 7" reels Ampex 406 Tape @ \$4.60 ea.		\$ 18.40
1 - 7" reel Ampex 456 Grand master		5.44
8 - TDK cassette tapes @ \$1.75 ea.		14.00
1 - roll splicing tape		<u>1.00</u>
		\$ 38.84
Staff Time: Field recording (sound effects and animal vocalizations, etc.)	15 hours	
Narration recording and editing	5 hours	
Assembling soundtracks	10 hours	
Final mix	2 hours	
Make 8 copies for Society	<u>4 hours</u>	
	36 hours	

\*Optional

#### 4. Cost Analysis for Slide Shows

Supplies:	Film (40 rolls)	\$ 210.00
	Processing (40 rolls)	206.00
	First show dupes (a 4-projector show for opening and bigger presentation needs)	145.00
	One two-projector show duping	65.00
	Dupe shows - dupes (6 shows)	210.00
	All carousel trays	78.00
	Glass mounts (first show only)	<u>40.00</u>
		\$ 954.00

Staff Time:	Original photography	80 hours
	Editing and programming	50 hours
	Miscellaneous production	<u>30 hours</u>
		160 hours

#### 5. Script Development for Slide Shows, ANIMAL KINGDOM, etc.

Staff Time:	Supervising & editing slide show script	10 hours
	Producing ANIMAL KINGDOM article	<u>40 hours</u>
		50 hours**
	**Staff time will be supplemented by 100 hours of volunteer hours for script production.	

#### 6. Volunteer Training.

Staff Time:	Program development & preparation	
	- Volunteer coordinator	24 hours
	- 2 staff assistants	30 hours
	Training, orientation program for new recruits, to be held twice	16 hours
	Clerical support	<u>21 hours</u>
		91 hours

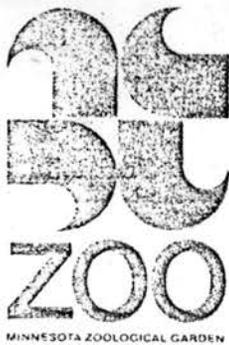
#### 7. Press Relations.

Staff Time:	Personal appearances, script development, etc. for releases	18 hours
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#### 8. Letter of Gratitude (to include some information about animals).

Staff Time:	Biological Programs	35 hours
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TOTALS:	Materials and Supplies (inc. #2 optional)	<u>\$4,992.84</u>
	Staff Time (inc. #2 optional)	<u>655 manhours</u>
	(excluding #5 100 hrs. volunteers time)	



*Enyella*  
*Return*  
*to me KAW* 11

12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124  
612/432-9010

April 6, 1981

Karla Williams, Executive Director  
Minnesota Zoological Society  
555 Wabasha Street North  
St. Paul, Minnesota 55102

Dear Karla:

We wish that the proceeds from the Animal Sponsorship Program be used for the total care of the living collection including its meaningful presentation to the public. As you know I have consistently spoken to the latter need. I have attached my memo to the O & P Committee dated June 25, 1980 which states this intent.

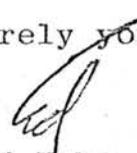
Presentation consists of exhibiting vital animals in proper habitat and associations and with meaningful interpretation. The primary purpose for having animals in captivity at the Minnesota Zoo is so that people may learn through them. As with the presentation of an emissary, the host's first task is to identify each mission's (species) name and home origin followed by the emissary's particular gifts, social attributes and relationships through place and time. We accomplish this work through interpretative presentations that range from use of simple labels to self-guiding printed handout materials, self-guided audio cassettes, tour presentations, photographic supplements, interpretative video programs such as the one currently playing at the beaver exhibit, and by future techniques still on the drawing board.

I would appreciate, therefore, that the Minnesota Zoological Society's listing of fund allocation specifics include:

Presentation: Telling the story of the animal's origin, character, and relationships through signage and other interpretative programs.

Please let me know if your board desires further clarification of this key interest in the use of sponsorship program proceeds.

Sincerely yours,

  
Edward Kohn  
General Director

EK:gd  
Attachment





## BE A FRIEND OF THE FAMILY . . . SPONSOR A ZOO ANIMAL

There's a wonderful family that lives among us. It's a marvelous gathering of animals both great and small that inhabit the Minnesota Zoo. It's our family to know and love. And right now the family needs a few new friends. It needs our support on a very personal level.

You see, the cost of maintaining the right kind of living space and activities for the family is considerable. It costs a lot. But with your help, a good job can be done.

Here's how. For as little as \$10.00, or for as much as you can share, you can sponsor the care of an animal for one year. You pick the animal; bird, reptile, fish, invertebrate or mammal. We'll see to it that the animal's habitat is well maintained and repaired when needed, that it has the right companionship, and the chance to tell its own

unique story. And all this happens in your name.

A special **FRIENDS OF THE FAMILY** display at the Zoo will have the name of each animal, as well as the name of the sponsor. As a special "**friend**" you'll receive a thank you letter from the animal's keeper, biographical information on your animal, plus a couple of fun things, like a certificate of sponsorship and a t-shirt iron-on. In addition, your contribution is tax deductible.

**IT'S EASY TO SPONSOR AN ANIMAL.** Simply select the animal you want for yourself or a friend from the following pages. In most cases there are more than one of each animal available. Fill in the sponsorship papers and mail to the Animal Sponsorship Fund at the Minnesota Zoological Society.



## MAMMALS

<b>\$10.00</b> Guinea Pig Himalayan Dwarf Rabbit	<b>\$75.00</b> Ermine Grey Fox Slow Loris Celebes Macaque Suffolk Sheep	<b>\$400.00</b> Pronghorn Puma
<b>\$15.00</b> French Lop Rabbit Southern Flying Squirrel	<b>\$100.00</b> Leopard Cat Fjord Horse Striped Hyena Japanese Macaque Porcupine Nilgiri Tahr Long-tailed Weasel	<b>\$500.00</b> Sloth Bear Beaver American Bison Canadian Lynx North American Otter Wolverine
<b>\$20.00</b> Neotropical Fruit Bat Common Palm Civet Small-toothed Civet Nubian Goat Stripped Skunk Woodchuck	<b>\$125.00</b> Ayrshire Cow Brown Swiss Cow Jersey Cow Percheron Horse	<b>\$800.00</b> Bactrian Camel White Cheeked Gibbon
<b>\$50.00</b> Spanish Burro Binturong Larger Malay Chevrotain Sicilia Donkey Indian Flying Fox Pocket Gopher Reeves Muntjac Small-clawed Otter Indian Crested Porcupine Spotted Skunk Pygmy Weasel	<b>\$200.00</b> Fisher Harbor Seal Wapiti	<b>\$1,000.00</b> Moose Musk Ox
	<b>\$250.00</b> Clouded Leopard Spotted Leopard	<b>\$2,500.00</b> Siberian Tiger
		<b>\$3,000.00</b> Mongolian Wild Horse
		<b>\$4,000.00</b> Bottlenosed Dolphin

## REPTILES

<b>\$10.00</b> Axolotl Banded Gecko Eastern Box Turtle Ornate Box Turtle	Blue-tongued Skink Elongated Tortoise Red-eyed Treefrog Blandings Turtle Jagged Shell Turtle Snapping Turtle Wood Turtle	<b>\$20.00</b> Timber Rattlesnake
<b>\$15.00</b> Chuckwala		<b>\$500.00</b> False Gavial

## INVERTEBRATES

<b>\$10.00</b> Northern Anemone Tube Anemone Acorn Barnacle Giant Acorn Barnacle Gooseneck Barnacle Red and White Striped Barnacle	Feather Duster Worm	T. Ritteri Anemone
	<b>\$15.00</b> Beaded Anemone Brown Anemone Hawaiian Anemone Powderpuff Anemone	<b>\$50.00</b> Alaskan King Crab
		<b>\$75.00</b> A Colony of Leaf Cutter Ants

## BIRDS

<b>\$10.00</b> Assorted Banton Bluebird Bobwhite Indigo Bunting Common Catbird Black-capped Chickadee White-crested Black Polish Chicken Mourning Dove Black East India Duck Black Muscovy Duck Penciled Runner Duck Salmon Favorolle Guinea Fowl American Goldfinch Evening Grosbeak Rose-breasted Grosbeak Slate-colored Junco White-breasted Nuthatch Northern Oriole Ovenbird Fantail Pigeon Sora Rail American Redstart White-throated Sparrow Scarlet Tanager Brown Thrasher Mourning Warbler Nashville Warbler Cedar Waxwing	Wandering Whistling Tree Duck Pintail Parrot Finch Spice Finch Common Gallinule Barhead Goose Buff Goose Pommeranian Goose White China Goose Black-headed Munia Saw-whet Owl Parrotbill Bamboo Partridge Lady Amherst Pheasant Red Crested Pochard Radjah Shelduck Silver-beaked Tanager Turquoise Tanager Blue-winged Teal Greater-necklaced Laughing Thrush White-necked Laughing Thrush Asian Golden Weaver American Wigeon	Black-napped Oriole Barred Owl Tawny Owl Crested Wood Partridge Blue Peafowl Baer Pochard Nicobar Pigeon Pied Imperial Pigeon Black-headed Sibia Red Spurfowl Red-eyed Starling Vinous-breasted Starling Black-winged Stilt American Green-winged Teal White-crested Laughing Thrush Falcated Teal Formosa Teal Gorganey Teal Racket-tailed Treepie Rutous Treepie North American Wood Duck
<b>\$15.00</b> Green Avadavat Red Avadavat Gaudy Red-throated Barbet Black Bulbul Red-eyed Bulbul Straw-crowned Bulbul Zebra Dove Mandarin Duck Pintail Duck Plumed Duck Philippine Duck Shoveler Duck Spot-billed Duck	<b>\$20.00</b> Fairy Bluebird Lesser Green Broadbill Demoiselle Crane Bar-tailed Cuckoo Dove Bleeding Heart Dove Green-winged Dove Plumed Dove Comb Duck Red Head Duck Common Egret Chinese Francolin Tawny Frogmouth Barrows Goldeneye Canadian Goose Green Heron Grey Junglefowl Spur-winged Lapwing Gold-fronted Leafbird Red-billed Leiothrix Red-billed Blue Magpie Golden-crested Mynah	<b>\$50.00</b> Bornean Great Argus Red-Shouldered Hawk Red-tailed Hawk Rainbow Lory Hooded Merganser Great Grey Owl Great Horned Owl American White Pelican Grey Peacock Pheasant Raven
		<b>\$75.00</b> Victoria Crowned Pigeon
		<b>\$100.00</b> Ruby-throated Hummingbird Rothchild Mynah
		<b>\$150.00</b> Snowy Egret
		<b>\$250.00</b> Lesser Flamingo Trumpeter Swan



## FISH

**\$10.00**

Passer Angelfish  
 Kelp Bass  
 Small-mouthed Bass  
 Cabezon  
 Carp  
 Bullhead Catfish  
 Channel Catfish  
 Crappie  
 Blue Damsel  
 Freshwater Drum  
 Kelp Greenling  
 Painted Greenling  
 Mog Fish  
 Striped Perch  
 Rock Fish  
 Sunfish  
 Blue Tang  
 Yellow Tang

Tautog

**\$15.00**

French Angel  
 Grey Angel  
 Bowfin  
 Falcula Butterfly Fish  
 Chocolate Clownfish  
 Saddle-back Clownfish  
 Skunk Clownfish  
 Tomato Clownfish  
 Long-nose Gar  
 Short-nose Gar  
 Greenling  
 High Hat  
 Sargeant Major  
 Rainbow Parrot Fish  
 Senorita  
 Little Sculpin  
 Pacific Staghorn Sculpin

Emperor Snapper  
 C.O. Sole  
 Undulated Triggerfish  
 Brook Trout  
 Brown Trout  
 Rainbow Trout  
 Beaked Wrasse

**\$20.00**

Queen Angel  
 Large-mouth Bass  
 Oyster Toad Fish  
 Black-edge Moray  
 Zebra Moray  
 Northern Pike

**\$50.00**

Paddlefish  
 Horn Shark  
 Leopard Shark  
 Nurse Shark

## SPONSORSHIP PAPERS

**I am a Friend of the Family!**

**I want to sponsor:**

\_\_\_\_\_  
(Name of Animal)

Name \_\_\_\_\_ Day Phone Number \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Sponsorship fee (tax deductible) \$ \_\_\_\_\_ for one year.

Name to appear on sponsor plaque (please print)

\_\_\_\_\_ Master Charge \_\_\_\_\_ Visa \_\_\_\_\_ Account Number \_\_\_\_\_

\_\_\_\_\_ Check Enclosed \_\_\_\_\_ Account Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Mail to: **Animal Sponsorship Fund**  
**Minnesota Zoological Society**  
**555 Wabasha St.**  
**St. Paul, MN 55102**

# FRIENDS OF THE FAMILY PROGRAM



Minnesota Zoological Society  
Animal Sponsorship Fund  
555 Wabasha Street  
St. Paul, MN 55102

## ZOO AMBASSADORS

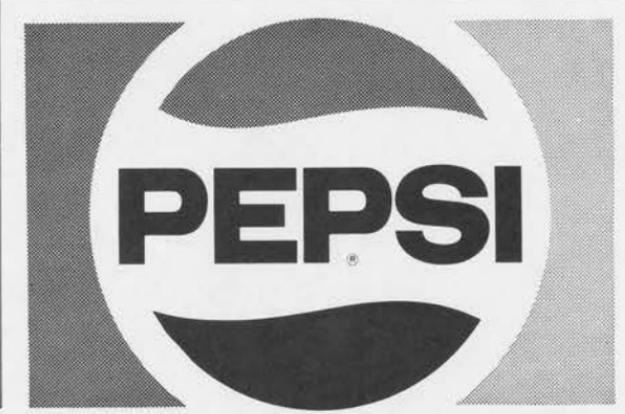
The following members of our community have graciously contributed their time to help us promote the Animal Sponsorship Program. You are invited to come meet them and at the same time, sponsor an animal of your choice.

### Saturday, March 21

11:00 a.m. - 1:00 p.m.	Jim Beattie, Former Heavyweight Contender
2:00 p.m. - 4:00 p.m.	Dennis Craff, KSTP TV
12:00 noon - 2:00 p.m.	Michael J. Douglas, KSTP FM Radio
All Day	Steve Doyle, WCCO TV
10:00 a.m. - 12:00 noon	Marcia Fleur, KSTP TV
11:00 a.m. - 12:00 noon	Donald M. Fraser, Mayor of Mpls.
11:00 a.m. - 1:00 p.m.	Michael Garrison, Mayor of Apple Valley
11:00 a.m. - 1:00 p.m.	Karl Kassulke, Former Viking
1:00 p.m. - 3:00 p.m.	Dave Moore, WCCO TV
1:00 p.m. - 3:00 p.m.	Cindy Osborn, WCCO TV
1:00 p.m. - 3:00 p.m.	Ron Schars, Mpls. Tribune

### Sunday, March 22

12:00 noon - 2:00 p.m.	Gil Amundson, WTCN TV
1:00 p.m. - 3:00 p.m.	Bill Carlson, WCCO TV
All Day	Steve Doyle, WCCO TV
11:00 a.m. - 1:00 p.m.	Karl Kassulke, Former Viking
11:00 a.m. - 1:00 p.m.	Stan Kowalski, The Krusher
1:00 p.m. - 3:00 p.m.	George Latimer, Mayor of St. Paul
1:00 p.m. - 3:00 p.m.	Nancy Moore Latimer
1:00 p.m. - 3:00 p.m.	Nancy Nelson, WTCN TV
1:00 p.m. - 3:00 p.m.	Stan Turner, KSTP TV



**PEPSI**

Pepsi Cola Bottling Co. of Minneapolis and St. Paul • 1300 E. Cliff Road, Burnsville, MN 55337 • 612-890-8940



**PM**  
MAGAZINE



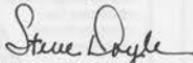
Dear Friends,

Wildlife, I believe, is the world's most precious natural resource; yet one with the least chance of survival. It has always been the primary goal of the Minnesota Zoo to preserve and conserve our wildlife, many of which are in danger of extinction in the wilds.

We now have a unique and exciting opportunity to share in that quest. Through the Animal Sponsorship Program, we can support a Zoo animal for one year. Our tax-deductible contributions will help defray the rising costs of animal care.

Won't you join me in becoming a Friend of the Family? There's no greater legacy that we can leave future generations than the gift of life itself - the life of the animals at the Minnesota Zoo - as well as a greater awareness and respect for the dignity and majesty of all our wildlife.

Sincerely,



Steve Doyle  
Honorary Zoo Ambassador  
Animal Sponsorship Program

WCCO TV 50 South Ninth Street, Minneapolis, MN 55402



STATE OF MINNESOTA

OFFICE OF THE GOVERNOR

SAINT PAUL

March 21, 1981

ALBERT H. QUIE  
GOVERNOR

Dear Friend:

The Friends of the Family Program, sponsored by the Minnesota Zoological Society, sounds very exciting. It represents an innovative approach to encourage community participation and support of our Minnesota Zoo.

The Friends of the Family Program will afford a truly unique opportunity to sponsor a rare or exotic animal, and to help ensure the future of the Zoo.

Both the Zoo and program participants will reap rewards from this program. I encourage you to become one of the benefactors in this worthwhile effort.

Sincerely,

ALBERT H. QUIE  
GOVERNOR



Outdoor Pool Display  
Indoor Pool Display  
Large Retail Store  
Patio Furniture  
Spas

ACCESSORIES  
COMPUTERIZED  
WATER ANALYSIS

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## SCHEDULE

Saturday, March 21, 1981  
(Main Concourse)

### Music

9:00 a.m. - 1:00 p.m. Strolling Guitarist  
Lyle Taipale  
12:00 noon - 2:30 p.m. "Lowry Wind Sextet"  
Brian Krynski  
Barb Storm  
George Henly  
Steve Ecklund  
Jon Winston Miller  
Kate Saumur  
2:30 p.m. - 5:00 p.m. String Quartet  
Natalie Filipovich  
Nancy Lincoln  
Nanette Scott  
Paul Vance

### Animal Demonstrations

11:00 a.m. Roger Martin: tarantulas  
12:00 noon Wendy Lundin: ferrets  
1:00 p.m. Kathleen Ebling: snakes  
2:00 p.m. Bonnie Andrusick: opossum

### Juggling Act

11:30 a.m. Lloyd Brant  
12:30 p.m.  
1:30 p.m.

### Clowns

Powder Puff Clown Club  
South St. Paul Clown Club  
St. Paul Clown Club

(Zoo Theatre)

### "A Cry For Help"

Premier Showing of the Friends of the Family  
Multi-Media Presentation

11:00 a.m. 2:00 p.m.  
12:00 noon 3:00 p.m.  
1:00 p.m. 4:00 p.m.

### "For The Birds"

Performing Bird Show by Mary Lou Martin and Daisy Ritter  
12:30 p.m.  
1:30 p.m.  
2:30 p.m.

## SCHEDULE

Sunday, March 22, 1981  
(Main Concourse)

### Music

9:00 a.m. - 12:30 p.m. "Lowry Wind Sextet"  
Brian Krynski  
Barb Storm  
George Henly  
Steve Ecklund  
Jon Winston Miller  
Kate Saumur  
12:30 p.m. - 4:00 p.m. Flute Duets  
St. Anthony High  
School Students

### Animal Demonstrations

11:00 a.m. Jeff Summerfield: tarantulas  
12:00 noon Paul Wilson: snakes  
1:00 p.m. Denny Albrecht: porcupine  
2:00 p.m. Paul Wilson: ferrets

### Juggling Act

11:30 a.m. Lloyd Brant  
12:30 p.m.  
1:30 p.m.

### Clowns

Powder Puff Clown Club  
South St. Paul Clown Club  
St. Paul Clown Club

(Zoo Theatre)

### "A Cry For Help"

Premier Showing of the Friends of the Family  
Multi-Media Presentation

11:00 a.m. 2:00 p.m.  
12:00 noon 3:00 p.m.  
1:00 p.m. 4:00 p.m.

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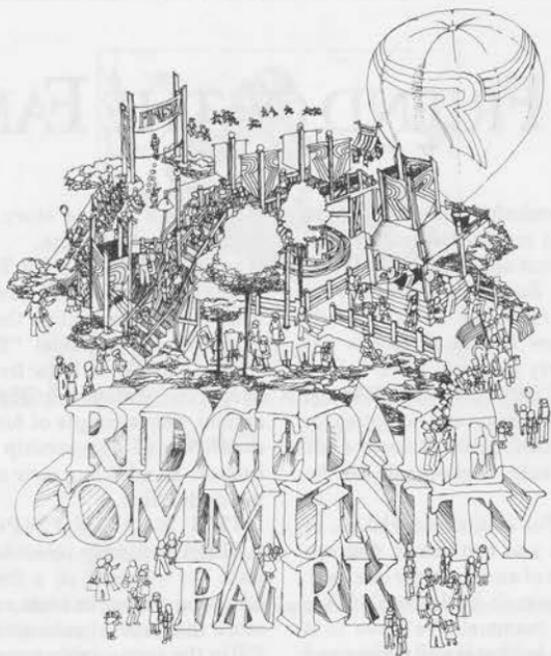
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## ENDANGERED SPECIES

Of all the animals that have become extinct in the last 2,000 years, approximately one-half have disappeared since the year 1900.

There are currently 589 species of mammals, birds, fishes, reptiles, and amphibians in the United States that are classified as "endangered," a term used to describe an animal that is in immediate danger of extinction. Another 50 or so are classified as "threatened", and countless others are declining in numbers.

Man is responsible for having a drastic effect on all animals, either directly or indirectly. Hunting for meat, hides or other parts of animals can sometimes result in lowering the population of a species, often to a critical level. Indirect pressures like logging and agricultural and settlement expansion, can result in the destruction of natural habitats. If unchecked, any of these activities can lead to species extinction. Total extinction can often be avoided by carefully planned conservation programs. And, if an animal does become extinct in nature, a hope for their survival rests in responsible management of that species in captivity.

Nation-wide, zoos are playing an important role in the preservation of some animal species. Through well-defined and successful zoo breeding programs, our children will have an opportunity to view and study captive populations of endangered species.

The Minnesota Zoo is home to nine endangered species. Attentive care and study of the needs of these animals has been repaid by births of healthy wild horse colts, mynah chicks, and leopard cubs, as well as tigers, and a tubby Malayan tapir.

With continued protection and research, leopard cats, clouded leopards, and false gavials may be added to the list of breeding success stories in days to come.



## Rothchilds Mynah

The **Rothchilds Mynah**, *Leucospa rothschildi*, is a very territorial bird.

Native to the island of Bali, south of Borneo, this rare bird is predominantly white, with bluish colored skin around the eyes. About the same size as the robin, it has a crest of head feathers.

Heavily exploited by the pet industry because of its uniqueness, it is rapidly dwindling in numbers. It has been bred very well in captivity and some 100 zoos currently exhibit it. Experiments with its location in the Tropics building are on-going to enhance its breeding possibilities.



## White-Cheeked Gibbon

The **White-Cheeked Gibbon**, *Hylobates leucogenys*, is native to the tropical rain forests of Southeast Asia. The first part of the gibbon's scientific name *Hylobates*, means "dweller in trees"—certainly appropriate for one of the most acrobatic animals at the Minnesota Zoo.

Superbly adapted for life in the treetops, it has a very lightweight, slender body and arms that are actually longer than its legs. Using its hands to alternately grasp branches, the gibbon propels itself forward (like kids on the over-head bars) with long swinging leaps.

This primate's endangered status is mostly due to the destruction of their jungle habitat. Wartime deforestation, logging operations and the spread of civilization through their home range, has severely depleted the amount of forest where gibbons can live.

Adult males are black with black and white patches on the cheeks. Adult females are buff-colored with a black crown patch. The offspring are fawn-colored when young, but turn black after about six months. Females then turn fawn again at maturity.

The Zoo's gibbon group of 1 male, 2 females and a rare offspring born February 9, 1981, inhabit an island in the Tropics Building.



## Spotted Leopard

The **Spotted Leopard**, *Panthera pardus*, while endangered in the wild, breeds very readily in captivity. This situation has led to a more than adequate number of these animals in zoos.

Having the greatest range of any cat, the spotted leopard is found throughout most of Africa and Asia, southwest across China to Korea and south to Java. Their habitat varies from tropical forests and rocky areas with heavy or scattered vegetation, to high cold areas of the Himalayas.

The Zoo's spotted leopard family consists of 1 adult male and 2 adult females with 1 litter of 3 kittens born here April 1980. Five of these cats are melanic— a black color phase resulting from recessive genes. With close observation, spots are evident on the melanic cats.

Agricultural expansion, deforestation, depletion of prey and hunting for its hide, have all led to the decrease in leopard numbers in the wild.

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## Siberian Tiger

The **Siberian Tiger**, *Panthera tigris altaica*, is the largest of all cats. An endangered species, there are probably fewer than 200 individuals remaining in the wild.

Native to southeast Russia and northeast China, their habitat is being destroyed by urbanization and agricultural expansion. They have also experienced hunting pressure because of the use of tiger fur and bone in traditional Chinese medicine.

Siberian tigers can be found in altitudes up to 4,000 meters, where temperatures might drop to -45 degrees C. Although the Siberian tiger's black, white and orange stripes are very noticeable in a cage, they provide perfect camouflage in a tiger's natural habitat of spruce and pine forests.

Zoos presently contain more than 550 individuals and are actively breeding them with noteworthy success. June 6, 1979 was a red-lettered day for the Minnesota Zoo when a trio of cubs was born. The unrelated parents of these cubs are each one generation removed from wild-caught animals and are therefore, genetically important animals. Further matings, when they occur, will help to maintain a diverse genetic stock of animals.



## False Gavia

The **False Gavia**, *Tomostoma schleglii*, is a skinny-snouted, fish-eating member of the crocodile family. One unusual characteristic is an elongated fourth tooth on the lower jaw, which fits into a notch in the outside of the upper jaw so that when the mouth is closed the tooth is still visible.

Rather slow afoot, this amphibious crocodile is a very adept swimmer and spends most of its time in the water.

The native homeland of the false gavia includes the freshwater rivers and marshes of the Malayan peninsula, Sumatra and Borneo. Today it is faced with extinction because of uncontrolled hunting and loss of suitable habitat.

Very few false gavias are being exhibited in zoos today ... some 50 specimens located in about 30 zoos. At present there are no documented records of nesting or hatching in zoos.

Four of these rare and unique individuals live in the Tropics Building in an exhibit simulating the muddy banks of a southeast Asian river.



## Malayan Tapir

The **Malayan Tapir**, *Tapirus indicus*, is a prehistoric-looking mammal standing approximately 3 feet at the shoulder and weighing as much as 650 pounds.

Its body structure — rounded in back and tapering towards the front, allows it to move easily through dense vegetation. The long, narrow head sports a short, movable trunk which is used for smelling, food gathering and feeling its way.

The unusual body form is accentuated by the tapir's distinctive coloration. The front half of the body and hind legs are black, while the back part of the body above the hind legs is white.

A baby tapir meanwhile, has cream colored spots and stripes on a brownish background causing observers to describe it as a "walking watermelon".

The Malayan tapir ranges from Sumatra northward through the Malayan peninsula into Burma and Thailand. It lives in forested areas, preferring the swampy lowlands where it spends a great deal of time in the water.

Tapirs' numbers are being reduced by the loss of habitat and the animals' intolerance of human disturbance.

The Minnesota Zoo exhibits 1 adult male tapir, 1 adolescent female, and 1 adolescent male born here on January 1, 1979.



## Clouded Leopard

The **Clouded Leopard**, *Panthera nebulosa*, is one of four endangered cats on exhibit at the Minnesota Zoo. Smaller than the spotted leopard, the clouded leopard's average length from nose to tip of tail is 4.75 meters (6 feet).

The clouded leopard has an exceptionally long tail, elongated head and has the longest fangs of any cat. It is thought to be primarily arboreal, sleeping in trees but descending to the ground to hunt.

Though little is known of this animal, its numbers are thought to be limited in the wild. Its heavily wooded habitat in Southeast Asia is being destroyed, leading to a decline in numbers. The few institutions exhibiting clouded leopards have had limited breeding success. Pair compatibility seems to be the largest hurdle in successful breeding.

One pair of these rare and somewhat reclusive cats is on exhibit in the Tropics Building.

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## Prezewalskii Wild Horse

The Prezewalskii Wild Horse, *Equus przewalskii*, is almost surely extinct in the wild. Its natural range spanned the vast temperate grassy steppes from Europe to Asia.

Sometimes called the Mongolian or Asiatic wild horse, it was named after Russian explorer Nicolai Przhewalsky about 100 years ago.

The last verified sighting of this animal was in 1968, in marginal habitat in the Gobi desert. Competition for water and pasture with local domestic animals led to the decline of the last persisting population in Mongolia.

The Prezewalskii horse resembles a small, chunky domestic horse with a muscular body and heavy head. Its 6 to 8 inch black mane stands up stiffly, rather than flowing down the back as in domestic horses, and there is no forelock. Also its tail is black while the body is tan in color.

The number of Prezewalskiis in captivity is thought to be just over 220. Horses at the Minnesota Zoo now number 10, with two births occurring here.

Simulating the native habitat and herd size is one of the measures used by Zoo staff to improve chances of mating this species.



## Leopard Cat

The Leopard Cat, *Felis benalensis*, is the smallest endangered cat on exhibit at the Minnesota Zoo. It is similar in size to domestic cats, with a body length ranging from 35 to 60 centimeters.

This particular species is known for its climbing ability and is considered a good swimmer. Its fur is marked with 2 to 4 elongated black spots on the back, a white spot between the eyes, and black spots above the eyes. The flanks, belly and legs have rounded spots.

Nepal, Indochina and almost all of east and central Asia comprise its range. Once very common, its numbers have dwindled in recent years.

This small but fierce cat is exhibited in a nocturnal setting in the Zoo's Tropics Building.

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Our special thanks to the following people who have so willingly and enthusiastically assisted the Society in the development of this great new project - The Animal Sponsorship Program.

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John Hodowanic

Nancy Gibson  
Ben James  
Brooke Kenney

Edward Kohn  
Don Lapp  
John Lewis

Malcolm McDonald  
Carol Ryan  
David Trumble

Jean West  
Frank Wharton

#### Kick-Off Event Committee

Ingrid Holley, Chair  
Ben James  
Nancy Gibson

#### Publicity Committee

Dan Cohen, Chair  
Larry Deboer  
Nancy Gibson

John Hodowanic  
David Trumble  
Steve Doyle

#### Education Committee

Alcuin Dornisch, Chair  
Don Lapp  
John Lewis

#### Slide Show, "A Cry For Help"

Narration Steve Doyle  
Script Mary Lou Martin  
Production & Photography Tom Cajacob  
Photography John Ferrone  
Original Music Composition & Audio Production Don Strand

#### Public Service Announcements

Video Production & Photography Dave Carlson  
Original Music Composition & Audio Production Don Strand

#### Souvenir Program

Jan Ahlgren

#### Volunteer Training

Kathy Horn  
Pat Tollefson

#### Information Booths

Floyd Bosshardt

#### Art Direction

Brooke Kenney

#### Written Materials

Nancy Kaus  
Mary Ratcliff

#### Visual Materials

Dan Jurgen  
Tom Lockwood

#### Graphics

Adele Smith  
Linda Escher

#### DONATIONS

**Educational Materials**  
Honeywell Fund

#### Printing

3M Company  
Northern States Power Company

#### Audio Equipment

Audio Engineers

#### Food for Kick-Off

International Dairy Queen  
Wonder Bread  
Dubuque Meat Packing  
Pepsi Cola

# COLDWELL BANKER

## SPRING

### SPONSORSHIP PAPERS

**I am a Friend of the Family!**  
**I want to sponsor:**

Mail to: **Animal Sponsorship Fund**  
**Minnesota Zoological Society**  
**555 Wabasha St.**  
**St. Paul, MN 55102**

(Name of Animal)

Name \_\_\_\_\_ Day Phone Number \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Sponsorship fee (tax deductible) \$ \_\_\_\_\_ for one year.

Name to appear on sponsor plaque (please print)

\_\_\_\_\_ Master Charge \_\_\_\_\_ Visa \_\_\_\_\_ Account Number \_\_\_\_\_

\_\_\_\_\_ Check Enclosed \_\_\_\_\_ Account Expiration \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

# TAPIR TROUPE

You've probably never heard of us  
We're really rather rare  
We come from the wilds of Burma  
Swampy lowlands our lair.

We're called Malayan Tapirs  
And our needs are quite specific,  
Our Zoo home suits our fancy  
In short, it's quite terrific.

But since we're so exotic  
Being Malayan and all that,  
It costs a lot of money  
To maintain our habitat.

We really hate to ask you  
(We're basically quite shy),  
But if each of you pitched in a ten  
We could easily get by.

We really like our new home  
At the Minnesota Zoo.  
We'd like to make some more new friends,  
Could one of them be you?

**Belong to the Tapir Troupe for as little as \$10**

*Program printing made possible  
by a grant from 3M Company.*



When you belong to the TAPIR  
TROUPE you receive:

- Some nice warm feelings
- Letter from a Zookeeper
- Tapir Biography
- T-shirt iron-on
- Certificate of Sponsorship
- Your name on the Sponsor Board
- Invitation to Sponsor's Day

# BE A FRIEND OF THE FAMILY.

There's a wonderful family that lives among us. It's a marvelous gathering of animals both great and small that inhabit the Minnesota Zoo.

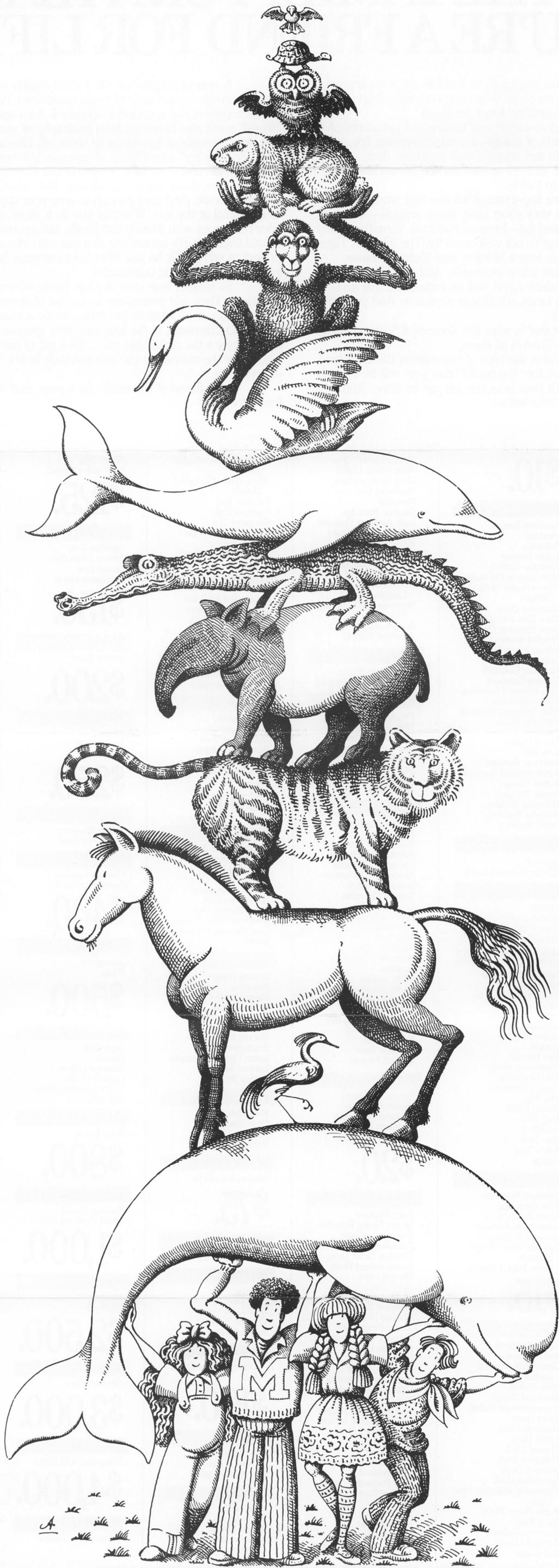
Some are as familiar as old friends. Others are known only by pictures we've seen, or stories we've heard of exotic creatures from faraway places.

Still, it's our family to know and love. And right now, the family needs a few friends. It needs the support of all of us on a very personal level.

It's like this. For as little as \$10.00, or for nearly as much as you can share, you can sponsor the care

of an animal for one year. Which is a pretty nice idea when you think about it. You pick the bird, reptile, fish, invertebrate or mammal; and we'll see to it that the animal's habitat is well maintained, that it has the right companionship and the chance to tell us its own unique story. And all this happens in your name.

There's much more information, of course, and you'll find it on the other side of this poster. But the idea is simple. The animals at the zoo need your sponsorship. They need a friend of the family.



**SUPPORT AN ANIMAL AT THE ZOO  
FOR AS LITTLE AS \$10 A YEAR.**

**FRIENDS OF THE FAMILY.**  
Minnesota Zoological Society/Animal Sponsorship Fund

# YOU ARE KNOWN BY THE FRIENDS YOU KEEP

## WHEN YOU'RE A FRIEND OF THE FAMILY FOR A YEAR, YOU'RE A FRIEND FOR LIFE.

When you come to the zoo and walk around for a while, you begin to notice something that sets the Minnesota Zoo apart from the usual.

It's a re-creation of nature. An open environment where all kinds of animals live unthreatened. It's a zoo where people and animals walk together. And, where these species of animals are preserved and encouraged to thrive.

More important, it's a zoo that works.

In a very short time, some animals—many on the endangered list—have reproduced. Something they won't do if they're not well cared for. The Siberian Tiger, Malayan Tapir, Snow Monkey and Victoria Crown Pigeon are just a few examples. And considering the alternative (which could well be extinction) this isn't merely good news, it's almost a miracle. And you can be a part of it.

And that is what the Zoological Society Animal Sponsorship Fund is all about.

You see, the cost of maintaining the right kind of living space for "the family" this year will be considerable. But with your help, the job can be done. And we'll do it in your name.

A special FRIENDS OF THE FAMILY display will have the name of each animal being sponsored. As well as the names of the sponsor or sponsors. As a special "friend" you'll also receive a brief biography of your animal. And a couple of fun things to show off. Like a t-shirt iron-on and a certificate of sponsorship that will tell the world that you are a "Friend of the Family."

Now, those things are all nice. But, what's nicer is that you care. And care enough to give your support to an animal at the zoo. Whether you do it alone, or pool your resources with friends and family, and sponsor an animal together. It's something that can turn into a class project at school. Or be just what your company is looking for to help the community.

So please, look over the list. Invite others to do the same. Then add your name to the list of sponsors. The support of an animal's life style can be a wonderful experience. Because, in the long run, your sponsorship isn't merely a tax deductible gift... it's a gift of life itself. The life of the animals at the zoo and their kind everywhere.

Be a friend of the family for a year. And be a friend for life.

### \$10.

#### BIRDS

Assorted Banton  
Bluebird  
Bobwhite  
Indigo Bunting  
Common Catbird  
Black-capped Chickadee  
White-crested Black Polish  
Chicken  
Mourning Dove  
Black East India Duck  
Black Muscovy Duck  
Penciled Runner Duck  
Salmon Favorolle  
Guinea Fowl  
American Goldfinch  
Evening Grosbeak  
Rose-breasted Grosbeak  
Slate-colored Junco  
White-breasted Nuthatch  
Northern Oriole  
Ovenbird  
Fantail Pigeon  
Sora Rail  
American Redstart  
White-throated Sparrow  
Scarlet Tanager  
Brown Thrasher  
Mourning Warbler  
Nashville Warbler  
Cedar Waxwing

#### MAMMALS

Guinea Pig  
Himalayan Dwarf Rabbit

#### REPTILES

Axolotl  
Banded Gecko  
Eastern Box Turtle  
Ornate Box Turtle

#### FISHES

Passenger Angelfish  
Kelp Bass  
Small-mouthed Bass  
Cabezon  
Carp  
Bullhead Catfish  
Channel Catfish  
Crappie  
Blue Damsel  
Freshwater Drum  
Kelp Greenling  
Painted Greenling  
Mog Fish  
Striped Perch  
Rock Fish  
Sunfish  
Blue Tang  
Yellow Tang  
Tautog

#### INVERTEBRATES

Northern Anemone  
Tube Anemone  
Acorn Barnacle  
Giant Acorn Barnacle  
Gooseneck Barnacle  
Red and White Striped Barnacle  
Feather Duster Worm

### \$15.

#### BIRDS

Green Avadavat  
Red Avadavat  
Gaudy Red-throated Barbet  
Black Bulbul  
Red-eyed Bulbul  
Straw-crowned Bulbul  
Zebra Dove  
Mandarin Duck  
Pintail Duck  
Plumed Duck  
Philippine Duck  
Shoveler Duck  
Spot-billed Duck  
Wandering Whistling Tree Duck  
Pintail Parrot Finch  
Spice Finch  
Common Gallinule  
Barhead Goose  
Buff Goose

Pommeranian Goose  
White China Goose  
Black-headed Munia  
Saw-whet Owl  
Parrotbill  
Bamboo Partridge  
Lady Amherst Pheasant  
Red Crested Pochard  
Radjah Shelduck  
Silver-beaked Tanager  
Turquoise Tanager  
Blue-winged Teal  
Greater-necked  
Laughing Thrush  
White-necked Laughing Thrush  
Asian Golden Weaver  
American Wigeon

#### MAMMALS

French Lop Rabbit  
Southern Flying Squirrel

#### REPTILES

Chuckwala  
Blue-tongued Skink  
Elongated Tortoise  
Red-eyed Treefrog  
Blandings Turtle  
Jagged Shell Turtle  
Snapping Turtle  
Wood Turtle

#### FISHES

French Angel  
Grey Angel  
Bowfin  
Facula Butterfly Fish  
Chocolate Clownfish  
Saddle-back Clownfish  
Skunk Clownfish  
Tomato Clownfish  
Long-nose Gar  
Short-nose Gar  
Greenling  
High Hat  
Sargeant Major  
Rainbow Parrot Fish  
Senorita  
Little Sculpin  
Pacific Staghorn Sculpin  
Emperor Snapper  
C. O. Sole  
Undulated Triggerfish  
Brook Trout  
Brown Trout  
Rainbow Trout  
Beaked Wrasse

#### INVERTEBRATES

Beaded Anemone  
Brown Anemone  
Hawaiian Anemone  
Powderpuff Anemone  
T. Ritteri Anemone

### \$20.

#### BIRDS

Fairy Bluebird  
Lesser Green Broadbill  
Demoiselle Crane  
Bar-tailed Cuckoo Dove  
Bleeding Heart Dove  
Green-winged Dove  
Plumed Dove  
Comb Duck  
Red Head Duck  
Common Egret  
Chinese Francolin  
Tawny Frogmouth  
Barrows Goldeneye  
Canadian Goose  
Green Heron  
Grey Junglefowl  
Spur-winged Lapwing  
Gold-fronted Leafbird  
Red-billed Leiostrix  
Red-billed Blue Magpie  
Golden-crested Mynah  
Black-napped Oriole  
Barred Owl  
Tawny Owl  
Crested Wood Partridge  
Blue Peafowl  
Baer Pochard  
Nicobar Pigeon  
Pied Imperial Pigeon  
Black-headed Sibia  
Red Spurfowl  
Red-eyed Starling  
Vinous-breasted Starling  
Black-winged Stilt

American Green-winged Teal  
White-crested Laughing Thrush  
Falcated Teal  
Formosa Teal  
Gorganey Teal  
Racket-tailed Treepie  
Rutous Treepie  
North American Wood Duck

#### MAMMALS

Neotropical Fruit Bat  
Common Palm Civet  
Small-toothed Civet  
Nubian Goat  
Stripped Skunk  
Woodchuck

#### REPTILES

Timber Rattlesnake

#### FISHES

Queen Angel  
Large-mouth Bass  
Oyster Toad Fish  
Black-edge Moray  
Zebra Moray  
Northern Pike

### \$50.

#### BIRDS

Bornean Great Argus  
Red-shouldered Hawk  
Red-tailed Hawk  
Rainbow Lory  
Hooded Merganser  
Great Grey Owl  
Great Horned Owl  
American White Pelican  
Grey Peacock Pheasant  
Raven

#### MAMMALS

Spanish Burro  
Binturong  
Larger Malay Chevrotain  
Sicilia Donkey  
Indian Flying Fox  
Pocket Gopher  
Reeves Muntjac  
Small-clawed Otter  
Indian Crested Porcupine  
Spotted Skunk  
Pygmy Weasel

#### FISHES

Paddlefish  
Horn Shark  
Leopard Shark  
Nurse Shark

#### INVERTEBRATES

Alaskan King Crab

### \$75.

#### BIRDS

>Victoria Crowned Pigeon

#### MAMMALS

Ermine  
Grey Fox  
Slow Loris  
Celebes Macaque  
Suffolk Sheep

#### INVERTEBRATES

A Colony of Leaf Cutter Ants

### \$100.

#### BIRDS

Ruby-throated Hummingbird  
>Rothchild Mynah

#### MAMMALS

>Leopard Cat  
Fjord Horse  
Striped Hyena  
>Japanese Macaque  
Porcupine

Nilgiri Tahr  
Long-tailed Weasel

### \$125.

#### MAMMALS

Ayrshire Cow  
Brown Swiss Cow  
Jersey Cow  
Percheron Horse

### \$150.

#### BIRDS

Snowy Egret

### \$200.

#### MAMMALS

Fisher  
Harbor Seal  
Wapiti

### \$250.

#### BIRDS

Lesser Flamingo  
Trumpeter Swan

#### MAMMALS

>Clouded Leopard  
>Spotted Leopard

### \$400.

#### MAMMALS

Pronghorn  
Puma

### \$500.

#### MAMMALS

Sloth Bear  
Beaver  
American Bison  
Canadian Lynx  
North American Otter  
Wolverine

#### REPTILES

>False Gaviel

### \$800.

#### MAMMALS

Bactrian Camel  
>White Cheeked Gibbon

### \$1,000.

#### MAMMALS

Moose  
Musk Ox

### \$2,500.

#### MAMMALS

>Siberian Tiger

### \$3,000.

#### MAMMALS

>Mongolian Wild Horse

### \$4,000.

#### MAMMALS

Bottlenosed Dolphin

> those animals on the endangered list (a term which indicates immediate danger of extinction in the wild).

### I AM A FRIEND OF THE FAMILY.

I want to sponsor \_\_\_\_\_

Please print the name of your animal here. (In most cases, there are more than one of that species.)

Name \_\_\_\_\_ Please print

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Sponsorship fee (tax deductible) \$ \_\_\_\_\_ for one year.

Signature \_\_\_\_\_

#### Form of payment:

Check enclosed

Acct. No. \_\_\_\_\_

Visa

Acct. Exp. Date \_\_\_\_\_

MasterCard

#### Mail to:

Minnesota Zoological Society  
Animal Sponsorship Fund  
555 Wabasha Street  
St. Paul MN 55102

I'm also interested in becoming a member of the Minnesota Zoological Society. Please send me more information on the privileges of membership.

March, 1981

Revised Guidelines for Animal Sponsorship Program

Rough Draft for Marketing and Promotion Review

- I. It is understood that the Society has responded to a request from the Minnesota Zoo to establish the Animal Sponsorship program and is implementing it on behalf of the Zoo.
- II. The Society accounts for all revenues and expenses using standard accounting methods for non-profit organizations as recommended by their auditing firm McGladrey, Hendrickson and Associates.  
  
All expenses are budgeted and expensed within the Society's regular bookkeeping system comprised of separate departmental column reports. The animal sponsorship activity is easily discernable.  
  
Sponsorship income is deposited in a separate checking and saving account opened exclusively for that purpose.  
  
A copy of the revenue and expenditures associated with the sponsorship program will be provided to the Zoo Board quarterly. Monthly Society financial reports are provided to the Zoo Director and anyone else requesting them.
- III. Presently, the animal sponsorship program is reviewed monthly by the Society Marketing and Promotion Committee, the Society Animal Sponsorship Advisory Committee, the Zoo Board Operations and Personnel Committee and the Zoo Board.  
  
If at anytime the sponsorship program is not achieving adequate results and benefits to the Zoo, the program will be canceled by the Society Board of Directors. Counsel, recommendations or requests to terminate, may be made by the Zoo Board through their O. and P. Committee to the Society Board.
- IV. A reasonable working fund amount will be determined by the Society. Once this amount is realized, a payment of revenues over expenses will be made to the Zoo Board quarterly. The Zoo Board is responsible for insuring fund expenditures in one or more of the following areas and responsible for an annual accounting of said expenditures to the Society Board.  
  
Adoption contributions will help make the animals' world a better and more natural place to live. In general, Animal Adoption contributions will be used by the Minnesota Zoo for:
  - animal care
  - shelter
  - presentation

More specifically, funds will be allocated to:

**HABITAT CARE:** Plants and other destructible items in the habitats have to be continuously replaced to provide a healthy and safe environment for the animals.

**EXHIBIT DEVELOPMENT:** Sometimes it is necessary to build additional accommodations in the habitats to provide for the special needs of the animals, for example, the building of protective areas for the newborns and young animals.

**BEHAVIORAL ENRICHMENT PROGRAMS:** These are programs that encourage the animals to illustrate active behaviors in their exhibit. Behaviors such as tigers stalking, beavers cutting trees, gibbons swinging and many more.

BD  
Folder

MINNESOTA ZOOLOGICAL GARDENS

Financial Guidelines for Animal Sponsorship Program

- I. The Society is conducting the Animal Sponsorship Program on behalf of the Zoo.
- II. A separate fund shall be set up to account for all revenues and all expenses directly associated with the program. A quarterly accounting for all transactions in the fund shall be furnished to the Zoo.
- III. The Zoo has the right to cancel and/or assume the program at the end of any fiscal year of the Society (May 31st) upon 90 days notice prior to May 31st to assume such program.
- IV. At the discretion of the Minnesota Zoological Board, the Zoo has the right to any balance in the fund, less a reasonable working fund amount.



## BE A FRIEND OF THE FAMILY . . . SPONSOR A ZOO ANIMAL

There's a wonderful family that lives among us. It's a marvelous gathering of animals both great and small that inhabit the Minnesota Zoo. It's our family to know and love. And right now the family needs a few new friends. It needs our support on a very personal level.

You see, the cost of maintaining the right kind of living space and activities for the family is considerable. It costs a lot. But with your help, a good job can be done.

Here's how. For as little as \$10.00, or for as much as you can share, you can sponsor the care of an animal for one year. You pick the animal; bird, reptile, fish, invertebrate or mammal. We'll see to it that the animal's habitat is well maintained and repaired when needed, that it has the right companionship, and the chance to tell its own

unique story. And all this happens in your name.

A special **FRIENDS OF THE FAMILY** display at the Zoo will have the name of each animal, as well as the name of the sponsor. As a special "friend" you'll receive a thank you letter from the animal's keeper, biographical information on your animal, plus a couple of fun things, like a certificate of sponsorship and a t-shirt iron-on. In addition, your contribution is tax deductible.

**IT'S EASY TO SPONSOR AN ANIMAL.** Simply select the animal you want for yourself or a friend from the following pages. In most cases there are more than one of each animal available. Fill in the sponsorship papers and mail to the Animal Sponsorship Fund at the Minnesota Zoological Society.



## MAMMALS

**\$10.00**

Guinea Pig  
Himalayan Dwarf Rabbit

**\$15.00**

French Lop Rabbit  
Southern Flying Squirrel

**\$20.00**

Neotropical Fruit Bat  
Common Palm Civet  
Small-toothed Civet  
Nubian Goat  
Stripped Skunk  
Woodchuck

**\$50.00**

Spanish Burro  
Binturong  
Larger Malay Chevrotain  
Sicilia Donkey

**\$200.00**

Indian Flying Fox  
Pocket Gopher  
Reeves Muntjac  
Small-clawed Otter  
Indian Crested Porcupine  
Spotted Skunk  
Pygmy Weasel

**\$75.00**

Ermine  
Grey Fox  
Slow Loris  
Celebes Macaque  
Suffolk Sheep

**\$100.00**

Leopard Cat  
Fjord Horse  
Striped Hyena  
Japanese Macaque  
Porcupine  
Nilgiri Tahr  
Long-tailed Weasel

**\$125.00**

Ayrshire Cow  
Brown Swiss Cow  
Jersey Cow  
Percheron Horse

**\$200.00**

Fisher  
Harbor Seal  
Wapiti

**\$250.00**

Clouded Leopard  
Spotted Leopard

**\$400.00**

Pronghorn  
Puma

**\$500.00**

Sloth Bear  
Beaver  
American Bison  
Canadian Lynx  
North American Otter  
Wolverine

**\$800.00**

Bactrian Camel  
White Cheeked Gibbon

**\$1,000.00**

Moose  
Musk Ox

**\$2,500.00**

Siberian Tiger

**\$3,000.00**

Mongolian Wild Horse

**\$4,000.00**

Bottlenosed Dolphin

## REPTILES

**\$10.00**

Axolotl  
Banded Gecko  
Eastern Box Turtle  
Ornate Box Turtle

**\$15.00**

Chuckwala

Blue-tongued Skink

Elongated Tortoise  
Red-eyed Treefrog  
Blandings Turtle  
Jagged Shell Turtle  
Snapping Turtle  
Wood Turtle

**\$20.00**

Timber Rattlesnake

**\$500.00**

False Gavia

## INVERTEBRATES

**\$10.00**

Northern Anemone  
Tube Anemone  
Acorn Barnacle  
Giant Acorn Barnacle  
Gooseneck Barnacle  
Red and White Striped Barnacle

Feather Duster Worm

**\$15.00**

Beaded Anemone  
Brown Anemone  
Hawaiian Anemone  
Powderpuff Anemone

T. Ritteri Anemone

**\$50.00**

Alaskan King Crab

**\$75.00**

A Colony of Leaf Cutter Ants



## BIRDS

**\$10.00**

Assorted Banton  
Bluebird  
Bobwhite  
Indigo Bunting  
Common Catbird  
Black-capped Chickadee  
White-crested Black Polish  
Chicken

Mourning Dove  
Black East India Duck  
Black Muscovy Duck  
Penciled Runner Duck  
Salmon Favorolle  
Guinea Fowl  
American Goldfinch  
Evening Grosbeak

Rose-breasted Grosbeak  
Slate-colored Junco  
White-breasted Nuthatch  
Northern Oriole  
Ovenbird  
Fantail Pigeon  
Sora Rail  
American Redstart  
White-throated Sparrow

Scarlet Tanager  
Brown Thrasher  
Mourning Warbler  
Nashville Warbler  
Cedar Waxwing

**\$15.00**

Green Avadavat  
Red Avadavat  
Gaudy Red-throated Barbet  
Black Bulbul  
Red-eyed Bulbul  
Straw-crowned Bulbul  
Zebra Dove  
Mandarin Duck  
Pintail Duck  
Plumed Duck  
Philippine Duck  
Shoveler Duck  
Spot-billed Duck

Wandering Whistling Tree Duck

Pintail Parrot Finch  
Spice Finch

Common Gallinule  
Barhead Goose  
Buff Goose  
Pommeranian Goose  
White China Goose  
Black-headed Munia  
Saw-whet Owl  
Parrotbill

Bamboo Partridge  
Lady Amherst Pheasant  
Red Crested Pochard  
Radjah Shelduck  
Silver-beaked Tanager  
Turquoise Tanager  
Blue-winged Teal  
Greater-necklaced  
Laughing Thrush

White-necked Laughing Thrush  
Asian Golden Weaver  
American Wigeon

**\$20.00**

Fairy Bluebird  
Lesser Green Broadbill  
Demoiselle Crane  
Bar-tailed Cuckoo Dove  
Bleeding Heart Dove  
Green-winged Dove  
Plumed Dove  
Comb Duck  
Red Head Duck  
Common Egret  
Chinese Francolin

Tawny Frogmouth  
Barrows Goldeneye  
Canadian Goose  
Green Heron  
Grey Junglefowl  
Spur-winged Lapwing  
Gold-fronted Leafbird  
Red-billed Leiothrix  
Red-billed Blue Magpie  
Golden-crested Mynah

Black-napped Oriole  
Barred Owl  
Tawny Owl

Crested Wood Partridge  
Blue Peafowl  
Baer Pochard

Nicobar Pigeon  
Pied Imperial Pigeon  
Black-headed Sibia  
Red Spurrow  
Red-eyed Starling  
Vinous-breasted Starling  
Black-winged Stilt  
American Green-winged Teal

White-crested Laughing Thrush  
Falcated Teal  
Formosa Teal  
Gorganey Teal  
Racket-tailed Treepie  
Rutous Treepie  
North American Wood Duck

**\$50.00**

Bornean Great Argus  
Red-Shouldered Hawk  
Red-tailed Hawk  
Rainbow Lory  
Hooded Merganser  
Great Grey Owl  
Great Horned Owl  
American White Pelican  
Grey Peacock Pheasant  
Raven

**\$75.00**

Victoria Crowned Pigeon

**\$100.00**

Ruby-throated Hummingbird  
Rothchild Mynah

**\$150.00**

Snowy Egret

**\$250.00**

Lesser Flamingo  
Trumpeter Swan

## FISH

**\$10.00**

Passer Angelfish  
Kelp Bass  
Small-mouthed Bass  
Cabezon  
Carp  
Bullhead Catfish  
Channel Catfish  
Crappie  
Blue Damsel  
Freshwater Drum  
Kelp Greenling  
Painted Greenling  
Mog Fish  
Striped Perch  
Rock Fish  
Sunfish  
Blue Tang  
Yellow Tang

Tautog

**\$15.00**

French Angel  
Grey Angel  
Bowfin  
Falcula Butterfly Fish  
Chocolate Clownfish  
Saddle-back Clownfish  
Skunk Clownfish  
Tomato Clownfish  
Long-nose Gar  
Short-nose Gar  
Greenling  
High Hat  
Sargeant Major  
Rainbow Parrot Fish  
Senorita  
Little Sculpin  
Pacific Staghorn Sculpin

Emperor Snapper

C.O. Sole

Undulated Triggerfish  
Brook Trout  
Brown Trout  
Rainbow Trout  
Beaked Wrasse  
**\$20.00**  
Queen Angel  
Large-mouth Bass  
Oyster Toad Fish  
Black-edge Moray  
Zebra Moray  
Northern Pike  
**\$50.00**  
Paddlefish  
Horn Shark  
Leopard Shark  
Nurse Shark

## SPONSORSHIP PAPERS

**I am a Friend of the Family!  
I want to sponsor:**

\_\_\_\_\_ (Name of Animal)

Name \_\_\_\_\_ Day Phone Number \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Sponsorship fee (tax deductible) \$ \_\_\_\_\_ for one year.

Name to appear on sponsor plaque (please print) \_\_\_\_\_

\_\_\_\_\_ Master Charge \_\_\_\_\_ Visa \_\_\_\_\_ Account Number \_\_\_\_\_

\_\_\_\_\_ Check Enclosed \_\_\_\_\_ Account Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Mail to: **Animal Sponsorship Fund  
Minnesota Zoological Society  
555 Wabasha St.  
St. Paul, MN 55102**



## MINNESOTA ZOOLOGICAL SOCIETY

### "The Zoomobile's in Town!"

by Ken Young

One of the Minnesota Zoological Garden's original guidelines as established by the State Legislature is: "A Zoomobile operation shall be included in the Zoo." Why a Zoomobile? When one takes into account the various facets of such a program—high visibility, large numbers and wide diversity of audiences reached, lasting impact of this type of program on audiences, and broad educational potential—there is probably no more effective type of educational outreach programming.

Animals, of course, are the focus of any zoo, and thus an important part of outreach programming. Demonstrations using live animals, with as much intimate, "hands-on" contact as possible, become a kind of experience that can be duplicated nowhere else, except perhaps at the Zoo itself.

The present Zoomobile is a blue, twelve-passenger Dodge Van, decorated with bright orange and white graphics. As such, it not only announces to everyone who sees it that "the Zoomobile is in town!", but it also serves as a "traveling billboard" for the Zoo itself.

The Zoomobile program is definitely more than just a "traveling animal show." Animals are always entertaining; the effort is to make the programs both fun and educational. The Zoomobile programs all have a central theme which is illustrated using slide programs, as well as animal artifacts, such as skulls and skins. The animals culminate the program, serving as examples of the theme being presented. Zoomobile programs are presented by a staff naturalist or

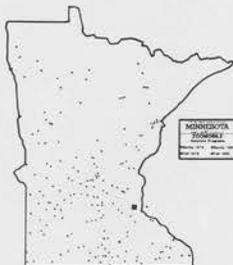


Children and adults find the Zoomobile presentations both intriguing and informative. Pictured here is Ken Young, supervisor of the Zoomobile program, holding a red-tailed hawk, one of the stars of the show.

volunteer, and a \$50 fee is charged per program.

A variety of animals travel in the Zoomobile, making for very interesting days on the road! Rabbits, ferrets, a variety of snakes (including an eight-foot boa!), tarantulas and iguanas, as well as Percy the Porcupine, Opal the Opossum, Pete the Parrot, Burrito the Macaw and Balzac the talking Mynah bird, all make up just part of the rotating "cast of players" in the Zoomobile "drama." Can you imagine the reaction of the outstate motel owner who sees this menagerie drive up some quiet spring evening!

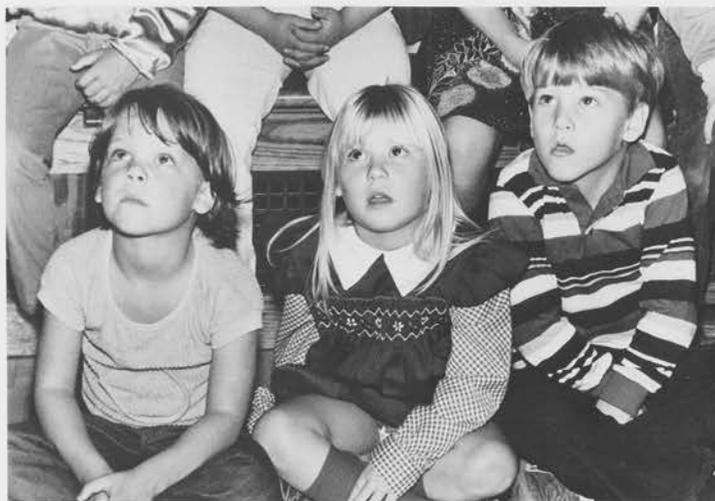
The Zoomobile travels throughout the year. During the winter months (approximately November through March), it concentrates on the Twin Cities metro area and surrounding regions. The warmer months (September–October, April–May) provide more travel flexibility, allowing the Zoomobile to visit all parts of Minnesota.



In response to the high demand for programs, Zoo staff and volunteers have traveled to more than 50 counties and reached nearly 100,000 students in the last two years. Dots on the map indicate communities in the state that have been visited to date.



*Naturalists and volunteers travel in the Zoomobile to the outstate areas of Minnesota in the fall and spring. Pictured here is Pam Borden at Moose Lake and Wrenshall, Minnesota. Presentations are generally one hour in length. Animals used in the programs include the ferret, opossum, snakes, hawks, prairie dog and more.*





Interested in having a naturalist come to your local school with a Zoomobile presentation? For more information write: Zoo Scheduler, Minnesota Zoo, Apple Valley, Minnesota 55124, or call 432-9010, x222.

Four programs are being presented for the 1980-81 season. They are:

**"Everybody Needs a Home"**—Combinations of slides, animal artifacts and animals demonstrate how different animals use air, water, soil and vegetation as "homes." Parallel examples serve to expand the audience's own concepts of home, family and community as they relate to other forms of life. Locomotor adaptations, such as flying, burrowing, slithering, swimming and climbing illustrate how animals are specialized to best use their home surroundings.

**"The Hunter and the Hunted"**—a look at relationships between predator and prey. Slides, skulls and live animals illustrate what makes for an effective predator, and how prey species survive in spite of predation. Claws, teeth and beaks are explained as "tools" for predation; camouflage, stealth, speed, sensory awareness and high reproductive rates are shown to be adaptations for species survival. Older groups can examine physiological specializations, population dynamics, and the effects of man's disruption of predator-prey relationships.

**"Why Zoos?"**—Designed to show the roles of zoos in today's society. A multi-media slide show combines quotes from zoo staff people and visual imagery to illustrate the "message" of the modern zoo. A philosophical coverage of conservation and education programs at the Minnesota Zoo.

**"Nice Work If You Can Get It"**—Slides and animals are used to outline biology careers in modern zoos. Minnesota Zoo staff members talk about their jobs and their feelings about working at the Minnesota Zoological Garden. A realistic assessment is given of the necessary background for and the likely future of a zoo career. The Zoomobile naturalist is also equipped to present a variety of slide programs with such scintillating titles as, "The New Zoo and You," "Whale Expedition '77," "Bamboo and You," "The World of Reptiles," and "A Visit to the Zoo Vet"—as well as teacher in-services (designed to help teachers more effectively plan for future Zoo field trips).

### Minnesota Zoo Society Publication Staff

Peg Wetzel, Editor

Richard L. Abraham, Minnesota Zoo;  
Kathryn Rosebear, Zoo Foundation;  
Contributing Editors.

Minnesota Zoological Society  
555 Wabasha Street No.  
St. Paul, Minnesota 55102

Minnesota Zoological Society

November 13, 1980

Status Report on the "Animal Adoption Program"

*from P. Saltzman*  
*to O&P and M&P Committees*

- We have developed with Zoo staff a list of funding needs for adoption contribution allocation (see attachment).

- Brooke Kenney, Art Director for the initial Society membership campaign, has been retained to develop a theme and subsequent materials for the program.

- Arrangements have been made with the Zoo staff to begin development of educational and promotional multimedia materials, including 30 or 60 second radio and t.v. P.S.A.'s. and a 12 minute educational slide show. The educational focus of the program is world conservation, animal preservation and the Zoo's role in protecting and replenishing endangered species.

- Initial contact has been made with individuals serving on the Advisory Committee (see attachment). The purpose of the Committee is to advise staff on the design and implementation of the program. The first meeting of this group is set for December 1, 1980.

- Recruitment for volunteers to work on the program began with an ad in the November issue of ZOO NEWS. A volunteer network is being organized by school districts in the 7 county metro area to present educational and promotional materials to the community. Volunteer training will begin in January.

- A request has been submitted to the Voluntary Action Center Management Assistance Project for a marketing/public relations team to consult with staff regarding program development in this area.

approved by D&P and M&P  
Committees

#### Allocation of Animal Adoption Contributions

Animal Adoption offers individuals, families and groups the opportunity to contribute to the care of an animal for a year, while the animal stays at its healthy and comfortable surroundings at the Minnesota Zoo. Adoption contributions will help make the animals' world a better and more natural place to live.

In general, Animal Adoption contributions will be used by the Minnesota Zoo for:

- animal care
- shelter
- presentation

More specifically, funds will be allocated to:

HABITAT CARE: Plants and other destructible items in the habitats have to be continuously replaced to provide a healthy and safe environment for the animals.

EXHIBIT DEVELOPMENT: Sometimes it is necessary to build additional accommodations in the habitats to provide for the special needs of the animals, for example, the building of protective areas for the newborns and young animals.

BEHAVIORAL ENRICHMENT PROGRAMS: These are programs that encourage the animals to illustrate active behaviors in their exhibit. Behaviors such as tigers stalking, beavers cutting trees, gibbons swinging and many more.

ADVISORY COMMITTEE

CHAIRPERSON: Don Block

REPRESENTATIVE FOR ZOOLOGICAL FOUNDATION: Stan Nelson

ZOO REPRESENTATIVE: John Lewis, Nancy Gibson

NEWSPAPER: Minneapolis Tribune, Margaret Morris

TELEVISION: WCCO, Steve Doyle

RADIO: WCCO, Charlie Boone

POLITICAL GOVERNMENT

Jean West: Port Authority

Lou Wangberg: Lieutenant Governor

SCHOOLS

Chairperson Elementary School Association: Bob Arnold

Chairperson Secondary School Association: Phil Tenny

ARTS

Ben James, Director Performing Arts Learning Center, St. Paul Public Schools

Deborah Keenan: Coordinator COMPAS PROGRAM

Al Dornish: Artist

Frank Wharton: Musician

ADVERTISING: Dan Cohen, Martin Williams Agency

PUBLIC RELATIONS: Gene Trumble

CONSERVATIONIST: Wally Dayton, Lawyer

VETERINARIAN:

VOLUNTEER ACTIVIST:

Carol Ryan, Metropolitan State University

Phil Sutherland, Multiple-Sclerosis

CORPORATE:

Larry DaBore. Honeywell

*Jim Henderson*

FIRST BANK:

JUNIOR LEAGUE:

MEMO: October 10, 1980

TO: John Lewis

FROM: Phyllis Saltzman

RE: I. Name of Program.

II. List of Endangered Species.

III. Items for Spending Animal Adopted Money.

I. Name of Program:

The M & P Committee of the Society Board recommended that we call the program Animal Adoption - it's clear and conveys the meaning intended. Makes sense to me... We can forget twisted acronyms!

II. Endangered Species.

Would you please provide me with a list of the animals at the Zoo which are endangered or threatened.

III. Items for spending Animal Adoption money:

I have presented your list of seven ideas for possible Animal Adoption funding allocations to the O & P committees of both the Zoo Board and the Society Board. Both committees expressed concern regarding the items listed. General areas of concern are;

- Adoption connotes care: To maintain the integrity of the program, money should go for funding related to care, ie- food, habitats, veterinary care & care provided by the keepers.
- Because the Zoo is new, it is difficult to sell habitat improvement.
- In general, people did not think that education was marketable within the context of Animal Adoption.

Following are some ideas I've had in regard to the funding allocations. (Some just amount to semantical changes to make them more marketable.)

VETERINARY CARE. - (The Society has funded positions for veterinary interns which provide veterinary care-- how about including veterinary care on the list?)

HABITAT CARE: Plants and other destructible items in the habitats have to be continuously replaced to provide a healthy and safe environment for the animals.

EXHIBIT DEVELOPMENT: Sometimes it is necessary to build additional accomodations in the habitats to provide for the special needs of the animals, for example, the building of protective areas for the newborns and young animals.

\*\*\*Hopefully we can develop a few more areas for the allocation of these funds.

CONTINUATION OF MEMO (Page 2 )

TO: John Lewis

FROM: Phyllis Saltzman

How does this sound as a general way of talking about the program?

Animal Adoption offers you the unique opportunity to contribute to the care of an animal for one year without removing the animal from its comfortable and healthy surroundings at the MZG. Your contributions will go to make the animals' world a better and more natural place to live.

CONTINUATION OF MEMO (Page 2 )

TO: John Lewis

FROM: Phyllis Saltzman

How does this sound as a general way of talking about the program?

Animal Adoption offers you the unique opportunity to contribute to the care of an animal for one year without removing the animal from its comfortable and healthy surroundings at the MZG. Your contributions will go to make the animals' world a better and more natural place to live.

Phyllis,

This is Ed's response to your above statement, as I read <sup>X</sup> to you over the phone.

Animal Adoption offers you the unique opportunity to contribute to the care of an animal for one year, helping to sustain it in its comfortable and healthy surroundings at the Minnesota Zoo. Your contribution will help the Zoo to make each animal's stay at the Zoo a successful one and to fulfill its purpose as an emissary from its species to ours.

RECORD OF MEETING

NAME: MINNESOTA ZOOLOGICAL GARDEN

DATE: October 8, 1980

PRESENT: Members: R. Ferguson, Chairman; H. Maruska,  
P. Zollman.  
Other Board Members: F. Alexander, P. Davies,  
J. Tilton  
Staff: E. Kohn, D. Bender, L. Conrad, S. Iserman,  
B. Rongren, A. Smith  
Others: K. Williams, P. Saltzman

PURPOSE: OPERATIONS & PLANNING COMMITTEE MEETING

Chairman Robert Ferguson called the meeting to order at 1:30 p.m.

The first of monthly status reports to this committee on the Animal Adoption Program (AAP) was presented by K. Williams and P. Saltzman. The Society has invested \$40,000 in funds for staff, materials and supplies, and office furnishings. Program development staff consists of Phyllis Saltzman, director, and a CETA clerical person. Temporarily the program staff is located adjacent to the Society office. The telephone number for the adoption program office is CARIBOU. This program, in which the public will be invited to adopt specific Minnesota Zoo animals with fees ranging from \$10 to \$1,000 a year, is being developed and identified as an educational fund-raiser.

P. Saltzman distributed copies of zoo staff identified needs for which the profits could be used. The educational materials focusing on conservation and the zoo's role in protecting endangered species will be developed in a Speaker's Bureau type format for presentation to schools, community organizations, businesses and individuals. A volunteer network will be set up for AAP membership promotion. An advisory committee will be formed to give better direction to the development of the program. Overall coordination of the program has been assigned to J. Lewis of zoo staff and P. Saltzman.

Kick-off is anticipated for February or March 1981. The goal for the first year is \$100,000 which will repay the original Society investment of \$40,000 and net an additional \$50-60,000 for the zoo.

J. Tilton asked how the gifts would be acknowledged. K. Williams answered that recognition would consist of the donor's name on a sponsor board at the zoo. Other tangible benefits for the donors would be a certificate, a bumper sticker and a visit to the zoo. Benefits would differ from Society membership privileges because the adoption program is primarily a fund-raiser.

The animal inventory and pricing guide for the program and proposed uses of funds was discussed. The monthly reports will keep the committee advised on development of various facets of the program. The committee members had several questions which need development: What will the money be used for? Who will control the funds? Will the Society contract out the projects or will the zoo? E. Kohn and K. Williams noted that the process can easily be worked out; definition of needs is the primary concern.

J. Tilton asked if the fund would be used for general zoo purposes or for maintenance of individual animals. K. Williams said most other zoo programs put their funds into their general fund and then divert to various programs. J. Tilton commented, that in his opinion, donors should be asked to care for animals not to modernize exhibits. His view was that funds realized should be used to reduce animal feed and care costs; those budget allocations could then be used for other purposes.

K. Williams emphasized that the most important aspect is that donors understand how their contributions will be generally used. Her position is that proceeds cannot go for food, since the Legislature dependably provides those funds.

K. Williams, responding to P. Davies, noted that Cincinatti earned about \$50,000 this year; Brookfield, the leader in the field, netted \$150,000. Thus, the Society's goal of \$50,000 over costs for the first year seems reasonable. K. Williams added that zoo walks and horse shows were successful, partly because of people involvement. The adoption program is a good program because it involves all levels of the community, particularly school children.

R. Ferguson asked K. Williams if committee action was required today. She responded that the Society would be presenting monthly progress reports to be sure there is approval as the program develops. R. Ferguson inquired if any committee member could see a reason for not proceeding. J. Tilton said the only possible concern would be reaching a point of too many fund-raising programs. H. Maruska stressed the potential for involving school children and suggested that the names of schools whose classes sponsor an animal be displayed at the animal exhibit. P. Zollman noted that most of the zoos give the impression in their literature that funds are spent for feed, care and vet services. This plan should take that into consideration.

MOTION was made by P. Zollman, seconded by H. Maruska, that the O & P Committee recommend to the Board that development of the Animal Adoption Program continue, including clear guidelines as to where the money will be spent. MOTION CARRIED UNANIMOUSLY.

Graphics Program

D. Bender, Visual Arts Manager, presented the report on the master graphics program; joined by Graphics staff consisting of A. Smith, L. Escher and D. Leak. Graphics consultant Lance Wyman was asked to design a flexible, simple, attractive graphics system. Our multi-level exhibit areas make it hard to direct people; Wyman developed a numbered trail system using a symbol which incorporates an animal representative of each trail. The initial trail map was superimposed with the 5 clearly laid out, numbered trails. Sky Trail uses a monorail symbol to give flexibility for adding another trail in the Northern Trail area. On arrival, visitors are given a guide which introduces our directional arrow (the bird), service symbols and the spatial relationship of the 5 trails. Another element of the system is the "You Are Here" maps which are oriented to the direction the visitor is facing.

One of the problems with the original graphics system was the difficulty in reading from a distance. The scale of the numerical symbols and service symbols has been enlarged. The M-Zoo moose symbol was chosen as the on-site identifier since the moose is indigenous to Minnesota, it has 3-dimensional properties, and is flexible. Last year it was used for the ski program; this year it will be used again in the ski trail program signage. Staff is considering using the symbol for application to bumper stickers and T-shirts. The M-Zoo identifier also ties in well with the ad campaign Come to Life at the Zoo; it can be animated for use in PSAs.

The internal graphics system incorporates the directional system and service numbers, informing visitors of their five trail options. The elements of the upended module system, standardized to three sizes, are easily linked and can be hung from the ceiling as in the visitor services area. The panels can use verbal messages or service symbols. One example of the system's flexibility is zoo lab's ability to post the hours and use a "closed" sign.

Problems with the road signage include too many verbal messages and poor choice of materials (original materials have not proven to be durable). Naming the parking

MINNESOTA ZOOLOGICAL SOCIETY

October 6, 1980

STATUS REPORT TO O. & P. COMMITTEE

*from P. Saltzman*

Staff and Office Arrangements

- Phyllis Saltzman was hired by the Society on September 24 as Animal Adoption Director.
- Funds were provided by C.E.T.A. for a full-time clerical staff person beginning October 1, 1980.
- Office space is rented on a temporary basis until January, in anticipation of Society office relocation.
- We purchased two desks, two chairs, chair mat, typewriter and typewriter table.
- Two telephone lines were installed; phone number is CARIBOU.

Organizational Development

- Animal Adoption is being identified and developed as an educational fund-raiser.
- Publics (singles and groups) will be invited to adopt a specific Minnesota Zoo animal for fees ranging from \$10.00 to \$1000.00. ( A one year contribution. )
- The list of adoption funding needs developed by Zoo staff is attached.
- Educational material focusing on world conservation, animal preservation and the Zoo's role in endangered species will be developed for "speakers bureau" type presentations to schools, service clubs, community organizations, businesses and individuals (not unlike Zoo Walk Presentations).
- A volunteer network of Society members will be developed on a 7 county school-district basis. Community Volunteers will contact schools, etc., while fully-trained Zoo volunteers will give the formal presentation. District volunteers will also be called upon to promote Society membership's, recruit volunteers for on-site work, post education class brochures at local libraries, schools and stores and make contacts with local media.
- An advisory committee will be formed to include a variety of community resource people. This group of people will be used to advise staff in the adoption development and implementation stages. List of suggested participants is attached.

- Discussion with various committees will continue, (Operations and personnel, Zoo Society Adoption Team, Volunteer Services Committee, Marketing & Promotion Committee ) while coordination is assigned to Phyllis Saltman and John Lewis. Full cooperation & involvement & commitment by all Zoo agencies is required to successfully stage this project.

- We anticipate a public kick-off to be in February or March. A special media event will be designed to capture the communities interest. Coordinated events with other institutions (like Children's Theatre) will be designed to create new vehicles for public involvement throughout the year.

DEPARTMENT Biological Programs

# Office Memorandum

TO : Phyllis Saltzman

DATE: October 7, 1980

FROM : John Lewis 

PHONE: 275

SUBJECT: Items for Spending Animal Adoption Money

Money obtained through the adoption program could be used for the items listed below. Some of the descriptions are wordy, but they explain the ideas I had.

1. Refurbishing Exhibits: Animal exhibits suffer wear and tear from every day use. Exhibits periodically need to be "freshened up" so they continue to look natural.
2. Remodeling Exhibits: Sometimes exhibits need to be partially or completely remodeled to provide a better home for the animals and a more interesting exhibit for visitors.
3. Behavioral Enrichment Programs: These are programs that encourage the animals to illustrate active behaviors in their exhibit. Behaviors such as tigers stalking, beavers cutting trees, gibbons swinging and many more.
4. Exhibit Development: Some animals are difficult to exhibit naturally. Sometimes we need to study animals in simulated exhibits before we exhibit them to our visitors.
5. Graphics: Signs and other forms of visual presentations help the visitors to better understand.
6. Displaying Typical Social Groups: More can be learned about animals when they are exhibited in groups, (i.e., pairs, herds, flocks, etc.) as they naturally occur. Visitors can see animals interact with each other as well as their environment.
7. Graphics: Signs and other forms of visual presentations help the visitors to better understand and therefore appreciate the animals at the MZG.
8. Video and Theater Programs: Much information about animals and their habitats can be presented through these media. Our closed circuit television can even be used to show the visitors mother animals and their offspring that are too shy to be exhibited or even to look into a beaver lodge.

JL:cs

xc.

E. Kohn

B. House

B. Rongren

Curators

DEPARTMENT Biological Programs

# Office Memorandum

TO Ed Kohn  
Brad House  
Bev Rongren

DATE: October 7, 1980

FROM : John Lewis *JL*

PHONE: 275

SUBJECT: Inventory and Pricing Guide for  
Animal Adoption Program

Attached is an inventory of a majority of the animals at MZG with adoption prices assigned. There are actually two lists, one listing animals by geographic areas and the other listing them by price groups. The same animals are in both lists.

These lists were presented to Phyllis Saltzman. If you have any comments or questions about the list please contact me.

JL:cs

Attachment

xc: Curators

Office Memorandum

DEPARTMENT MZG

TO : Operations and Planning Committee:  
 Bob Ferguson, Harveydale Maruska,  
 Hazel Reinhardt, Paul Zollman

DATE: June 25, 1980

FROM : Ed Kohn

PHONE: 432-9010

SUBJECT: MINNESOTA ZOOLOGICAL SOCIETY ANIMAL ADOPTION PROGRAM

I propose that the O & P Committee, on behalf of the Zoo Board, authorize me to accept the Minnesota Zoological Society proposal to conduct an animal adoption program. In order to meet its schedule for an October 1980 opening of the program, the MZS seeks our approval by June 30, 1980, and thus the Zoo Board has delegated that responsibility to this committee.

Such a program could be very timely and would enable citizens to participate in our zoo venture in a personally meaningful way and promote the sense of long-term shared responsibility for our wild co-inhabitants. It would, at the same time, strengthen the Society and provide the zoo with needed dollar support.

I propose that we use net proceeds from the program to improve the presentation of the living collection to the public. Adoption connotes joining in the total care of a life. At the Minnesota Zoo that concept of total care goes beyond food and cover and encompasses giving the animals their "voice" so that their message may be told. The proceeds would be directed to this end.

In using the program's net proceeds for exhibition, interpretation, and presentation needs we would be funding an area that has not been well served in our state budget. Previous requests for program increases in this area have not been allowed. The state budget would continue to bear total responsibility for physical care and management of the collection while the adoption program could provide our visual arts staff the means to better keep our interpretive efforts as lively and enjoyable as the animals are themselves.

I may propose that some proceeds be used for increased interpretive services to other zoos and nature centers in this state. I believe we should avoid the appearance (and fact) of competing with out-state ventures (for example, Rochester and Duluth zoos) for the support of their local citizens.

My request for approval is in the context of some simple conditions that I believe should be acceptable to the Minnesota Zoological Society, as follow:

1. Participatory approval by the zoo of the manner in which the living collection will be identified and presented for "adoption."
2. Opportunity to advise MZS and approve interpretive materials on individual species.

MZS Animal Adoption Program  
page 2

3. Review and comment on public information presentations bearing particularly on matters of budget policy.

The enthusiasm of the Society for the idea is great. This can be the launching of a beautifully enjoyable program for the citizens of the State.

I have assigned a Zoo committee consisting of Ralph Waterhouse, Bev Rongren and John Lewis to coordinate with the MZS in support of the program.

EK:gd

cc Management Group  
Karla Williams

June 1, 1980

Animal Adoption Proposal

Letter of Introduction

- I. Statement of Purpose
- II. Problem Statement
- III. Solution Statement
  - A. Program Objectives
  - B. Program Methods
- IV. Projected Expenses
- V. General Timeframe

Attachment A: What Do Other Zoos Do

Attachment B: A Lesson in Involvement

Attachment C: Material Samples



## Minnesota Zoological Society

Memo: June 1, 1980  
To: Minnesota Zoological Society Board of Directors  
From: Karla A. Williams  
Subject: An Animal Adoption Program

I would like to propose the adoption of the attached animal adoption program. This program enables community organizations, corporations, service clubs, individuals and families to 'adopt' an animal of their choice at the Minnesota Zoo. Through their tax-deductible adoption donation these participants make a contribution to the cost of caring for particular zoo animals.

Similar programs are in effect in a number of zoos across the country and are highly successful in increasing zoo attendance, involving the public in the zoo, and generating substantial funds. The Brookfield Zoo began a zoo parents program in March of 1977; it already has raised \$300,000. Many Metropolitan residents and members of our Zoological Society are familiar with adoption programs. They ask us to initiate one at the Minnesota Zoo. Minnesota Zoo director Ed Kohn asked also (in his January letter to Robert L. Bonawitz) that the Society consider developing just such a program.

I have attached information about other zoo's adoption programs; general objectives, budgets, timeframes, implementation procedures, and office needs.

An animal sponsor program is basically another form of membership. People 'buy in', because of the incentives, and renew annually because they are satisfied. The program demands a high level of maintenance; the so-called 'parent' expects personal treatment, i.e. news of births, deaths, etc. The program must be very visible to the public - both on-site and with the press to be successful.

I feel we could implement the program by September 30, 1980. The fall timing would be advantageous as our membership promotion peaks in the spring. Hopefully the timing will also appropriately coincide with the Foundation plans.

It would be a very exciting, rewarding and profitable venture if properly designed and managed. I believe the Zoological Society is up to it.

### I. Organization Background

The Minnesota Zoological Society is a non-profit, membership organization dedicated to helping the Minnesota Zoo prosper. Founded in 1961, the Zoological Society is governed by a Board of Directors, elected by the 7,500 member families of the Society.

The Minnesota Zoological Society provides the Minnesota Zoo with a wide range of services.

- 1) As sponsor of the Zoo Volunteers, the Society contributes 30,000 volunteer hours annually.
- 2) As sponsor of the Continuing Education Program, the Society plans, advertises, and underwrites the cost of lectures, classes, field trips and other learning experiences for Society members and the public alike.
- 3) Through the membership program, the Society cements a bond between people and the Minnesota Zoo. Monthly newsletters, magazines, and regular communications from the Society, provides members with a greater understanding of the animal world around us.
- 4) On-Site special-event programs are hosted by the Society twice a year to develop a particular segment of the public and increase future attendance.
- 5) The Zoological Society has always been concerned with providing funds for zoo developments. Through the Aid-to-the-Zoo Horse Shows in 1974, 1975 and 1976 and the ZooWalks in 1977, 1978 and 1979, the Society raised more than \$250,000 for the Minnesota Zoo.

In 1979, the Society made a \$100,000 cash contribution to enhance a number of on-going visitor services and animal health programs.

Through the Society's support, dedication and implementation of new programs like the animal adoption program, the Minnesota Zoo will be successful in its effort to provide an enhanced opportunity for the public to acquire a deep understanding of, an appreciation for, and a commitment to preserve the natural world in which we live.

II. Problem Statement

A. Need a Zoo Walk Replacement

Since 1974, the Zoological Society has either sponsored or co-sponsored an annual special event fundraiser. People in the community have come to expect an annual drive, a Horse Show, a Zoo Walk; a specified time and place to show their support, either as participants or as spectators.

A replacement project is not only necessary but vital to community involvement in a unique way.

B. Zoo Expenses are Going Up

It isn't easy to provide a foster home for more than a thousand animals of every description from all over the world. In addition to the many other responsibilities involved in their care, hundreds of special diets must be provided for the 280 species of exotic birds, mammals and reptiles at the Minnesota Zoo. It's expensive.

Exhibits must be maintained, planted and sometimes modified for new animals. Preventive health care is vital to a growing animal community and requires the constant attention of keepers, curators, zoologists and veterinarians.

C. Too Much Bad News

The recent request for legislative assistance; failure to meet Monorail bond obligations; Minnesota's bond rating as it applies to monorail default; stories about faulty Monorail doors and finally last week's front page Minneapolis Star article on the lack of Monorail insurance... this all adds up to BAD publicity. I think we would all agree that this kind of news has a measurable affect on our ability to compensate, regardless of how positive the actual on-site experience is. We need to counteract with high geared, attention grabbing, animal and human interest stories. The proposed adoption program provides such a forum. It gives us a way to 'control' news. It gives us a way to 'create' news.

D. Attendance is Important

Although recent attendance figures are up to revised projected estimates, they are still way below capacity and I believe potential. A participant program like the proposed one would bring more people to the Zoo more often.

The make up of those people who respond to animal adoption programs are the kind who like to see their name in print, have a special attachment for an animal, visit more often to see that animal and enjoy telling their friends and neighbors about the animal. It's a natural public relations project.

### III. Solution Statement

To raise funds for increasingly costly animal care, to provide a way for the community to be directly involved in the Zoo itself and to generate additional attendance at the Minnesota Zoo, the Zoological Society is proposing an animal adoption program similar to ones in effect at a number of zoos across the country. Known by such names as "Zoo Parents" or "Feed a Friend" this project enables school groups, business organizations, service clubs, as well as individuals and families to sponsor an animal of their choice at the Minnesota Zoo. A tax-deduction adoption fee donation is assigned to each animal based on the cost of caring for it for one year.

#### A. Program Objectives

The program will meet the following objectives;

- 1) To conduct a community wide campaign that will raise a minimum of \$50,000 each year.
- 2) To increase community involvement and attendance at the Zoo through the new program.
- 3) To establish a special adoption fund from these sponsorship fee donations for the care, welfare and purchase of the animals at the Minnesota Zoo.
- 4) To use this project at the maximum level to promote visibility, awareness, and good will for animal life at the Minnesota Zoo and subsequently promote membership in the Society.

#### B. Methods (Work Plan)

To achieve the above objectives the Zoological Society will take the following steps:

- 1) Hire staff, and establish an adoption program headquarters at the Society. In addition to answering inquiries about the program, promoting the program, and processing applications, the adoption staff will be involved in continuous record maintenance, including a master animal inventory of births, deaths, purchases and breeding loans.
- 2) Develop sponsor fee schedules based on the cost of caring for each bird, mammal and reptile at the Minnesota Zoo.
- 3) Design a major promotional brochure, including a description of how the program works, a list of the animals available for adoption and an application form.
- 4) Develop an acknowledgment system for sponsor donations.
  - a. certificate of sponsorship
  - b. a receipt
  - c. a thank-you letter
  - d. t-shirt iron-on
  - e. car window decal or bumper sticker
  - f. credit plaque displayed on Zoo grounds

- 5) Plan an annual zoo event just for animal parents.
- 6) Develop program in conjunction with school groups, service clubs, and community organizations.
- 7) Establish new and separate media campaign with t.v. radio celebrities involved as 'key sponsors' or 'honorary guardians' and design media blitz for kick-off. (Ron Magers, Nancy Nelson, Gerrison Keller, Mpls. Star.)
- 8) Kick-off the program with several coordinated events: distribute information packets on adoption to newspapers, t.v. and radio stations; mail out brochures to 8,000 Society members and to all the schools in the seven county metro area; and host a special program at the Zoo, for example, at the first appearance of a new animal.



IV. Projected Expenses

A. Personnel

Project Director	\$12,000	
Part-time Secretary	4,000	
	<u>\$16,000</u>	\$16,000

B. Office Space/Equipment

Rent - 12 months @ \$300	\$ 3,600	
Desks - 2 @ \$150	300	
Chairs - 2 @ \$75	150	
File Cabinets 3 @ \$100	300	
Miscellaneous supplies	200	
Additional telephone line	360	
	<u>\$ 4,910</u>	\$4,910

C. Collateral Materials

25m Brochures, 2-color	\$10,000	
2,000 Certificates	500	
2,000 Envelopes @ .25 each	500	
2,000 Bumper stickers/decals	500	
1,000 Press Kites	500	
Letters	300	
Envelopes	300	
	<u>\$12,600</u>	\$12,600

D. <u>Postage</u>	\$ 2,000	\$ 2,000
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E. <u>Advertising*</u>	\$ 5,000	<u>\$ 5,000</u>
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\* Based on survey of 10 zoos with adoption programs

\$40,510

Timeframe

V. General Timeframe

<u>Date</u>	<u>Action</u>
June 3	- Present to Society Marketing and Promotion Committee.
June 12	- Present to Zoo Board.
June 30	- Endorsement by Society Board and Zoo Board to proceed.
July 5	- Ads placed for Program Director position; Position description completed.
July 30	- Position filled; workplan completed.
August 5	- Inventory of animals. Copy and graphic layout for collaborative materials. Office systems complete.
August 10	- Production begins for materials. Program board design underway.
August 12	- Secure endorsement of education groups. Solicit media volunteers.
August 15	- Zoo News article due for September issue. Outline of list acquisition; target letters drafted; contact list complete.
August 30	- Camera-ready art to printer. Set up volunteer corps for schools.
September 15	- Printed material delivered to Society. Add tag lines to all slide shows.
September 16	- School contacts begin.
September 20	- News Releases, P.S.A.'s, ready to mail with photo of feature animal.
September 30	- Invitations to Press Party mailed.
October 5	- Zoo News mailed with brochure insert. Special target mailings.
October 10	- Project Breaks! Press Party.
November 10	- News release about forgotten animals.
November 25	- News release about Christmas animals for adoption.
December 1-22	- School visits.
January 1	- Board installed with adopted parents names. Press releases.
February 1-30	- School visits.
February 14	- Valentines Day. 'Love Affair' releases
May 1	- Parents night at Zoo.
May 15	- Evaluate Program.
June 1	- Design work underway for renewals,



WHAT DO OTHER ZOOS DO1. Cincinnati Zoo, Cincinnati, Ohio

The Cincinnati Zoo calls it's program Animal Parent Enthusiast Program (Be an A.P.E.!). The Zoo spends more than \$155,000 annually on food for its animals. Each animal has its own carefully planned diet tailored to its specific needs.

Zoo supporters are invited to "adopt" the animal of their choice by sponsoring its food bills for a year. Adoption fees range from \$15 for a European harvest mouse to \$1,500 for a black rhinoceros. The long list of 'adoptees' includes mammals, fish, insects, reptiles, amphibians and birds.

Each adoptive parent receives:

- 1) an animal adoption certificate
- 2) name listed on a Zoo plaque
- 3) thank you letter from the animal's keeper
- 4) an A.P.E. iron-on transfer
- 5) invitation to Cincinnati Zoo's Parents' Day Party

2. Gladys Porter Zoo, Brownsville, Texas

The Gladys Porter Zoo opened to the public in 1971 as one of the premier zoos in the world. The G.P. Zoo is a "foster" home for more 1,500 animals representing 375 species of wildlife. A foster parent plan called the Adopt-an-Animal program was initiated in 1972 and has met with great success.

'Donors' adopt animals ranging from a hedgehog tenec for \$18 to a polar bear for \$1,794. The adoption fees pay for the beef, alfalfa, grasses and grain products; the rats and mice; milk, eggs, bread, fruit, vegetables and vitamin supplements. Donors receive an adoption scroll and a picture of the adopted animal.

3. The Columbus Zoo, Columbus, Ohio

The Columbus Zoo asks area residents to participate in their Adopt-an-Animal Program this way; "To adopt-an-animal does not mean that you are able to take an animal home with you, but that you provide 100% of the funds to feed and care for a particular animal at the Columbus Zoo for one year". Total annual food costs at the Zoo run about \$100,000. Those funds provide menus for the animals which include such items as hay, grain, apples, oranges, bananas, carrots, eggs, grapes, sweet potatoes, lettuce, fish, beef, vitamin and mineral supplements and a variety of seeds.

In return for "Taking an Animal to Lunch", the adoptor receives:

- 1) a thank you letter from the animal
- 2) an adoption certificate
- 3) an 8 x 10 black and white glossy picture of the animal
- 4) an official fact sheet about the animal
- 5) a plaque placed by the animal with adoptor's name

#### 4. New England Aquarium, Massachusetts

The New England Aquarium invites people to join an exciting new animal adoption program called Proud Parent. By adopting a pink skunk, clownfish, great barracuda, sea urchin, harbor seal, or other animal of their choice, people will contribute to the aquarium's annual food and care costs as well as play an important personal role in the future of the New England Aquarium.

It costs over \$35,000 a year to feed the Aquariums 4,813 residents. Besides consuming 160,000 pounds of food a year, the Aquarium's animals require round-the-clock care to make sure that they are healthy and content in their aquarium environment. People may adopt any animal individually or, for a contribution of \$25 or more, participate in a group fund for a dolphin, sea lion, or harbor seal. The parent receives:

- 1) name plaque on display
- 2) Proud Parent certificate
- 3) an auto decal
- 4) iron-on T-shirt decal
- 5) subscription to newsletter
- 6) annual event for Proud Parent

#### 5. Philadelphia, Philadelphia, Pennsylvania

Philadelphia's literature claims that the high quality of Zoo care is extremely costly and food is just one part of that care.

Keeper care, veterinary services, and a host of other considerations add up to continually spiralling costs. Animal adoption helps to defray those costs.

Costs range from \$10 for animals such as treefrogs and pheasants to \$1,500 for giraffes and lions. There are also special funds for large animals like elephants, rhinos, and hippos.

Adoption is on a first requested, first available basis, covering a 12 month period. Members of the Adopt-An-Animal Program receive:

- 1) certificate of sponsorship
- 2) car decal
- 3) official Zoo Adopt button
- 4) name placed on large plaque
- 5) "Parents" events held at Zoo

Philadelphia asks interested people to call BABOONS (222-6667).

#### 6. Lincoln Park Zoo, Chicago, Illinois

A.D.O.P.T. "Animals Depend on People Too" is the theme for Lincoln Park Zoo's animal program. By giving a donation to sponsor an animal for one year, a person can help provide the special care animals need.

At Lincoln Park Zoo, the animals already receive the best of nutritious food, medical care and attention. But, they also need good homes. Contributions are used to provide better homes for animals and more interesting exhibits for zoo visitors. Mammals, reptiles,

birds, insects, invertibrates and 'Farm-in-the-Zoo' animals are adoptable for fees of \$15 to \$1,500. Sponsors receive:

- 1) name on A.D.O.P.T. Honor Roll
- 2) certificate
- 3) decal
- 4) bumper sticker
- 5) T-shirt iron-on
- 6) button
- 7) special A.D.O.P.T. events

#### 7. Brookfield Zoo, Chicago, Illinois

Considered by zoo peers as the zoo to look to for the most successful adoption program, Brookfield has raised over \$300,000 in adoption funds since 1977. The annual expenses directly attributed to program maintenance is about \$60,000. The average net gain per year is between \$50,000 to \$125,000.

The Brookfield Zoo invites people to join their animal adoption program, Brookfield Zoo Parents. By adopting an animal for one year, the adoptor is paying for the animal's annual food costs. Animals for adoption are listed in cost categories according to their diets.

Note The real key to the success of this particular program is multifaceted;

- 1) dedicated staff person with a great sensitivity for both animals and people;
- 2) a high success rate in media involvement;
- 3) visible on-site recognition for participants.

Brookfield Zoo Parents receive:

- 1) plaque with name
- 2) official animal adoption certificate
- 3) car decal
- 4) iron-on T-shirt transfer
- 5) invitation to Parents' Day





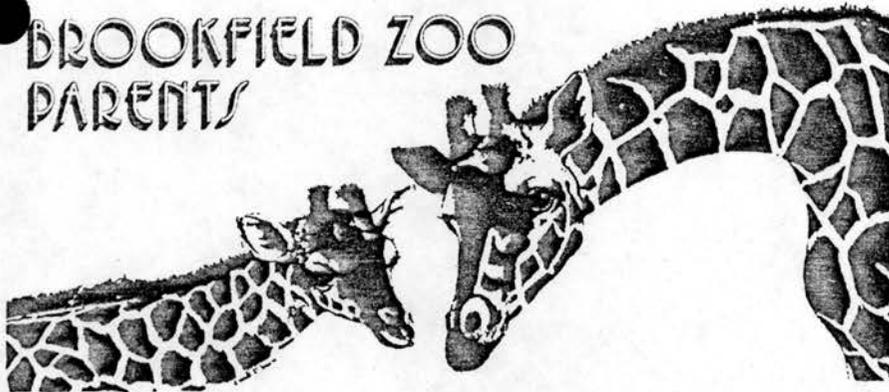
SEPTEMBER, 1977  
Vol. 16, No. 9

THE FUND-RAISING INSTITUTE    ©    MONTHLY PORTFOLIO

"I suggest . . . that a man plan and direct his giving systematically for *his* own intended purposes — among them psychological purposes.

"What do you get [psychologically] when you give . . .? You buy a stake in the work your beneficiary is doing. You have the opportunity for a consistent relationship, particularly if you go to see their work and talk with them, with the people whom you are supporting. You can share directly the excitement of pioneering research, of helping sick children to recover, of building a much-needed institution. You help make possible the smiles, the new leases on life, the scientific papers. You are a welcome partner in the collective effort and treated as such. You get directly the psychological rewards of giving."—*Harry Levinson in his book, "Executive Stress"; 1964; Harper & Row, N. Y. C.; 289 pp.*

BROOKFIELD ZOO  
PARENTS



: A LESSON IN INVOLVEMENT

It costs \$4.3 million per year to run Chicago's Brookfield Zoo. About \$250,000 of that goes to feed the zoo's 2,065 animals — twice as much as it cost back in 1970. A flamingo, for example, eats an annual 364 pounds of fish chow, shrimp meal, oyster shell and carrot juice. This menu alone costs \$100 per year. How do you raise funds to feed a hungry flamingo?

Well, it turns out that the public finds the appeal wildly irresistible. Back in March, the Brookfield Zoo started a program through which donors were allowed to "adopt" an animal — or, more precisely, an animal's food bill — by making an annual gift ranging from \$5 (to support a clam in the children's zoo) to \$6,000 (for a walrus, which gulps down 55 pounds of squid and fish per day). The same week the program was announced, zoo director George B. Rabb had to admit, "We're all out of hairy-nosed wombats." The wombats cost \$25 per year to feed, and the zoo found that these and the other \$50-and-under animals found donors quickly. One solution to the shortage of low-cost adoptions was to allow the public to form groups to sponsor the more expensive animals. Cub Pack 351 of Glendale Heights, Ill., for example, made a \$200 bobcat its project, raising the funds in one day.

more . . . . .

Brookfield Zoo - cont.

A month after the program began, a zoo spokesman explained to the New York Times: "Everyone in the Chicago area is asking for money for something, so we decided what we needed most was involvement with the animals as a means of raising funds. Even with the groups, there's apparently a sense of involvement with the animal they adopt, and that's a splendid way to keep their interest in the zoo." Zoos in Detroit and Columbus, Ohio, previously tried similar programs with success. Other zoos, including the nation's first, in Philadelphia, now say they may follow suit. Let's look at how the program works and the general lessons it has to teach all fund-raisers.

## Mammals

**\$10**  
 African Grass Mouse  
 Common Jird  
 Egyptian Spiny Mouse  
 House Mouse  
 Northern Hopping Mouse  
 Spiny Mouse  
 Sugar Glider  
 White-footed Mouse



**\$15**  
 Chinchilla  
 Hedgehog Tenrec  
 Long-eared Hedgehog  
 Thailand Squirrel  
 White-toothed Shrew

**\$25**  
 Dwarf Galang  
 Hairy-nose

Each individual animal is allocated to only one person or group. When it's gone, it's gone. The gift subscription form, shown below, asks you for your first choice and two alternates. "By adopting an animal of your choice for one year," the zoo's four-color folder explains, "you will be paying for its annual food costs as well as playing an important personal role in the future of the Brookfield Zoo." The foster parent also receives some attractive benefits. There's an acknowledgment letter, an adoption certificate, a window decal and an iron-on "T" shirt decal; these come immediately. Then your name and the animal's are engraved on a plaque displayed prominently at the zoo. Finally, you get invited to a "Brookfield Parents Picnic" at the zoo for a visit with your adopted animal "and a behind-the-scenes look at Brookfield." Eventually, of course, you'll be invited to renew your support. "It is anticipated that personalized notices will be sent to all 'parents' at least 60 days prior to expiration date," the zoo says. These notices will include a price list revised to reflect any inflated food costs.

How well does it work? The zoo received 2,275 phone responses in the program's first 30 days — 218 of them in one day alone. More than 1,371 donations came during the first month. By its 10th week, the program had raised \$90,000 and was still going strong.

Name \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Animal Adopted \_\_\_\_\_  
 (same price range)      1st choice      2nd choice      3rd choice

Annual Fee \$ \_\_\_\_\_ (entire amount is tax deductible.)

Payment may be made by personal or organizational check, money order or charged to your Master Charge or Bank Americard Account. (Make checks payable to the Chicago Zoological Society.)

Master Charge No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Interbank No. \_\_\_\_\_

Bank Americard No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

FRI Notes. Some possible success factors include: wide local coverage by the press, tv and radio; attractive donor benefits; sophisticated literature; and prompt responses. But the most important factor probably is that of involvement — the donor becomes personally involved with a specific animal, one he or she can even visit. In your organization, what can your donors become equally involved with?





**YES!**

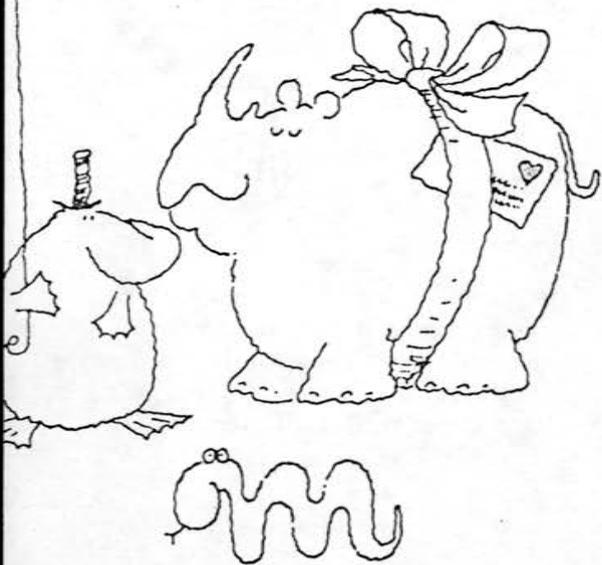
**A.D.O.P.T. an animal!**

Now at Lincoln Park Zoo you can have fun and help the zoo too!

Tickle a friend with a "gift" of a flat-headed cat or a pied wagtail.

Become a cousin to a cuddly kinkajou. Or ... a relative to a reticulated python.

Choose your favorite animal and join the family today!



The Lincoln Park Zoological Society  
2200 North Cannon Drive  
Chicago, Illinois 60614

**A.D.O.P.T.**

**Animals Depend  
On People Too**



# WHAT?

## A.D.O.P.T. an animal?

Yes! By giving a donation to sponsor a Lincoln Park Zoo animal for one year, you can help provide the special care our animals need.

At Lincoln Park Zoo, the animals already receive the best of nutritious food, medical care and attention.

BUT ...



They also need good homes.

Much rebuilding has been done at our 112 year old zoo in recent years. More improvements still need to be made.

A.D.O.P.T. an animal!  
Your contribution will be used to provide better homes for the animals and more interesting exhibits for our zoo visitors.



CHOOSE ...

Your favorite animal from the adoption lists inside, and mail the attached form today!

When you adopt an animal at Lincoln Park Zoo:

- Your name will appear on our special A.D.O.P.T. Honor Roll at the zoo, listing our animals and their sponsors.
- You will receive a zoobag full of fun — an A.D.O.P.T. certificate, A.D.O.P.T. decal, bumper sticker, T-shirt iron-on, and an A.D.O.P.T. button — to let the world know you're part of a special zoo family.
- You will be invited to a celebration by Zoo Director, Dr. Lester Fisher, to honor all those on our A.D.O.P.T. Honor Roll.
- Your adopted animal will remain at the zoo where it can receive the special care it needs. You may visit the animals any day of the year at Chicago's free zoo.

A.D.O.P.T. an animal ...

And become part of a special family of people.

- ♥ People who love animals.
- ♥ People who care.
- ♥ People who want to help improve the zoo.
- ♥ People who know that:

Animals Depend On People Too.



A.D.O.P.T. Lincoln Park Zoo is sponsored by The Lincoln Park Zoological Society, a non-profit organization dedicated to providing supportive funds and services to the Chicago Park District's Lincoln Park Zoo.

... please open here.

# Animals Depend On People Too!

## Mammals

\$15

Dwarf Hamster  
 Degu  
 Ferret  
 Short-eared Elephant Shrew  
 Guinea Pig  
 Rabbit

\$25

Bushy-tailed Jird  
 Acouchi  
 Sugar Glider  
 Tree Shrew

\$50

Banded Palm Civet  
 Fennec Fox  
 Neotropical Fruit Bat

\$75

Mouflon  
 Agouti  
 Pygmy Marmoset  
 Springhaas  
 Squirrel Monkey

\$100

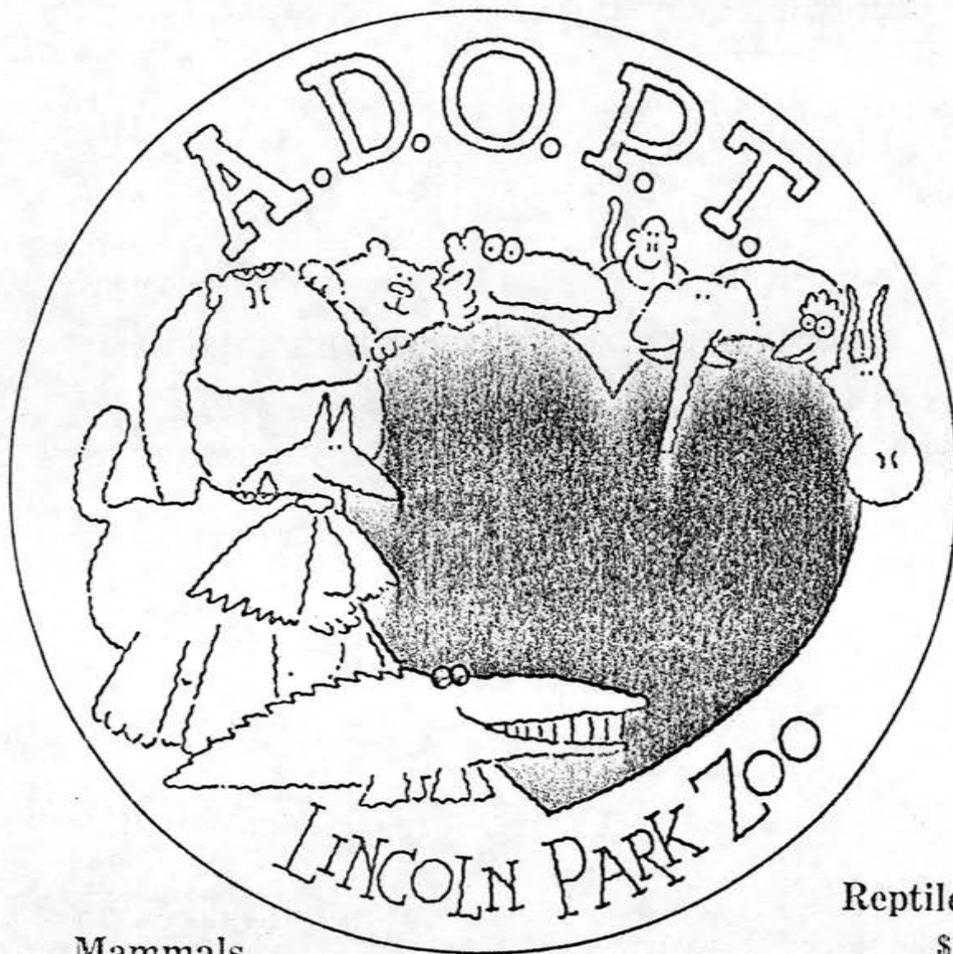
Kinkajou  
 Flat-headed Cat  
 Lesser Galago  
 Geoffroy's Cat  
 Red-bellied Spider Monkey  
 Reeves Muntjac  
 Three-banded Armadillo  
 Woolly Monkey

\$125

Hairy Armadillo  
 Owl Monkey  
 Prairie Dog  
 Senegal Galago  
 Six-banded Armadillo  
 Titi Monkey

\$150

African Crested Porcupine  
 Black Lemur  
 Black and White Ruffed Lemur  
 Brown Lemur  
 Celebes Black Ape  
 Crowned Guenon  
 DeBrazza's Guenon  
 Pantagonian Cavy  
 Red-fronted Lemur



## Mammals

\$800

Indian Lion  
 Jaguar

\$900

Siberian Tiger  
 Sable Antelope

\$1000

California Sea Lion  
 Chimpanzee  
 Harbor Seal

\$1500

Lowland Gorilla  
 Bornean Orang-Utan  
 Sumatran Orang-Utan

## Invertebrates

\$15

American Tarantula

## Reptiles

\$15

Mata Mata  
 Garter Snake  
 Painted Turtle  
 Red-eared Turtle

\$25

Tokay Gecko  
 Mexican Beaded Lizard  
 Gila Monster  
 Basilisk Lizard  
 Green Iguana

\$40

Trans-Pecos Copperhead  
 Black-tailed Rattlesnake  
 Alligator Snapping Turtle  
 Dumeril's Ground Boa  
 Indigo Snake  
 Cantil Moccasin

## Birds

\$15

Mallard Duck  
 Speckled Mousebird  
 White-headed Buffalo Weaver  
 Sora Rail  
 Rothschild's Mynah  
 Spur-winged Plover  
 Blue-fronted Amazon  
 Pied Wagtail  
 Sun Bittern  
 Golden Conure  
 Eclectus Parrot  
 Yellow-headed Amazon  
 Cordon Bleu  
 African White-Eye  
 Ovenbird  
 Black-capped Waxbill  
 Zebra Dove  
 Superb Starling  
 Double-striped Thicknee  
 White-crested Laughing Thrush

\$25

Jackson's Hornbill  
 Tarric Hornbill  
 Wood Duck  
 Ruddy Duck  
 Golden-breasted Starling  
 White-lined Tanager  
 Violet-backed Starling  
 Silver-beaked Tanager  
 Galah Cockatoo  
 Salmon-crested Cockatoo  
 Leadbeater's Cockatoo  
 Hartlaub's Touraco  
 Nicobar Pigeon  
 Scarlet-chested Sunbird  
 Tacazze Sunbird  
 American Widgeon  
 Northern Pintail  
 American Kestrel

\$50

Common Crowned Pigeon  
 Saw-whet Owl  
 Snow Goose  
 Barn Owl  
 Cattle Egret  
 American Magpie  
 Guanay Cormorant  
 Cuvier's Toucan  
 Inca Tern

\$200  
Common Marmoset  
Black and White Colobus Monkey  
Black-tailed Marmoset  
Serval  
Silvery Marmoset  
Geoffroy's Marmoset

\$250  
Giant Squirrel  
Spectacled Bear  
Two-toed Sloth  
Echidna

\$300  
Lion-tailed Macaque  
Japanese Macaque  
Petiso Horses

\$400  
Black Leopard  
Collared Peccary  
Grevy's Zebra  
Snow Leopard  
Mandrill

\$500  
Bengal Tiger  
Black Howler  
Maned Wolf  
Thompson's Gazelle

\$600  
Grant's Gazelle  
Cape Hartebeest

PAPER-IN-LINE-ZOO

## Animals

\$50  
Mixed breed Pig

\$100  
American Miniature Horse  
Ayrshire Cow  
Brown Swiss Cow  
Guernsey Cow  
Holstein-Friesian Cow  
Jersey Cow  
Milking Shorthorn Cow

\$150  
Aberdeen Angus Steer  
Charolais Steer  
Hereford Steer  
Shorthorn Steer  
Texas Longhorn Steer  
Sheep

\$200  
Clydesdale Horse  
Lipizzaner Horse  
Mule  
Quarter Horse  
Standard Bred Horse

## Insects

\$500  
Leaf-cutting Ant Colony

DeAlbert's Python  
Asiatic Cobra  
Green Tree Python  
Gaboon Viper  
Black-headed Python  
Cuban Boa  
Diamond-back Turtle  
California Mountain King Snake  
Water Moccasin  
Boa Constrictor

\$75  
Timore's Python  
African Puff Adder  
Diamond-back Rattlesnake  
Rhinoceros Iguana

\$100  
Yellow Anaconda  
African Dwarf Crocodile  
African Rock Python  
Amethystine Python

\$125  
Anaconda  
Reticulated Python

\$150  
American Alligator  
Indian Python  
Radiated Tortoise

\$250  
Orinoco Crocodile  
Timber Rattlesnake  
King Cobra

Glossy Ibis  
Tawny Frogmouth  
European Stork  
Plush-crested Jay

\$100  
Chilean Flamingo  
Blue and Yellow Macaw  
Hyacinthine Macaw  
Military Macaw  
Scarlet Macaw  
Trumpeter Swan

\$125  
Andean Condor  
Black-footed Penguin

Lincoln Park Zoo animals, like all living things, are subject to change. They may get sick, or die, or be moved to another zoo. If this happens, your adoption will be transferred to another animal. Also, due to popularity, some animals may have more than one sponsor.



Tear off and mail to The Lincoln Park Zoological Society, P.O. Box 96141, Chicago, IL 60690 • 312-248-7300

## A.D.O.P.T. LINCOLN PARK ZOO APPLICATION

Animal to be adopted \_\_\_\_\_

Your name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip code \_\_\_\_\_

Tel. no. \_\_\_\_\_

Name to appear on  
Honor Roll exhibit \_\_\_\_\_

Amount enclosed \$ \_\_\_\_\_

Checks payable to The Lincoln Park Zoological Society are tax-deductible.

I am a Zoo member.

Adoption in name of \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip code \_\_\_\_\_

Tel. no. \_\_\_\_\_

If group or class, number in group \_\_\_\_\_

Charge to my  Visa/Bank Americard  Master Charge Exp. date \_\_\_\_\_

Account No. \_\_\_\_\_

Signature \_\_\_\_\_

Please send Zoo Society membership information.



BUTTON



Your Gift Sponsorship of \_\_\_\_\_  
 for \_\_\_\_\_ has been received  
 and the gift packet has been mailed.

Thank you for your support and interest in Lincoln Park Zoo.

*The Lincoln Park Zoological Society*



Date \_\_\_\_\_

A.D.O.P.T. LINCOLN PARK ZOO - INFORMATION REQUEST

Name \_\_\_\_\_

Address \_\_\_\_\_

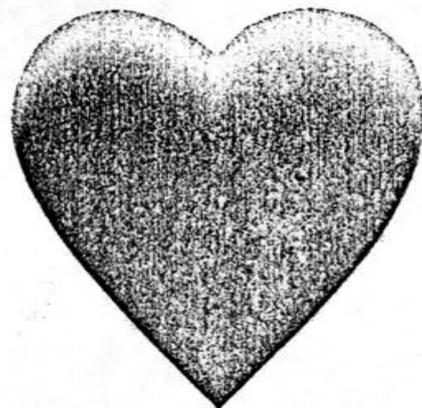
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Source: \_\_\_ Radio \_\_\_ TV \_\_\_ Newspaper \_\_\_ Friend

Brochure sent on \_\_\_\_\_  
 (date)

-----  
 Animal adopted \_\_\_\_\_ Date \_\_\_\_\_

Animals Depend  
On People Too!



A.D.O.P.T. LINCOLN PARK ZOO

BUMPER STICKER

Animals Depend On People Too

A.D.O.P.T. Lincoln Park Zoo  
Certificate

This is to certify that

\_\_\_\_\_ has joined the Lincoln Park Zoo family  
by sponsoring

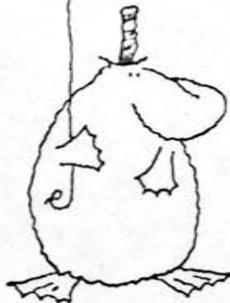
\_\_\_\_\_ and by so doing has made a contribution  
to the improvement of Lincoln Park Zoo.

*Lester E. Fisher, D.V.M.*

Lester E. Fisher, D.V.M.  
Director  
Lincoln Park  
Zoological Gardens

*Gerald K. Bergman*

Gerald K. Bergman  
President  
The Lincoln Park  
Zoological Society





## A.D.O.P.T. LINCOLN PARK ZOO

Dear A.D.O.P.T. Sponsor:

Thank you for becoming part of the "A.D.O.P.T. Lincoln Park Zoo" program.

As an animal sponsor at Lincoln Park Zoo, your name will be listed on the new A.D.O.P.T. exhibit at the Lion House. You will receive your invitation to a special celebration honoring the A.D.O.P.T. sponsors later on this summer.

We deeply appreciate your participation and support. You are an important part of the Zoological Society's efforts to help improve Chicago's historic zoo.

Sincerely,

Gerald K. Bergman, President  
The Lincoln Park Zoological Society



12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124  
612/432-9010

January 9, 1980

Robert L. Bonawitz  
CDC Mail Station PLY-011  
2300 Berkshire Lane North  
Minneapolis, Minnesota 55441

Dear Bob,

Would the Society wish to consider conducting an animal sponsorship program throughout the community?

A number of zoos, including St. Louis, Brookfield, and San Francisco, have found much citizen interest in contributing to the funding and welfare of their zoo's animal programs with contributions identified with particular animals of the collection.

We would dedicate such funds as may consequently be directed to us by the Society in support of our animal program in a manner consonant with the objectives of the promotion. One of the great benefits of such a project is enabling citizens to participate more directly in the welfare of their zoo. Another tangible benefit to the Society, and thus to the Zoo, would be the further positioning of the Society in the citizens' perspective as a vehicle for support of the zoo. Membership growth should be an important by-product.

I have offered the quotation from Baba Dioum, "In the end we will conserve only what we love..." The Society might consider it as a theme line for the program. The follow-on might be: "So have a love affair at the Zoo. Foster a wild life."

Such a venture, in the good hands of the Society, could carry out beautifully one of the objectives agreed to be Dick Gray's Public Relations Committee, "popularization", in a manner that is enjoyable for the citizens and supportive of our good common interests.

We would be happy to discuss the idea further should the Society wish.

Sincerely yours,

Edward Kohn  
General Director

cc Management Group  
PR Committee

*file*  
*Foster program*  
*cc BR*

Ed-

I must leave for an  
Executive Committee of my own

@ 3:30 -

If we can't get to the matter  
of the adoption program, I  
will be happy to leave  
with you a memo to read. (attached)

KFW

1/10/80.

Based on my previous fund-raising experience and familiarity with similar programs across the Country, I would enthusiastically & personally support the "adoption" program, proposed to the Society by Mr. Kohn, as a replacement for the annual Horse Show/Zoo walk public event fundraisers.

I see a great potential for this kind of project in terms of

- 1) providing a vehicle in which Minnesotans can become seriously and uniquely involved with the zoo
- 2) providing a new source for fund development in support of zoo services
- 3) creating a broad awareness of the zoo which is promotable statewide and is not limiting to a one-day event
- 4) positive & exciting way to gain media coverage - an essential element in the total p.r. program

It could be:

- 1) an ongoing - year-round program sponsored by the Society
- 2) economical method of raising support with the potential of netting \$80,000 - \$100,000 annually
- 3) implemented within the next 6 months - gear for Fall kickoff

Minnesota  
Zoological  
Society

Animal  
Sponsorship  
Fund

555 Wabasha Street  
St. Paul MN 55102  
(612) 227-4268/222-1706



*Jimmy ASAP Friday  
please advise  
Phyllis that we could  
Mrs Gombrich's money  
the dolphins feeding  
exception in the form of  
Ed  
phone 6-5.  
He will  
handle thru  
Sandy.  
ASAP*

May 29, 1981

Dear Ed,

Mr. Peter Gombrich would like to sponsor a dolphin for his mother . . . under special conditions.

Enclosed is correspondence I've had with him. I know you have already discussed this sponsorship with Zoo staff. Please let me know if there are other possibilities we can offer Mr. Gombrich.

Thanks,

*Phyllis*

Advisory  
Committee

Don Block,  
*Chairman*  
Dan Cohen  
Larry Deboer  
Wallace Dayton  
Alcuin Dornisch  
Steve Doyle  
Nancy Gibson  
John Hodowanic  
Ben James  
Brooke Kenney  
Edward Kohn  
Don Lapp  
John Lewis  
Malcolm McDonald  
Carol Ryan  
David Trumble  
Jean West  
Frank Wharton

**PETER P. GOMBRICH**  
601 SOUTH MEADOW LANE  
GOLDEN VALLEY, MINNESOTA 55416  
(612) 374-1528

May 13, 1981

Ms. Phyllis Saltzman, Director  
Animal Sponsorship Program  
Minnesota Zoological Society  
555 Wabasha Street  
St. Paul, MN 55102

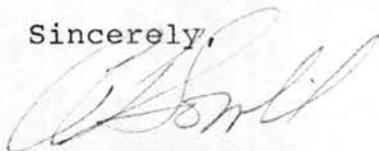
Dear Ms. Saltzman:

Thank you for your May 1 letter. As I indicated, I am willing to sponsor the dolphin but I am afraid your offer is not enough to warrant my spending this kind of money.

At the minimum, I would want her to be in a position to feed the dolphin while the pictures are being taken. My flying her here for only press coverage, I am afraid, is not enough for my mother. She is not big on press coverage; she's more interested in the love for the animals.

I would hope you would be in a position to reconsider this with Mr. Kohn. If you desire I would be happy to talk with him regarding this program.

Sincerely,



Peter P. Gombrich

Minnesota  
Zoological  
Society

Animal  
Sponsorship  
Fund

555 Wabasha Street  
St. Paul MN 55102  
(612) 227-4268/222-1706

May 1, 1981

Mr. Peter Gombrich  
601 S. Meadow Lane  
Golden Valley, MN 55416

Dear Mr. Gombrich,

Sponsoring a dolphin is a great present--a gift of life itself. Sponsorship monies contribute to supporting the lifestyle of the Minnesota Zoo residents.

The enclosed brochure describes the program and the "how to's" of animal sponsorship. In addition to the special packet that all sponsors receive, Mr. Edward Kohn, General Director of the Zoo, will ceremonially present your mother with the certificate of sponsorship. If she is interested, she can discuss her sponsored animal with the curator charged with the care of the dolphins. We will arrange press coverage and to have your mother's picture taken at the dolphin's habitat.

I look forward to further discussing these plans with you. As I mentioned on the phone, I will be out of town for two weeks. For further information before May 18, please call Karla Williams, Executive Director of the Zoo Society, at 222-1706.

Sincerely,

Phyllis Saltzman, Director  
Animal Sponsorship Program

PS:kt  
Enc.

Advisory  
Committee

Don Block,  
*Chairman*  
Dan Cohen  
Larry Deboer  
Wallace Dayton  
Alcuin Dornisch  
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Nancy Gibson  
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Brooke Kenney  
Edward Kohn  
Don Lapp  
John Lewis  
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Carol Ryan  
David Trumble  
Jean West  
Frank Wharton



*Animal Encyclopedia*

# MEMO

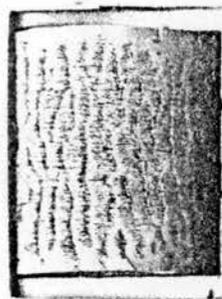


Ed,

This is a copy of the educational slide show narration. Please review and let me know your thoughts on it either prior to the meeting or at Monday's meeting.

Thanks -  
Phyllis  
**MINNESOTA ZOO SOCIETY**

555 Wabasha, St. Paul, MN 55102 - 222-1706



## A CRY FOR HELP

The pattern began long ago....and at first the design was a simple one.

The essence of life was born in the sea; later (100 million years or so), a few bold creatures grabbed a precarious hold on the land. The life forms were uncomplicated....yet incredibly complex. None stood alone; invisible "lifelines" stretched between the fishes and the plants, and the plants and the insects, and the insects and the amphibians. These threads of life were woven together, like a rich and harmonious fabric.

As time passed, the fabric was embroidered with intricate and varied designs. Reptiles made their appearance....and then the birds, with their amazing ability to maintain a constant body temperature. The lifelines were spun in new directions; and other strange creatures emerged....creatures covered with fur.

The earth moved through a slow kaleidoscope of changes, and in the natural order of things, some of the threads in the tapestry wore out. Other filaments were woven into new patterns as living organisms adapted to the changes in the earth. Failure to adapt often meant a harsh penalty--extinction. Nature changed the pattern of land and sea, of heat and cold, of flood and drought....but slowly....oh, so slowly.

A jump forward in time, and a new element is stitched into the tapestry; the human species appears--latecomers in the vast scheme of things, but with the talent and tools to change the earth. Like a lump of clay on a potter's wheel, the earth is gradually molded and reshaped to the specifications of the growing human population. The limitless forests and marshes and prairies are transformed....into fields and farms and factories. Some of the wild creatures are subdued to serve the people; other animals thought to be "dangerous" or "competitive" feel the enormous power held by the new rulers of the planet. The lifelines are stretched and tugged....some are broken; the speed-up of the natural plan leaves worn spots in the ancient fabric.

Our power over the earth has quickened the tempo of change faster than wildlife can adapt. The drumbeat of death has multiplied ten-fold in the past 400 years--and only about one-fourth of the losses are caused by natural forces. Of all the animals that have become extinct in the last 2,000 years, approximately one-half have disappeared since the year 1900.

There are currently 589 species of mammals, birds, fishes, reptiles, and amphibians in the United States that are classified as "Endangered", a term used to describe an animal that is in immediate danger of extinction. Another 50 or so are classified as "Threatened", and countless others are declining in numbers.

Sorting out the reasons for the "disappearing act" is the first step toward finding a solution:

Habitat destruction is a phrase we've all heard. Cutting of forests, draining of wetlands, or plowing of grasslands for continued human expansion means that enormous numbers of animals, both large and small, no longer have living space and a source of food.

Of course, pollution can have similar effects. A stream that is polluted by pesticides can no longer qualify as proper habitat for many of the animals that depend on it, even if that stream continues to flow through apparently pristine wilderness. More than forty species of birds are showing the consequences of a diet of pesticide-contaminated foods--consequences that may include eggs that are so thin-shelled that they break from the weight of the parent birds. The decline of the peregrine falcon is largely attributed to DDT poisoning. DDT is now outlawed in the United States, but migrating birds absorb deadly pesticides during the months they spend outside our boundaries.

The wasteful use of nature's bounty is exemplified by the saga of the bison--the American buffalo.

Before 1800, some 60 million bison roamed the North American continent. Native Americans depended on the bison for more than food; the teepees that sheltered their families and the very clothes on their backs were made of hides from the great shaggy animals.

In a circle of survival, the Indians depended on the animals they hunted to give them strength for future hunting forays. Limited by bows and arrows for weapons, and horses for transportation, the Indians could not do what railroads and rifles did later.

The wheels of progress rolled over the bison; and by 1890, millions had become hundreds.

Other species were hunted for their furs or their feathers.... to fulfill the demands of fashion.

The people who collected living animals compounded the problem. When many of the exotic animals collected for pets died on the way to their new homes, the solution was simply to collect two or three times the number needed.

Early hunters knew little of the delicate balance between predator and prey; words like "ecosystem" and "ecology" would be coined years later. In the midst of what seemed to be limitless plenty, it seemed foolish to worry about tomorrow.

How can we measure the full significance of the loss of a species? The beauty and grace of a clouded leopard, or the sturdy strength of an Asiatic wild horse, can never be recreated once we let them slip through our fingers. Their needs are the same as

ours--clean air, clean water, a safe food supply. A poisoned river can be lethal for all that depend on it--plants to people. The toxic wastes we pump into the air and spread over the soil not only harm unborn wildlife, but unborn children. Care for this home we call "Earth" benefits all members of the earth's family.

Sometimes, in a "domino effect" gone haywire, one deadly step leads to another--frogs and fish can't survive in a pond clogged by pollution; without these natural controls, insect populations skyrocket; and we pay the price in crop losses. How can we answer the "cry for help" heard from the creatures of the land and sea? What legacy will we leave to the children of the future? Committed people all over the world are working to leave a legacy of life and hope.

Wildlife refuges, such as our National Parks and wilderness areas, can be a partial solution for our disappearing animal life. These "islands of safety" in the midst of advancing civilization can mean the difference between life and death.

The trumpeter swan and pronghorn antelope are still with us-- at least partly because of the sanctuary they were given in protected areas.

By keeping a close watch on our water and air supply, we are, of course, providing a more optimistic future for ourselves as well as other living creatures.

In order to save endangered wildlife, it helps to understand their food and habitat requirements. Studies of animals in their own wild homes can help answer our long list of questions.

Zoos and wildlife parks can fill an important role in the protection of our vanishing wildlife. The Minnesota Zoo is home to eleven Endangered species. Attentive care and study of the needs of these animals has been repaid by births of healthy camel calves, wild horse colts, mynah chicks, and leopard cubs, as well as tigers, tahrs, and a tubby Malayan tapir.

A computer is a valuable tool in the sometimes-perplexing world of birth at the Zoo. ISIS, the International Species Inventory System, headquartered at the Minnesota Zoo, is a computer system that lists the birth date and parentage of thousands of zoo animals from all over North America. ISIS keeps track of the genetic considerations involved in breeding the "closed populations" of zoo animals.

With continued protection and research, leopard cats, clouded leopards, white-cheeked gibbons, and false faviials may be added to the list of breeding success stories in days to come.

Zoos may be the last hope for some of our world's animal inhabitants, and ISIS can help insure that captive breeding is done responsibly.

The home provided by the Minnesota Zoo can help tip the balance away from extinction and in favor of life.

Zoos like our Minnesota Zoo can fill a valuable role in the conservation and preservation of the animals that need our help, and you can play an important part in the Zoo's work.

A new project is underway to give individuals, families, and groups the opportunity to sponsor an animal for a year. Contributions will help defray the escalating costs of animal care and make the animals' world at the Zoo a better and more natural place to live.

For as little as \$10.00, or as much as you can share, you can sponsor the care of an animal for one year. You can pick your favorite Zoo resident--from a boa constrictor to a beluga whale; from a leopard to a lynx.

Your contribution isn't merely a tax-deductible gift--it's a gift of life itself--the life of the animals at the Zoo.

Besides the good feeling that comes from helping support the work of the Minnesota Zoo, you'll also receive a certificate of sponsorship, a brief biography of the animal you sponsor, your name on a plaque at the Zoo, and a T-shirt iron-on that tells the world you're a "Friend of the Family".

It's not too late to answer the "cry for help" from the wild creatures that share this home we call earth....help leave a legacy of life and hope for generations to come....help mend some of the tattered lifelines that form the "Tapestry of Life".

Be a Friend of the Family!



# Minnesota Zoological Society

## AGENDA

### ANIMAL SPONSORSHIP PROGRAM

Advisory Committee Meeting  
Monday, February 9, 1981  
4:30 PM  
Minnesota Zoological Society  
555 Wabasha  
Suite 204

- I. Minutes
- II. Program Director's Report
- III. Finances
- IV. Kick-Off Subcommittee Report
- V. Publicity Subcommittee Report
- VI. Educational Program
- VII. Old Business
- VIII. New Business

April 30, 1981

Record of Meeting

Subject: Animal Sponsorship Volunteer Program

Date: April 20, 1981

Present: Dave Ahlgren, Stephanie Fox, Rousty Harris, Kathy Lundgren,  
Phyllis Saltzman, Sherri White, Karla Williams

Recorded by: Phyllis Saltzman

The purpose of this meeting was to make recommendations to Mr. Edward Kohn, Zoo V.A.P., and the Volunteer Services Committee of the Society Board regarding the future coordination and supervision of Animal Sponsorship volunteer activities. Following are the committee's recommendations:

1. All volunteer activities be coordinated by the Zoo Volunteer Coordinator. The Director of the Animal Sponsorship Program and the Volunteer Coordinator will work together to develop a system to insure that Animal Sponsorship volunteer needs are adequately met (i.e. Speakers Bureau presentations, staffing of information booths, etc.).
2. All Speakers Bureau volunteers be required to complete the 30-hour training session.
3. Volunteers recruited for the Animal Sponsorship Program who have not attended the 30-hour training course will be first priority candidates for the next training class. Their acceptance into the program will be contingent on the regular screening process.
4. The Director of the Animal Sponsorship Program will provide sessions on a regular basis to update the volunteers on the Sponsorship Program.
5. Animal Sponsorship volunteers who have not attended the 30-hour session will continue to work for the program in activities that do not require in-depth knowledge of the Zoo. These volunteers working at information booths or at on-site events will work with trained volunteers who will provide Zoo-related information to the public.
6. Animal Sponsorship volunteer activities will be counted toward the first 100-hour requirement.
7. All volunteer hours will be submitted to and recorded by the Volunteer Coordinator.
8. Volunteers who have worked on the Animal Sponsorship Program will be recognized at the annual Zoo volunteer recognition event.
9. The Animal Sponsorship slide show be considered an integral part of the Zoo's outreach educational program pending development of additional materials and activities that will make it a substantial educational package.

Minnesota  
Zoological  
Society

Animal  
Sponsorship  
Fund

555 Wabasha Street  
St. Paul MN 55102  
(612) 227-4268/222-1706

April 20, 1981

Mr. Ed Kohn  
Minnesota Zoo  
12101 Johnnycake Ridge Road  
Apple Valley, MN 55124

Dear Ed:

I really appreciate your willingness to officiate at the presentations for the Lee Avenue School on April 24. I know now during funding decisions your time is particularly precious. The school is closing at the end of this year, and as a special finale the P.T.A. is sponsoring a Puma for one year and a Japanese Macaque for six years. I think your participation in the ceremony will add to the specialness of these sponsorships.

Following is a schedule for the two presentations and additional information:

- Two programs are scheduled--  
Kindergarten and 4-6: 9:45-10:45 a.m.  
1-3: 11:00 a.m.-12:00 noon
- I have scheduled you to ceremonially present Principal Don Wagner with the Certificates of Sponsorship at the end of the first presentation (10:35-10:45) and at the beginning of the second ceremony (11:05-11:15). I will introduce you both times.
- The program will include introductory remarks about the Animal Sponsorship Program, presentation of "A Cry for Help", a Zoo Lab demonstration by Mary Lou Martin, and the certificate ceremony.
- Wildlife in general has been a curriculum focus this trimester. Materials developed by Zoo education staff related to the Puma and Japanese Macaque will be used prior to our presentation.
- Reporters from the Minneapolis Star, the North Hennepin Post, and local TV stations have been informed of the program.
- Administrators of the Robbinsdale School District are also invited to attend.



Advisory  
Committee

Don Block,  
*Chairman*  
Dan Cohen  
Larry Deboer  
Wallace Dayton  
Alcuin Dornisch  
Steve Doyle  
Nancy Gibson  
John Hodowanic  
Ben James  
Brooke Kenney  
Edward Kohn  
Don Lapp  
John Lewis  
Malcolm McDonald  
Carol Ryan  
David Trumble  
Jean West  
Frank Wharton

Thank you,

*Phyllis*

Phyllis Saltzman

ASP

Minnesota  
Zoological  
Society

Animal  
Sponsorship  
Fund

555 Wabasha Street  
St. Paul MN 55102  
(612) 227-4268/222-1706

FRIENDS OF THE FAMILY, ANIMAL SPONSORSHIP  
Educational Program Request Form

NAME OF GROUP Lee Avenue School (Elementary)

ADDRESS 3630 Lee Avenue

CITY Robbinsdale STATE MN ZIP 55422

TELEPHONE 588-9474

CONTACT PERSON Sue Leland PHONE 588-2047

PTA Chairperson

DATE April 24, 1981 TIME 9:45-10:45

11:00-12:00

NUMBER OF INDIVIDUALS 500 stu.  
50 staff

AGES 5-12

ANIMAL SPONSORED Japanese Macaque, Puma

SPEAKER PRESENTING THE PROGRAM

Jan Ahlgren PHONE 432-8160

Mary Lou Martin - Zoo Lab

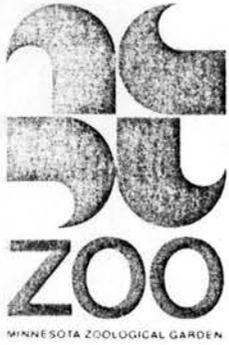


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David Trumble  
Jean West  
Frank Wharton

For further information, please call  
Phyllis Saltzman, Program Director, at  
C-A-R-I-B-O-U (612-227-4268).

ASP



12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124  
612/432-9010

March 24, 1981

The Honorable Donald Fraser  
Mayor of Minneapolis  
127 City Hall  
Minneapolis, Minnesota 55415

Dear Mayor Fraser,

Thanks so much for helping us launch our Zoo Society's sponsorship project this past weekend.

This zoo has fine resources to work with, including a beautiful site, good collections, active volunteers and a creative, hard working staff. But the value of all of this is derived only through delivering to our citizens an enjoyable and meaningful discovery of the beauty of our wild co-inhabitants on this Earth. It was to compensate for the separation of the populations of the cities from the natural world that zoos have classically been instituted for. That cause today has greater value than ever as we in the cities must come to act as shepherds of the lands, waters, and skies beyond our gates. So I see the tie between this new zoo and the cities as being central to this institution's reason for being and I invite you to challenge us to deliver our services ever more effectively to the citizens of Minneapolis.

Please let me know when you and your family can come visit. It would be good to tour the zoo with you and to share ideas.

Sincerely yours,

Edward Kohn  
General Director

EK:gd

ASP



12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124  
612/432-9010

March 23, 1981

The Honorable George Latimer  
Mayor of St. Paul  
347 City Hall  
St. Paul, Minnesota 55102

Dear Mayor Latimer,

Many thanks to you and Mrs. Latimer for working with us yesterday in launching the Zoo Society's sponsorship project. I hope you will all return sometime soon when we can take an easier pace and enjoy this place.

I respect the priority of centralizing our cities from within and, with your leadership, St. Paul is showing how well that can be done. Still, knowing how many St. Paulites are already making the drive out here convinces me that we are a resource for the city's citizens and I hope that you will challenge us continually to improve our services to St. Paul.

After we looked at the slide show made by our crew including photography and sound by two CETA employees, you asked whether I thought there should be such a program as CETA. I said then that without it these people would not have gotten the chance to uncover and match their creative skills with a good need. On thinking about it, I don't see why it has to be done with federal input, or state, for that matter. The city is where the action is and ultimately where the citizens have to perceive the value of such support and then commit to it. If, again, we're going to have to settle all our accounts at the precincts level, then we'll simply be back on the course the Greeks set when they launched the idea of social brotherhood.

Meanwhile, we'll keep working to earn a place for this institution in that City of Man.

Sincerely yours,

Edward Kohn  
General Director

EK:gd

# Zoo News



Minnesota  
Zoological  
Society

Vol. 12 No. 3 March 1981

Published monthly by the Minnesota Zoological Society



## Friends of the Family

### Animal Sponsorship Program

## Kick-Off Celebration

March 21 and 22  
9 a.m. - 4 p.m.

Minnesota Zoo

### March Update

Animal Sponsorship kicks off this month .....	pp. 1-2
Membership fees to increase early birds can renew at current rate .....	p. 7
March Members Day, Plant tour .....	p. 2
First gibbon born at Zoo .....	p. 6
Bison on exhibit .....	p. 6
Learning Adventures in March .....	p. 3
Coloring Contest winners announced .....	p. 4
Wildlife Film Festival at Zoo .....	p. 5
Endangered species lectures feature Leakey .....	p. 7
Families can share learning .....	p. 8
Explore East Africa, Fall 1981 .....	p. 7
Calendar of Events .....	p. 8

## You are invited . . .

Come to the party  
on March 21 and 22,  
it's our kick-off celebration  
at the Minnesota Zoo.

From nine to four each day  
local celebrities will be on hand,  
plus you'll hear music  
from many a small-piece band.

Jugglers there will thrill us,  
clowns will have us laughing, too,  
and you'll be able to visit  
our regular family at the Zoo.

## Animal Sponsorship Events

Information Booths and animal demonstrations:

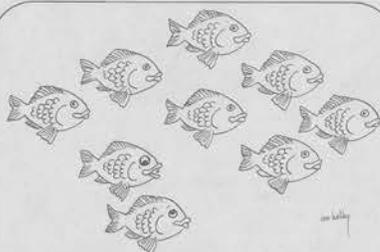
March 14-15	Brookdale Shopping Center
March 14-15	Ridgedale Shopping Center
March 14-15	Southdale Shopping Center
March 14, 16-20	Town Square Park, St. Paul

Radio and TV Programs:

March 13	WCCO AM Radio; 10 a.m. Boone and Erickson Show
March 17	WTCN TV: 5:30 a.m. What's New Program
March 19	KSTP TV: 9 a.m. Twin Cities Today
March 19	WCCO TV: 12 noon Mid-day Program

### The Big Event

March 21-22 Kick-Off Celebration  
9 a.m.-4 p.m., Minnesota Zoo



"Hey, Did you know we have a sponsor? She must be a teacher. She said she'd sponsor any school without discipline problems."

## Animal Sponsorship Update

The Friends of the Family Program is taking off like thundering musk oxen! As the ZOO NEWS goes to press, we have been receiving sponsorship contributions for just one week, and already 56 animals have been sponsored for a total of \$3,370.

Thank you Society members . . . You were the first to have the opportunity to sponsor an animal through the February-March edition of ANIMAL KINGDOM, and many of you are the first Friends of the Family. You've also been helping to spread the word about the program. Several members have taken the sponsorship information to work or school, and as a result, more and more people are finding out about the project.

Media personalities have helped give us an early start too. Wrapped in a python from Zoo Lab, Marcia Fleur invited the public to start sponsoring animals on the February 6, KSTP 10:30 p.m. news. John Camp explained the program in his February 7 Camp column; and Boone and Erickson have talked up sponsorships on WCCO radio, as have Douglas and Knapp on KS95.

We delivered radio and TV public service announcements and press releases in early March. If you haven't seen or heard about the Friends of the Family project through the public media yet . . . you should soon. Also, check the Event Schedule for programs about animal sponsorships.

Thanks again for helping us start out with a giant frog leap forward — please encourage your family and friends to become FRIENDS OF THE ZOO FAMILY.

## Monthly Members Day

Plantlife Tour: Tropics and Greenhouse  
Sunday, March 29, 1 p.m.

Zoo horticulturists Steve Wachter and Jim Tidwell guide members through the flora of the Tropics, Sunday, March 29 at 1 p.m. A behind-the-scenes tour of the zoo greenhouse is included. The Tropics and greenhouse are a warm, lush welcome from the Minnesota weather. For those who are intrigued by all the plant life in the Tropics, this is your chance for a person-to-person conversation with zoo horticulture staff.

Monthly Members Day activities are offered free of charge as a benefit to Society members. Reservations for the activities are necessary. Call the Society at (612) 222-1706 to reserve a place.

## Zoo Learning Adventure

### Zoo Quest

Sunday at the Zoo  
April 5  
1 and 3 p.m.  
\$1 per person at the door

Learn together as a family. Explore animals and animal behavior in a laboratory situation and meet the challenge of self discovery. These special classes for families are flexible and spontaneous. No registration is necessary. Just stop in at the Zoo classroom and see what's happening.

### Proper Care of Unusual Pets



For all ages.  
Sunday, March 8  
1-3 p.m.  
\$3 for members. \$5 for non-members.

### Cougar Clan



For grades 5 and 6.  
Two parts: Saturdays, March 14 and 21  
9 - 11:30 a.m.  
\$8 for members. \$11 for non-members.  
Registration deadline: March 6

### Gibbon Group



For grades 3 and 4.  
Two parts: Saturdays, March 14 and 21  
1 - 3:30 p.m.  
\$8 for members. \$11 for non-members.  
Registration deadline: March 6

### Camel Kids



For ages 4½ to 6.  
Five days: March 16-20  
9 - 11:30 a.m.  
\$19 for members. \$21.50 for non-members.  
Registration deadline: March 9

### Starting an Aquarium



For all ages  
Sunday, March 22  
1 - 2:30 p.m.  
\$3 for members. \$5 for non-members  
Registration deadline: March 16

### Improving your Aquarium



For all ages  
Sunday, March 22  
3-4:30 p.m.  
\$3 for members. \$5 for non-members.

### Those Little Stinkers



For grades 4 and 5.  
Saturday, March 28  
1 - 3:30 p.m.  
\$3 for members. \$5 for non-members  
Registration deadline: March 20

### Animal Art for Families



For all ages.  
Sunday, March 29  
1 - 3:00 p.m.  
\$3 for members. \$5 for non-members  
Registration deadline: March 23

### Developing Your Wildlife Haven



For adults, 16 plus  
Three parts: Tues., March 31  
(7-9 p.m.); Thurs., April 2 (7-9 p.m.);  
Sunday, April 5 (1-3 p.m.).  
\$6 for members. \$9 for non-members.  
Registration deadline: March 27

## Book Lovers!

Put April 3-8 on your calendar as the week to visit the animals and browse in the book nook for savings on some of your favorite titles. Selected books are available at discounts ranging from 10 to 40 percent off at the Zoo Gift Store.

# contest winners

## "color the family"

### First Place \$10 Zoo Store Gift Certificate

Dyan Schober, 10  
Prior Lake, MN  
Age 10-12 Category

Danny Holley, 7  
St. Louis Park, MN  
Age 7-9 Category

Adam Miller, 5  
St. Paul, MN  
Age 6 and Under Category

### Second Place \$5 Zoo Store Gift Certificate

Billy Ristow, 11  
Apple Valley, MN  
Age 10-12 Category

Cheryl Gabineau, 9  
Burnsville, MN  
Age 7-9 Category

Laura Triplett, 6  
Minneapolis, MN  
Age 6 and Under Category

Twelve Society members, ages 4-12, won awards for their entries in the Third Annual "Color the Family" coloring contest. Judges Karen Ferguson, Assistant Principal of Roosevelt School in South St. Paul and Society Board member; Ingrid Holley, chairperson of the Society Board Activities and Education Committee, art teacher and consultant; and Adele Smith, graphic artist at the Zoo and former secondary art teacher, had a difficult time choosing winners from so many good entries. In fact, judges decided to

### Third Place \$3 Zoo Store Gift Certificate

Melanie McQuoid, 12  
Golden Valley, MN  
Age 10-12 Category

Michelle Zdenek, 8  
Plymouth, MN  
Age 7-9 Category

Sara Ogilvie, 4  
Hastings, MN  
Age 6 and Under Category

### Special Recognition

Doug Ahlman, 9  
Appley Valley, MN  
(oil base crayon)

Dan Gilchrist, 12  
Rochester, MN  
(watercolor)

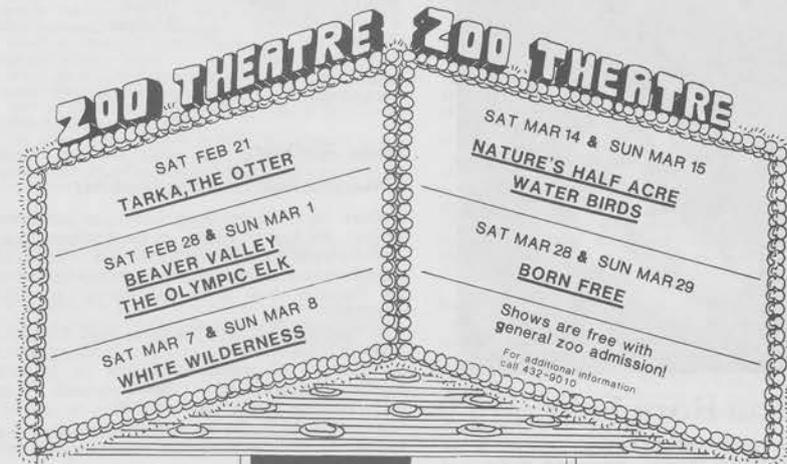
Anne MacEachern, 12  
Minneapolis, MN  
(mixed media)

add a special recognition category for entries that were simply incomparable! The judges thank all participants for their hard work on the poster.

The twelve winners were invited to the Zoo to receive their awards and have their pictures taken March 1. Their work was on display at the Zoo February 7 through March 1.

The Society encourages all members ages 12 and under to enter again this December!

# MINNESOTA ZOO FILM FESTIVAL



Special Showing  
Born Free  
Saturday-Sunday  
March 28-29

11 AM  
SHOW TIMES  
3 PM



## Direct from the Zoo



### Gibbon Born February 9

The first successful gibbon birth occurred at the Minnesota Zoo on Monday, February 9. Mother and infant are doing fine! So well, in fact, that both are on exhibit at their island home in the Tropics Exhibit. Mother gibbon brought the newborn with her into the exhibit the very next day after its birth. (The sex of the offspring has not yet been determined.)

At birth the gibbon is hairless and pink. In a few weeks, as body hair develops, it begins to look more like a gibbon. When it's one year old, our baby gibbon will be black like its Dad. At sexual maturity, about 5-7 years old, female gibbons turn to the buff color.

Gibbon family structure is very similar to ours. Gibbons are monogamous, pairing for life. A male and female pair raise their own offspring. The gestation period is 7 months, 2 months shorter than human beings. Single gibbon births, like humans, are the rule. Older sisters and brothers help to take care of younger siblings. When gibbons reach sexual maturity, they leave the nuclear family and begin a family of their own.

The Zoo is especially delighted with the successful gibbon birth because of the relative rarity of pairing in zoos. There are only three zoos in the nation with gibbon pairs.

### New Arrivals

#### Births:

1 Gibbon  
70 Red-eyed tree frog  
2 Rothschild mynah  
3 Spurwing lapwing  
1 Spice finch  
4 Grey jungle fowl  
2 Binturong  
1 Nilgiri tahr

#### Acquisitions:

1 Northern Pike  
4 Walleye  
9 Perch  
11 Eelport

### New Activity

#### Bison join Northern Trail Exhibit

Bison, the creatures early Americans called the Buffalo, are now on exhibit on the Northern Trail. With the musk oxen at home in their new exhibit area near the moose, another step in the reorganization of the Northern Trail begun last spring has been completed.

As visitors enter the Northern Trail from the Children's Zoo, they will now see the animals grouped by "biome". All grasslands wildlife are grouped together: Bison/wapiti, Crane/waterfowl, Wild horse/bactrian camel. The musk oxen come next, representing the tundra life forms which one day may include exhibits of wolf, caribou, polar bear, seal and arctic fox.

#### Hornbill activity

The hornbills are showing interest in the nesting cavity provided for them in the recently constructed rainforest tree in the Tropics exhibit. According to Curator Ron Johnson, "The Greater Indian hornbills have been displaying nesting behavior since their release into the redesigned exhibit."

Hornbills have a unique system of rearing their young. After mating, the male seals the female within the nest cavity, using fecal matter and saliva, and leaving a small opening. The male feeds the female through the opening until the young have hatched and are ready to fly. The female then breaks through the wall of her own accord.

Acting head of biological services S. Friedman reports, "the female hornbill at the Zoo has been packing nesting material on the side of the nest hole and the male has also shown interest in helping the female seal up the nest cavity. Diets have been adjusted to encourage breeding.

### Society to co-sponsor "Profiles in survival" Lecture Series

Science has been called the search for solutions, from seeking ways to pierce the obscurity of human origins to finding methods for preventing the extinction of threatened animal species. Join four distinguished scientists on their journeys for solutions.

**APRIL 9:** MARY D. LEAKEY'S quest to illuminate our past through understanding the nearly 4 million-year-old fossil footprints found in Laetoli, Tanzania.

**APRIL 14:** STANELY TEMPLE'S search for ways to save the majestic California Condor.

**APRIL 28:** ROGER PAYNE'S efforts to decipher the melodious "songs" of the imperiled humpback whale.

**MAY 12:** DIAN FOSSEY'S close range study of the mountain gorilla, gentle giant of the forest.

The series of four lectures is \$18.00 for Zoological Society Members or \$30.00 for member couple, and \$15.00 for students and senior citizens (62 and over). Single lecture tickets in the series are available for \$5.50 Members and \$4.50 for students and seniors.

### East Africa Adventure, Oct. 4-19

Join members and friends of the Zoo on a 16-day adventure to East Africa, October 4-19, 1981.

Wildlife is rapidly diminishing in Africa as it is the world over. If you have ever dreamed of exploring Africa, now is the time to do it. Members will receive a brochure with full details this month.

#### East Africa

October 4-19, 1981

\$2495 (from Mpls/St. Paul)

### Society Membership Fees to Increase

#### May 1 for new members May 31 for renewing members

Society membership fees will be raised this spring to \$32.50 for a Family Membership and \$21.50 for an Individual Membership. Current fees are \$28.50 and \$18.50. The new rates reflect a \$4 increase for Family Membership and a \$3 increase for Individual Membership. The new rates are effective May 1 for new members and May 31 for renewing members. The Society Board of Directors approved the increase to offset the effect of three years inflation on general operating expenses and to keep pace with Society programs.

All members are invited to renew their memberships before May 31 at the current fee structure.

Membership fees are used to cover the day-to-day costs of operating the Society and to underwrite the volunteer program, publications, public awareness projects, Learning Adventure classes, lectures, field trips and member activities. Fees are also used to help underwrite fund raisers like the new Animal Sponsorship Program and when possible, to fund annual zoo requests for special on-site zoo programming. Last year the Society donated \$98,600 to the Zoo for onsite programs.

#### Renew Before May 31 to Beat Fee Increase

All Society members are invited to take advantage of early renewal to avoid the membership fee increase this year. Renewals received before May 31 will be extended one full year beyond their present expiration date. (This date appears on your Zoo News mailing label and your membership card.) To renew early, just fill out the coupon below and mail with your check or charge information to the Minnesota Zoo Society.

### Early Bird Renewal Form

Yes, I want to renew **now** and take advantage of the current Minnesota Zoological Society membership fees for another full year.

I understand my membership will be extended one full year from the date listed on my membership card and mailing label.

Check your membership level:

- \*\*Family — \$28.50 (\$32.50 after May 30, 1981)  
 Individual — \$18.50 (\$21.50 after May 30, 1981)  
 Supporting — \$50 Includes family plus 4 guest passes. (No increase)  
 Donor — \$100.00 Includes family plus 6 guest passes. (No increase)  
 Patron — \$500.00 Includes family plus 20 guest passes. (No increase)

(Please print)

Name on current membership card \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/ZIP \_\_\_\_\_  
 Daytime phone (\_\_\_\_) \_\_\_\_\_  
 Current membership expiration date: (from membership card or mailing label) \_\_\_\_\_

\*\*Family Membership. How many family members are represented in your membership? (Parents plus children 5 to 18 living at your address) \_\_\_\_\_  
 My check is enclosed  
 Please charge to my  Visa  Mastercard  
 Account No. \_\_\_\_\_ Expiration date \_\_\_\_\_

Signature of credit card holder \_\_\_\_\_

This opportunity is valid through May 30, 1981 only.

Send this renewal form — along with your check or credit card information to:

Minnesota Zoological Society  
 555 Wabasha St. N.  
 St. Paul, MN 55102

## Families, Families, Families Adventures in Shared Learning

The Minnesota Zoological Garden, in conjunction with the University of Minnesota, is a part of an exciting new program funded by a National Science Foundation grant. For five Saturday mornings in April and May, parents and their 6th, 7th and 8th grade children will have the opportunity to learn together at the Zoo. Laboratory activities, interaction with live animals, and home projects will all be a part of every session conducted by Zoo staff. This pilot program is offered free to all participants. For more information or to reserve a place in the class please call 222-1706.

### Winging it at the Zoo

April 11 through 19

*Bird man Steve Martin Returns*

— Bird Shows Daily —

#### ZOO NEWS

Minnesota Zoological Society  
555 Wabasha Street North  
St. Paul, Minnesota 55102

ADDRESS CORRECTION REQUESTED  
RETURN POSTAGE GUARANTEED

## Zoo Dates

### March

- 7-8 Wildlife Film Festival
- 8 Learning Adventures Spring Session Begins
- 14 Spring Volunteer Training
- 14-15 Wildlife Film Festival
- 19 Zoo Society Board Meeting, 7 p.m.
- 21 Spring Volunteer Training
- 21-22 Animal Sponsorship Kick-off
- 28 Spring Volunteer Training
- 28-29 Wildlife Film Festival
- 29 Monthly Members Day, Plant Tour, 1 p.m.

### April

- 4 Spring Volunteer Training
- 11 Spring Volunteer Training
- 11-19 Steve Martin Bird Show
- DNR Otter Poster Display
- 16 Spring Volunteer Training
- Zoo Society Board Meeting, 7 p.m.
- 18 Egg Display
- 25 Spring Volunteer Training

Zoo News is published monthly by the Minnesota Zoological Society, 555 Wabasha St. North, St. Paul, Minnesota 55102. Phone (612) 222-1706.

Board President: Robert L. Bonawitz  
Executive Director: Karla A. Williams  
Editor: Peg Wetzel

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# March Zoo News

ASP



12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124  
612/432-9010

March 16, 1981

The Honorable George Latimer  
Mayor of St. Paul  
347 City Hall  
St. Paul, Minnesota 55102

Dear Mayor Latimer:

I'm delighted that you'll be attending the kick-off of the Zoo Society's Animal Sponsorship Program on March 22, and I will look forward to greeting you. Perhaps after your scheduled appearance, we might escort you and your family through the Minnesota Zoo.

Thanks for lending your interest and your time to our venture. We may be on the outskirts but we are devoted to earning a place in the lives of our citizens from throughout the metropolitan area.

Sincerely,

Edward Kohn  
General Director

EK:gd

AST



12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124  
612/432-9010

March 16, 1981

The Honorable Donald Fraser  
Mayor of Minneapolis  
127 City Hall  
Minneapolis, Minnesota 55415

Dear Mayor Fraser:

I'm delighted that you'll be attending the kick-off of the Zoo Society's Animal Sponsorship Program on March 21, and I will look forward to greeting you. Perhaps after your scheduled appearance, we might escort you and your family through the Minnesota Zoo.

Thanks for lending your interest and your time to our venture. We may be on the outskirts but we are devoted to earning a place in the lives of our citizens from throughout the metropolitan area.

Sincerely,

Edward Kohn  
General Director

EK:gd

Office Memorandum

DEPARTMENT \_\_\_\_\_

TO : Dave Bender

DATE: 3/12/81

FROM : Kathy Lundgren, Sheri White  
Rousty Harris, Dave Ahlgren

PHONE: \_\_\_\_\_

SUBJECT: Animal Sponsorship Program

*Ed - pyj. This is position of Zoo Vep and my staff regarding animal sponsorship volunteers. See*

1. All volunteers under one umbrella - Sheri
2. This would solve problem of recording hours.
3. Would clarify the reciprocity situation.
4. What about the first 100 hours.
5. This would solve the training situation - no speakers going out unless 30 hour trained. Put it under Speaker's Bureau and have Phyllis spend her time training all interested volunteers for one 9-day week to cover 2 weekends.
6. This would help solve their volunteer recruitment situation and give the Zoo a greater measure of control over the quality of the Speaker's Bureau Program.
7. Helps expand volunteer opportunities for MZG volunteer corps.

ASP

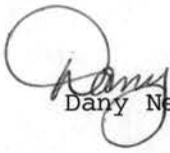
DEPARTMENT           MZG          

Office Memorandum

K

TO : Ed Kohn

DATE: 3-3-81

FROM :  Dany Newbauer

PHONE: 228

SUBJECT: Animal Sponsorship Training

Just a quick note to thank you for your part in the training session on Saturday, Feb. 28. The whole day went well. I was delighted to observe the excellent presentations by MZG staff members (Beth Wilson, John Lewis, and Dave Carlson) and volunteers (Cynthia Koenan, Patty O'Brien, and Jan Ahlgren). As you can see, I'm name dropping but deservedly so. Having been the "in charge" person, I was able to note the build-up in enthusiasm until, at the end of the day, these newly recruited Animal Sponsorship Volunteers were motivated to spread the wilds and wonders of this magnificent place. I received much warmth and many thanks from these people. Just wanted to share the responses with those who contributed.

DN:pm



ASP  
Phyllis  
9/2/81

# Minnesota Zoological Society

MEMO: January 26, 1981  
TO: Advisory Committee Members  
FROM: Phyllis Saltzman  
SUBJECT: Kick-Off Event

The kick-off event sub-committee which was charged with the task of planning the event, has decided that the kick-off celebration will be at the Zoo March 21 and 22, 1981, from 9 a.m. to 4 p.m....visitors will have the opportunity to sponsor their favorite animal from local celebrities; clowns, dancers, jugglers and strolling musicians will also join in the festivities.

-Next Advisory Committee meeting:

February 9, 1981, 4:30 p.m.

Society Office

555 Wabasha St., rm. 204

St. Paul

There is a parking lot behind the building.

Thank you.

MINUTES

Animal Sponsorship Advisory Committee  
Minnesota Zoological Society

Wednesday, January 7, 1981  
Society Office  
5:00 p.m.

Members Present

Dan Cohen  
Al Dornish  
Steve Doyle  
Ben James  
Don Lapp  
John Lewis  
Malcolm McDonald  
Carol Ryan  
Jean West  
Phyllis Saltzman, Program Director  
Karla Williams, Executive Director

Members Absent

Don Block  
Larry Deboe  
Wallace Dayton  
Nancy Gibson  
John Hodowanic  
Brooke Kenney  
Edward Kohn  
David Trumble  
Frank Wharton

Others Present

Denise Bell

The meeting was called to order at 5:05 p.m. by acting chairperson, Malcolm McDonald.

I. The minutes of the December 1, 1980 meeting were accepted as recorded.

II. PROGRAM DIRECTOR'S REPORT

A. Promotional Materials

The promotional materials presented at the December 1, 1980 meeting have been approved by the Zoo Society Board and the Minnesota Zoo Board.

The program theme is BE A FRIEND OF THE FAMILY...SPONSOR AN ANIMAL.

Artist John Alcorn has been commissioned to do the art work for the promotional pieces. Copy for the brochure is complete except for final editing, and it is expected that the promotional materials will be ready for printing by February 1. Brooke Kenney, art director for the program, has donated his time to the project and NSP has donated the printing of 5,000 posters, 1200 certificates and 2500 letterheads and envelopes. Minor revisions have been made in the brochure layout in order to cut printing costs.

The Society insert of the February/March issue of Animal Kingdom will feature information about the Friends of the Family Program, an animal fee list and sponsorship papers. Animal Kingdom is a periodical sent to all society members, thus they will have the first opportunity to participate in the program.

B. Educational Program

Volunteer Mary Lou Martin has completed the draft narration for the 12 minute educational slide show which focuses on the plight of endangered species and solutions for protecting the world's wildlife. The narration will be edited and reviewed by various committees in January. The deadline for completion of the slide show is February 2.

Management Assistance Project volunteers are expected to begin working the week of February 12. One of the projects they will be developing is an educational packet containing information about endangered species to give to school groups.

C. Volunteer Corp

A volunteer corp is being developed by school districts in the 7 county metro area to give presentations to schools and other community groups, and to help distribute information. Two training sessions will be conducted beginning January 29. Zoo Staff members will facilitate a seven hour training session for all newly recruited volunteers to familiarize them with the Zoo, and Phyllis Saltzman will facilitate a three hour session focusing on the specifics of the Animal Sponsorship Program and volunteer responsibilities.

Volunteers will be staffing information booths in many of the shopping centers and skyways from March 14 to 21. Animal demonstrations will be given during the busiest hours at these sites.

D. Kick-Off Event

The Landmark Center is available as a possible location for the Kick-Off event on March 21 from 8 to 12 p.m. Steve Doyle has accepted the offer to be Master of Ceremonies for the evening. To date, Governor Quie and Mayor Latimer have accepted invitations to attend the event and address the audience.

E. Sub-Committee

P. Saltzman asked the Committee members to serve on sub-committees to work on specific areas related to the kick-off event. A list of sub-committee assignments and responsibilities was handed out. S. Doyle asked to serve on the publicity sub-committee rather than the kick-off event committee.

### III. FINANCE

P. Saltzman stated that there is a need for donations to supplement the budget. The committee discussed possible donations in the following areas:

#### 1. Equipment

B. James volunteered to build speakers for the single projector slide sets that are owned by the Society. He said he would try to get a two projector slide set donated.

C. Ryan suggested contacting Don Larsen at 3M to request donations of surplus audio-visual equipment.

#### 2. Publicity

P. Saltzman stated that the items listed in the publicity category are not mandatory to operating the program, but that newspaper ads, bus cards and billboards would definitely increase public awareness of the project. She showed an example of a full page ad for the Philadelphia Zoo Parents Program that was underwritten by the Acme Corporation. Approximate costs for full page advertising is \$3,000. Cost of 100 side panel bus cards for a month is \$6,000.

It was suggested that Bill Naegle be contacted in regard to donating billboards; Deluxe Checking, Merle Scroggins and Dairy Queen be approached to do collaborative advertising.

Dan Cohen stated that the reading audience is different for the morning and evening paper of both St. Paul and Minneapolis. P. Saltzman commented that optimumly she would like to have a full page ad in the Saint Paul and Minneapolis Sunday papers the week before kick-off in order to reach the greatest audience.

B. James stated that the small papers are likely to give considerable coverage to the program at no cost.

#### 3. Kick-Off Event

D. Cohen recommended developing a souvenir program book and selling advertising space in the book to all the vendors of the Zoo and Society to cover costs of the Event. He suggested that those purchasing the services of the vendors should make the phone calls.

K. Williams stated that selling advertising for Horse Show Programs, a previous society fund raiser, was effective and profitable.

### IV. KICK-OFF EVENT

P. Saltzman stated that the purpose of the event was to attract the media and a diverse audience to promote public awareness and interest in the Sponsorship Program. The capacity of the Landmark is 1,200 individuals. Discussion followed regarding the following aspects of the kick-off event:

- admission fees
- auctioning sponsorships
- food concessions
- mailing lists for invitations

It was determined that planning for the kick-off event would be the responsibility of the Kick-Off Sub-Committee.

V. PUBLICITY AND PROMOTIONS

In regard to press coverage, S. Doyle stated that reporters rarely attend press parties. Starting the kick off at 8 p.m. is too late to get coverage for the 10 p.m. news, and events involving animals and children are most likely to get press coverage.

K. Williams stated that cleverly packaged press kits have been effective in the past for providing the press with information in lieu of a press party.

Talk shows, press releases, and P.S.A.'s were discussed as avenues for promoting the program.

The publicity sub-committee was charged with the task of further developing publicity strategies for the Sponsorship Project.

There being no further business the meeting was adjourned at 6:45 p.m.

The next meeting will be February 9, at the Zoo Society office, 555 Wabasha, St. Paul, 4:30 p.m.

E Kahn

JK

January 8, 1981

Status Report  
Animal Sponsorship Program

Animal Sponsorship Advisory Committee

The Committee held its second meeting on December 7, 1980. There was general discussion of program finances, the kick-off, publicity and promotions.

Kick-Off Event

Originally an evening party at the Landmark Center on March 21 was being considered to kick off the program. The Advisory Committee has generated some new ideas in regard to launching the program. Included in the new recommendations are a weekend at the Zoo where sponsorships would be sold; and a special invitation party involving auctioning of sponsorships. Further planning for the kick-off has been referred to the "Kick-Off" sub-committee for further development.

The Animal Sponsorship Advisory Committee would like the Zoo Board to consider free admission to the Zoo for all individuals who come to sponsor an animal during the Animal Sponsorship Weekend. Further details regarding this request will be presented at the February O & P Committee meeting.

Promotional Materials

Artist John Alcorn has been commissioned to do the art work for the promotional pieces presented at the December O & P Committee meeting.

Brooke Kenney, art director of the program is donating his time to the project. Some minor revisions have been made in the brochure design to cut costs in printing.

NSP has donated the printing of 5,000 posters, 2,500 letterheads and envelopes, and 1,200 certificates.

The first opportunity to sponsor an animal will be sent to Society members via the February-March issue of Animal Kingdom. The Society insert of this edition will feature the Animal Sponsorship Program, including an animal price list and sponsorship papers.

Educational Program

The rough draft for the 12 minute educational slide show has been developed by volunteer Mary Lou Martin.

During January the narration will be edited, and the audio-visual components of the program will be developed. February is the deadline for the completion of the slide show.

Status Report  
January 8, 1980  
Page 2

### Volunteer Program

The training program for Animal Sponsorship volunteers has been developed. Zoo staff will conduct a seven hour on-site session for all volunteers who have not previously been through volunteer training to familiarize participants with zoo history and operations. Phyllis Saltzman will facilitate two additional sessions, one focussing on the Animal Sponsorship program in general, and the following session addressing the specifics of volunteer responsibilities. Volunteer training will begin in late January.

Volunteer Floyd Bosshardt has agreed to organize the Sponsorship Information Booth Project. We hope to staff information booths at the shopping centers and skyways the week that the program is kicked off (March 15-22).

P. S. 12/8/80

*E. Kohn*

December 8, 1980

- Timeline: Animal Sponsor Program (Formerly Animal Adoption).  
The following timeline reflects meetings of Phyllis Saltzman, Friends Program, Zoo Staff and Committees, and other groups to develop the program. Also included is a projected timeframe for completion of projects.
- Sept 25 Meeting Saltzman - Young: to discuss educational aspects of program and coordination of Speakers Bureau presentations.
  - Sept 30 Meeting Saltzman - Young: extension of Sept. 25.
  - Oct 2 Meeting Saltzman, Williams, Kohn, Lewis: general discussion of program, and particulars of contribution allocation.
  - Oct 2 Status report presented to Volunteer Services Committee, Society Board.
  - Oct 6 Ruth Kropelnicki hired as CETA secretary/receptionist.
  - Oct 7 Meeting Saltzman - Lewis: to identify animal inventory.
  - Oct 7 Status report presented to Marketing and Promotions Committee, Society Board.
  - Oct 8 Status report presented to Operations and Personnel Committee, Zoo Board.
  - Oct 13,14,15 National Conference on Volunteerism.
  - Oct 18 Status report presented to Society Board.
  - Oct 21 Meeting Saltzman - Gibson: to discuss Advisory Committee.
  - Oct 21 Meeting Saltzman - Rongren: to discuss development of multi-media materials. Rongren agreed to provide support to develop educational and promotional materials.
  - Oct 24 Special meeting of Marketing and Promotion Committee to review progress and discuss program title & terminology. Approval of concept development and allocation of funds.
  - Oct 28 Meeting Saltzman - Escher: to discuss program and request art assistance.
  - Oct 28 Meeting Saltzman - Management Assistance Coordinator: to discuss requests for volunteers.
  - Oct 29 Memo to Lewis requesting help of Zoo staff in developing multi-media materials.
  - Oct 30 Meeting with former Zoo Walk Staff.
  - Oct 30 Meeting Saltzman - Kohn: to co-sign letter and discuss funding allocations.
  - Oct 30 Meeting Saltzman - Lewis: to discuss funding allocation, general agreement on revised list.

Timeline  
Page 2

- Nov 6 Status report presented to Volunteer Services Committee, Society Board.
- Nov 7 Management Assistance meeting.
- Nov 8 Advisory Committee list finalized.
- Nov 10 Status report presented to Marketing & Promotion Committee, Society Board. Approval of Advisory Committee.
- Nov 11 Meeting Saltzman-Kenney: to discuss art direction and material needs.
- Nov 13 Status report presented to Operations & Personnel Committee, Zoo Board. Approval of fund allocations and endorsement of developments.
- Nov 20 Meeting Saltzman - Gibson: to discuss Advisory Committee & public relation efforts.
- Nov 20 Zoo Vap meeting: to present program, and request clarification in terms of involving on-site volunteers; reciprocity and recognition discussed, no definitive agreement.
- Nov 20 Meeting Saltzman, Bender, Carlson, Cajacob, Strand, Perrone: to discuss collaboration on production of educational and promotional materials.
- determined that three narration tapes will be developed to be appropriate for diverse audiences: elementary and secondary schools, and social and service club organizations.
  - agreed that Zoo staff professional time is available free to the Animal Sponsor Program.
  - Jake to develop cost analysis of materials (film development mounting, tape etc) to be paid for by Sponsor Program.
  - Saltzman to contact Education Department to request development of narration for slide show.
  - 1/15/81 date agreed on for draft completion of slide show.
  - 2/1/81 deadline set for finished slide show.
- Nov 24 Meeting Saltzman, Williams, Abraham, Young, Molstad: to report status program, discuss equipment available, volunteer recognition, collaborative efforts on volunteer training, and slide show production.
- Six single projector equipment sets are available for Sponsor Program presentations - need speakers.
  - Sponsor Program will develop its own volunteer recognition program; HOWEVER, reciprocity and recognition of on-site volunteers not yet determined.
  - Need to collaborate efforts on training "Speaker's Bureau"

Timeline  
page 3

- Recommended that Mary Lou Martin be asked to write narration for slide show- she agreed.
- Determined that Saltzman would be responsible for coordination of slide show production.
- Molstad and Young agreed to review narration content and make recommendations regarding age appropriateness of the three tapes.
- Determined that Young and Saltzman would meet with Martin week of Dec. 1st. to discuss content; and a meeting would follow with audio-visual department to discuss content and coordinate efforts.
- Education Department agreed to write a 4 page article for the April-May Animal Kingdom, due February 1, 1981. Article will feature endangered species with a "Friend of the Family" tag on.

Dec 1 CaJacobs gave 2 projector, 1 projector slide show presentation to Saltzman, Williams. who agreed to try to acquire at least one 2 projector set of equipment (\$1,700) for formal presentations.

Dec 1 Advisory Committee Meeting

- general approval of program theme " Friends of the Family, Animal Sponsorship Program"; brochure graphics and copy.
- general sense of the committee was to involve locally known leaders and talent in the kick-off event rather than nationally known celebrities.
- recommendation that group sponsorships be recognized with a ceremony.

Dec 4 Meeting Saltzman, Young, Martin: to discuss narration content.

- set meeting date 12/11/80 with audio-visual department to discuss coordination of all slide show materials.

Dec 4 Meeting Saltzman -Lewis: to discuss sponsorship fee revision.

Dec 4 Meeting Saltzman, Williams, Kohn, Lewis, Bender, Gibson, Abraham, Molstad: to discuss status of Sponsor program.

- determined that Saltzman would send a letter to all on-site volunteers describing program and inviting participation.
- Kohn will review reciprocity agreement and inform Sponsor team of reciprocity and recognition status of on-site volunteers.
- Recognition plaque discussed. Zoo staff will recommend most visible and aesthetic location. Saltzman will give Bender artist's design for the plaque.

Timeline  
page 4

- Dec 4 Status report presented to Volunteer Service Committee, Society Board.
- Dec 9 Marketing and Promotion Committee Meeting, Society Board.
- Dec 11 Meeting Saltzman- Molstad: to discuss "Speakers Bureau" training.
- Dec 11 Meeting Saltzman, Young, Martin, CaJacobs, Carlson, Perrone, Strand: to discuss coordination of slide show material.
- Dec 11 Promotional materials presented to O. & P., Zoo Board for approval.
- Dec 15 Letter mailed to on-site volunteers.
- Dec 15 Former Zoo Walk volunteers contacted.
- Dec 16 Approval received for general "Friends" concept by Marketing & Promotions Committee, Zoo Board, Operations & Promotions Committee and Society Board.
- Dec 19 Determine material production costs.
- Dec 30 Draft script for educational slide show.
- Dec 30 Determine costs for slides, tapes, etc for slide show.
- Dec 30 Determine volunteer districts; complete volunteer job description.
- Dec 30 Final decision of promotional materials, numbers and costs.
- Dec 30 Dates set for volunteer training.
- Jan 10 Meeting of M.A.P. volunteers to design educational materials.
- Jan 10 Contact M.T.C. for bus sides.
- Jan 10 Contact Naegele for billboards.
- Jan 15 Draft form of the visual portion of slide show due.
- Jan 15 First volunteer orientation.
- Jan 15 Brochure art work complete.
- Jan 15 Develop strategies for media.
- Jan 15 Contact local celebrities.
- Jan 19 Review slide show by committee.
- Jan 19 Meeting for all interested on-site volunteers.
- Jan 20 Cost estimates of educational materials.
- Jan 30 Format & concept of educational materials presented to Zoo.

Jan 30 Develop and design press kits.

Jan 30 Materials ready for training.

Jan 30 Volunteer assignments made.

Feb 1-30 District coordinator training session.

Feb 1-30. Speakers Bureau training session.

Feb 1-30 Special Events training session.

Feb 2 Contact T. V. stations for talk shows.

Feb 2 Order photos for press kits.

Feb 2 Slide show completed.

Feb 2 Purchase new equipment and modify existing projectors.

Feb 10 Art work of educational materials complete.

Feb 16 Arrangements made for food, beverages and entertainment for the event.

Feb 16 Educational materials typeset and keylined.

Feb 16 Press release due.

Feb 16 P. S. A.'s designed.

Feb 16 Drafts of Celebrity Announcements.

Feb 25 Invitations mailed for the event.

Feb 25 Educational materials printed.

Feb 25 Assemble press kits.

Feb 25 P. S. A.'s complete.

Mar 1 Volunteers begin contacting schools.

Mar 1 Volunteers make arrangements for Shopping Center booths.

Mar 6 Presentation of Program to Superintendents in 7 county area.

Mar 10 Deliver or mail all media materials.

Mar 14-21 Shopping Center booths staffed.

Mar 21 The EVENT - LANDMARK CENTER

Mar 30 Volunteer recognition program developed.

MINUTES  
ANIMAL SPONSORSHIP ADVISORY COMMITTEE  
MINNESOTA ZOOLOGICAL SOCIETY  
MONDAY DECEMBER 1, 1980  
SOO LINE BUILDING  
4:30 p. m.

Present

Don Block, Chair  
Larry Deboe  
Al Dornisch  
Nancy Gibson  
Ben James  
Deborah Keenan  
Brooke Kenney  
Edward Kohn  
John Lewis  
Malcolm McDonald  
David Trumble  
Jean West  
Terry Bremer, guest  
Phyllis Saltzman, Animal Sponsor Program Director  
Karla Williams, Executive Director

Absent

Dan Cohen  
Wallace Dayton  
Steve Doyle  
John Hodowanic  
Carol Ryan  
Frank Wharton

The first meeting of the Animal Sponsorship Advisory Committee was called to order at 4:45 by Don Block, Chairperson.

1. Introductions:

Don Block welcomed the committee members and expressed his appreciation on behalf of the Society to the group for participation in the program.

2. Background Information:

K. Williams, E. Kohn and M. McDonald reviewed the history and purpose of the Society, the Zoo and the Foundation respectively.

3. Animal Adoption Proposal:

Phyllis Saltzman reviewed the objectives and methods of the program as stated in the proposal, and gave an update on the progress.

Objectives:

- 1) raise a minimum of 50,000 each year.
- 2) increase community involvement and attendance at Zoo.
- 3) establish a special sponsorship contribution fund.
- 4) promote visibility, awareness and goodwill for animal life at the Zoo and membership in the Society.

Additionally Saltzman stated an objective is to educate the public regarding the role of the Zoo and the need for world conservation and preservation of animals. This will be achieved through the educational aspect of the program.

Methods:

- 1) Hire Staff: P. Saltzman started work on September 24, as Program Director; and Ruth Kropelnicki, was hired as a CETA secretary/receptionist effective October 6.
- 2) Develop sponsor fee schedule: Sponsorship fees

have been developed with annual rates ranging from \$10 to \$5,000. In general the contributions will be used by the Minnesota Zoo for animal care, shelter and presentation. More specifically, funds will be allocated to:

HABITAT CARE: To replace plants and other destructible items in habitats and provide a healthy and safe environment for the animals.

EXHIBIT DEVELOPMENT: To build additional accommodations in the habitats and provide for the special needs of the animals; for example, the building of protective areas for the newborns and young animals.

BEHAVIORAL ENRICHMENT PROGRAM: To sponsor programs that encourage the animals to illustrate active behaviors in their exhibit.

- 3) Design a major promotional brochure: B. Kenney has been retained as art director to develop a program theme and promotional materials.
- 4) Develop an acknowledgment system of sponsor donations: A certificate of sponsorship, thank-you letter, t-shirt iron-on or bumper sticker and a credit plaque at the Zoo are being developed. A ceremony for donors of \$300 or more is being considered.
- 5) Plan an annual Zoo event for animal sponsors.
- 6) Develop program in conjunction with school groups, service clubs, and community organizations: A volunteer network is being developed. Trained "Speaker's Bureau" volunteers will give presentations to various groups which includes a 12 minute educational slide show produced by Zoo staff. The focus of the slide show is world conservation, animal preservation, and the role of the Zoo in protecting and replenishing endangered species. Incorporated into this theme will be promotional information on the sponsorship program.
- 7) Establish new and separate media campaign: Plans are being developed to have a press party (prior to the kick-off event), a newsworthy kick-off event, and a sponsorship program which will provide on-going newsworthy material.
- 8) Kick-off the program with several coordinated events: A kick-off party is being planned for March 21, 1981 (last day of National Wildlife Week). Saltzman has had preliminary discussion with Landmark Center staff regarding use of the building for the event. Society members will receive Animal Sponsorship information and an inserted return envelope in the March issue of Animal Kingdom. The Society is also developing a mailing list of about 30,000 for the initial mailing.

D. Keenan suggested that groups, such as classrooms also be recognized by a ceremony for their contributions, in addition to donors of \$300 or more. Such ceremonies would be meaningful to children and have great public relations value.

4. Briefing on other programs implemented nationally: P. Saltzman reported that Animal Adoption Programs have been implemented in the

major Zoos around the country since about 1974. Generally zoos report great enthusiasm for these projects. The Brookfield zoo in Chicago appears to be one of the most successful. They netted \$230,000 in the first three years and processed 1,371 applications in the first 30 days.

5. Media Campaign:

Brooke Kenney, program art director, and Terry Bremer, copy writer, presented the promotional materials:

- theme: Be a Friend of the Family.
- brochure: Accordion fold out, self mailer. Front side includes the main promotional graphic and copy presenting the philosophical orientation of the program. Reverse side presents copy describing how to participate in the program, fee list for sponsorship and an application form.
- poster: Front of brochure could be adapted to a poster.
- bus cards: Pictures of Latimer, Fraser or John Doe stating they are Friends of the Family...why don't you become one.
- bumper stickers: HONK if you are a Friend of the Family (etc).
- stationery: Three samples for stationery were presented, using either the primary program graphic on the verticle left side of the paper and envelope, or a logo of a Caribou, or Ark.
- newspaper ads: Ad slicks could be provided to corporations who pay for ads and thus provide duo advertising.
- certificates of sponsorship: Include appendage print of the sponsored animal.
- thermometer: Coloring in the animals in the graphic would illustrate progress of the program; thermometer to be placed in strategic locations to show program progress.
- recognition plaque: Sponsors names listed next to animals names under the animal classification; the center of the plaque would be the thermometer.

In general, enthusiastic approval was expressed for the promotional materials.

Jean West called attention to the potential confusion to the public in differentiating what they are being asked to contribute to when the Society membership slogan "Come, Join the Family" is so similiar in terminology to this program's theme "Be a Friend of the Family". Ben James recommended the characterization of people include representation of diverse racial groups.

Larry Deboer stated that it is important to have a readily identified logo for the program such as Caribou.

Ed Kohn comented that there is not a Caribou exhibit, presently at the Zoo, thus there is a risk of confusion to the public using this logo.

Brooke reported that he is sending the draft for the art work to John Alcorn, a New York Artist, for a bid to do the art work.

Al Dornisch stated that the art work was great as drawn by Brooke, he saw no need to use another artist for this piece.

6. Kick-off Event:

P. Saltzman reported the type of kick-off event discussed to date is an evening event located in the cities for accessibility, and planned to appeal to diverse age and socio-economic groups. A list of ideas was handed out to be discussed regarding what type of entertainment should be included in the event.

The general sense of the committee was to use local talent and well known individuals in the program. Daytons Auditorium, the Guthrie Theater and Landmark Center were suggested as possible locations for the event. Jean West suggested having several events in order to appeal to diverse audiences. She also recommended planning this as an annual function rather than just a one time happening.

7. Future Meetings:

P. Saltzman asked if the Committee would like to have a meeting at the Zoo, or an optional tour.

Three members said they would like a tour.

It was determined that the next meeting will be:

5:00 p.m. Jan. 7, 1981  
Zoo Society Office  
555 Wabasha Street  
St. Paul, Mn.

The meeting adjourned at 7:15 p. m.  
Minutes recorded by Ruth Kropelnicki

MINNESOTA ZOOLOGICAL SOCIETY

October 6, 1980

STATUS REPORT TO O. & P. COMMITTEE

Staff and Office Arrangements

- Phyllis Saltzman was hired by the Society on September 24 as Animal Adoption Director.
- Funds were provided by C.E.T.A. for a full-time clerical staff person beginning October 1, 1980.
- Office space is rented on a temporary basis until January, in anticipation of Society office relocation.
- We purchased two desks, two chairs, chair mat, typewriter and typewriter table.
- Two telephone lines were installed; phone number is CARIBOU.

Organizational Developments

- Animal Adoption is being identified and developed as an educational fund-raiser.
- Publics (singles and groups) will be invited to adopt a specific Minnesota Zoo animal for fees ranging from \$10.00 to \$1000.00. ( A one year contribution. )
- The list of adoption funding needs developed by Zoo staff is attached.
- Educational material focusing on world conservation, animal preservation and the Zoo's role in endangered species will be developed for "speakers bureau" type presentations to schools, service clubs, community organizations, businesses and individuals (not unlike Zoo Walk Presentations).
- A volunteer network of Society members will be developed on a 7 county school-district basis. Community Volunteers will contact schools, etc., while fully-trained Zoo volunteers will give the formal presentation. District volunteers will also be called upon to promote Society membership's, recruit volunteers for on-site work, post education class brochures at local libraries, schools and stores and make contacts with local media.
- An advisory committee will be formed to include a variety of community resource people. This group of people will be used to advise staff in the adoption development and implementation stages. List of suggested participants is attached.

*presented to OP  
10/8/80*

*Symonshy*

- Discussion with various committees will continue, (Operations and personnel, Zoo Society Adoption Team, Volunteer Services Committee, Marketing & Promotion Committee ) while coordination is assigned to Phyllis Saltman and John Lewis. Full cooperation & involvement & commitment by all Zoo agencies is required to successfully stage this project.

- We anticipate a public kick-off to be in February or March. A special media event will be designed to capture the communities interest. Coordinated events with other institutions (like Children's Theatre) will be designed to create new vehicles for public involvement throughout the year.

Cen + PS:

Kids want Zoo walk.

Walk for the Animals  
in the context of Adopter Program

	JUN	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	TOTAL
Hospitality 419.1													1500
Open House 419.2													
On Site Program 419.4													
													40,000
Breakages 100,000													3,500
Lithohead & envelopes													11,000
ed packets													5,110
Certificates													300
Man on bumper stickers													500
newsletter													500
day a year pictures													1,000
													500
													200
duplicating copies													12,200
over supplies													2,500
													15,000
	14,500									donated			5,000
	5,000												10,000
Total Budget	9,500												"
Total Budget													

Total Budget

Total Budget



## Minnesota Zoological Society

Memo: October 7, 1980  
To: Ed Kohn, John Lewis, Bev Rongren  
From: Phyllis Saltzman  
Subject: Advisory Committee for "Animal Adoption Program."

Enclosed is a tentative list of people that I am planning to ask to be on the Advisory Committee for the Animal Adoption Program. I would appreciate any suggestions you might have in terms of additions or deletions from this list.

Thanks!



# Minnesota Zoological Society

## ADVISORY COMMITTEE

1. CHAIRPERSON: Don Block
2. REPRESENTATIVE FOR ZOOLOGICAL FOUNDATION  
Marge Kenney or Malcolm McDonald

## MEDIA

3. NEWSPAPER  
Mpls. Star: Barbara Flanagan, Columnist  
Sandy Hogg, P.R. Director  
Mpls. Tribune: Margaret Morris, Columnist
4. St. Paul Pioneer Press: Mary Ann Grossman, Social Column Editor  
Cindy Boyd, Feature Writer

## TELEVISION

5. WTCN: Nancy Nelson
6. WCCO: Bill Carlson
7. KSTP: Ron Mager, Cindy Brocato

## RADIO

8. WAYL: Kirk Dahl  
WCCO: Charley Boone

## POLITICAL GOVERNMENT

9. Jean West: Port Authority  
Skip Humphry
10. Bill Kirshner  
Rod San Do

## SCHOOLS

11. Chairperson Elementary School Association
12. Chairperson Secondary School Association  
( Bob Ferguson, Principal )

## ARTS

13. Ben James: Director Performing Arts Learning Center St. Paul Public Schools.
14. Deborah Keenan: Coordinator COMPAS Program
15. Al Dornish: Artist
16. Frank Wharton: Musician

## ADVERTISING

17. Dan Cohen, Martin Williams Agency



# Minnesota Zoological Society

18. PUBLIC RELATIONS:  
Gene Trumble
19. CONSERVATIONIST:  
Wally Dayton, Lawyer
20. VETERINARIAN:  
Dave Spong P.H.D.
21. VOLUNTEER ACTIVIST:  
Carol Ryan, Metropolitan State University
22. Phil Sutherland, Multiple Sclerosis
23. CORPORATE:
24. JUNIOR LEAGUE:  
Judy Ravine
25. ZOO REPRESENTATIVE:
26. OPINION LEADERS:  
Kenny Durenberger  
Anthony Andersen  
Dick Gray  
Lou Wangberg

# Office Memorandum

DEPARTMENT Biological Programs

TO Ed Kohn  
Brad House  
Bev Rongren

DATE: October 7, 1980

FROM : John Lewis *JL*

PHONE: 275

SUBJECT: Inventory and Pricing Guide for  
Animal Adoption Program

Attached is an inventory of a majority of the animals at MZG with adoption prices assigned. There are actually two lists, one listing animals by geographic areas and the other listing them by price groups. The same animals are in both lists.

These lists were presented to Phyllis Saltzman. If you have any comments or questions about the list please contact me.

JL:cs

Attachment

xc: Curators

TROPICS

\$15.00

BIRDS

Mandarin Duck (4)  
Spot-billed Duck (2)  
Wandering Whistling Tree Duck (5)  
Radjah Shelduck (4)  
Plumed Duck (4)  
Pintail Parrot Finch (2)  
Philippine Duck (4)  
Red Avadavat (3)  
Green Avadavat (3)  
Parrotbill (6)  
Spice Finch (4)  
Black-headed Munia (4)  
Asian Golden Weaver (12)  
Zebra Dove (2)  
Lady Amherst Pheasant (5)  
Bamboo Partridge (5)  
Common Gallinule (8)  
Gaudy Red-throated Barbet (5)  
Lineated Barbet (1)  
Straw-crowned Bulbul (2)  
Red-whiskered Bulbul (1)  
Red-vented Bulbul (6)  
Red-eyed Bulbul (2)  
Stripe-throated Bulbul (2)  
Black Bulbul (4)  
White-necked Laughing Thrush (4)  
Greater-necklaced Laughing Thrush (3)

REPTILES

Blue-tongued Skink (2)  
Elongated Tortoise (3)  
Jagged Shell Turtles (3)

TROPICS

\$25.00

MAMMALS

Indian Crested Porcupine (4)  
Larger Malay Chevrotain (2)  
Small-toothed Palm Civet (4)  
Common Palm Civet (5)  
Indian Flying Fox (27)

BIRDS

Demoiselle Crane (2)  
Grey Junglefowl (6)  
Edwards Pheasant (3)  
Crested Wood Partridge (4)  
Chinese Francolin (4)  
Red Spurfowl (4)  
Formosa Teal (4)  
Falcated Teal (4)  
Comb Duck (3)  
Tawny Owl (2)  
Tawny Frogmouth (2)  
Green-winged Dove (2)  
Plumed Dove (4)  
Bar-tailed Cuckoo Dove (3)  
Bleeding Heart Dove (3)  
Pied Imperial Pigeon (4)  
Nicobar Pigeon (6)  
Spur-winged Lapwing (5)  
Black-winged Stilt (3)  
Lesser Green Broadbill (3)  
Gold Fronted Leafbird (5)  
Red-billed Leiothrix (6)  
Fairy Bluebird (10)  
White-crested Laughing Thrush (4)  
Black-headed Sibia (2)  
Rufous Treepie (3)  
Racket-tailed Treepie (4)  
Golden-crested Mynah (4)  
Vinous-breasted Starling (3)  
Red-eyed Starling (6)  
Black-naped Oriole (2)  
Red-billed Blue Magpie (4)

REPTILES

Elephant Trunk Snake (6)  
Burmese Mountain Tortoise (5)  
Burmese Python (4)

TROPICS

\$50.00

MAMMALS

Small-clawed Otter (4)  
Binturong (6)  
Reeves Muntjac (5)

BIRDS

Bornean Great Argus (2)  
Grey Peacock Pheasant (2)  
Rothschilds Mynah (5)

\$75.00

MAMMALS

Leopard Cat (2)  
Black Ape (6)  
Japanese Macaques (29)

BIRDS

Victoria crowned Pigeon (4)

\$100.00

MAMMALS

Striped Hyena (2)  
Nilgiri Tahr (7)

\$125.00

MAMMALS

Sloth Bear (4)

TROPICS

\$125.00

BIRDS

Lesser Flamingo (14)

\$150.00

MAMMALS

Clouded Leopard (10)

REPTILES

False Gavial (4)

\$200.00

MAMMALS

White-cheeked Gibbon (3)

\$500.00

MAMMALS

Malayan Tapir (3)

MINNESOTA

\$10.00

BIRDS

Bobwhite (6)  
Sora Rail (1)  
Common Catbird (2)  
American Goldfinch (2)  
Indigo Bunting (2)  
Rose-breasted Grosbeak (2)  
Nashville Warbler (1)  
American Redstart (1)  
Black-capped Chickadee (2)  
Bluebird (3)  
Cedar Waxwing (3)  
Lincoln's Sparrow (1)  
Mourning Warbler (1)  
Northern Oriole (3)  
Palm Warbler (1)  
Scarlet Tanager (2)  
Slate-colored Junco (4)  
White-breasted Nuthatch (1)  
Yellowthroat (1)  
Yellow Warbler (1)  
Ovenbirds (3)  
Evening Grosbeak (2)  
Mourning Doves (2)  
Brown Thrashers (2)  
Fox Sparrow (1)  
White-throated Sparrow (3)  
Song Sparrow (1)

MAMMALS

Muskrat (1)

\$15.00

BIRDS

Saw-whet Owl (3)

MAMMALS

Southern Flying Squirrel (40)

MINNESOTA

\$15.00

REPTILES

Wood Turtle (1)  
Spiny Softshell Turtle (2)  
Snapping Turtle (8)  
Blandings Turtle (2)

\$25.00

BIRDS

Green Heron (2)  
American Green-winged Teal (2)  
North American Wood Duck (3)  
Red Head Duck (2)  
Barred Owl (1)

MAMMALS

Neotropical fruit bat (51)  
Woodchuck (6)  
Striped Skunk (7)

REPTILES

Timber Rattlesnake (2)

\$50.00

BIRDS

Hooded Merganser (3)  
Red-tailed Hawk (2)  
Red-shouldered Hawk (2)  
Great Horned Owl (2)  
Great Grey Owl (3)  
Raven (2)

MAMMALS

Pocket Gopher (3)  
Spotted Skunk (8)

MINNESOTA

\$100.00

BIRDS

Ruby-throated Hummingbird (2)

MAMMALS

Ermine (8)

Long-tailed Weasel (2)

\$150.00

BIRDS

Snowy Egret (6)

MAMMALS

Grey fox (2)

\$200.00

MAMMALS

Porcupine (2)

Puma (5)

Fisher (5)

Pygmy Weasel (3)

\$500.00

MAMMALS

Beaver (6)

Canadian Lynx (4)

Wolverine (3)

North American Otter (8)

NORTHERN TREK

\$15.00

BIRDS

Barhead Geese (2)  
Ruddy Shelduck (1)

\$1,000.00

MAMMALS

Siberian Tiger (16)  
Mongolian Wild Horse (11)

\$50.00

BIRDS

American White Pelican (5)

\$100.00

BIRDS

Trumpeter Swan (4)

\$150.00

MAMMALS

Bison (5)

\$200.00

MAMMALS

Pronghorn (9)  
Wapiti (13)

\$500.00

MAMMALS

Musk ox (7)  
Bactrian Camel (11)  
Moose (6)

CHILDREN'S ZOO

\$10.00

BIRDS

Black Muscovy ducks (4)  
Penciled Runner Duck (4)  
Black East India Duck (4)  
White-crested Black Polish Chicken (12)  
Single-crested Rhode Island Red (10)  
Salmon Favorolle (4)  
Assorted Bantam (6)  
Guinea Fowl (5)  
Fantail Pigeon (12)

MAMMALS

French lops rabbit (1)  
Himalayan Dwarf Rabbit (2)  
Guinea Pigs (12)

REPTILES

Eastern Box Turtle (2)  
Ornate Box Turtle (1)  
Banded Gecko (1)  
Axolotl (2)

\$15.00

BIRDS

Buff Geese (3)  
Pommeranian Geese (4)  
White China Geese (4)  
American Wigeon (4)  
Blue-winged Teal (2)  
Pintail Duck (4)  
Turquoise Tanager (2)  
Silver-beaked Tanager (1)  
Shoveler Duck (4)  
Red Head Duck (14)

REPTILES

Chuckwala (2)  
Red-eyed Treefrog (6)

\$25.00

BIRDS

Barrows Goldeneye (2)  
Blue Peafowl (10)

MAMMALS

Nubian Goat (13)

REPTILES

Matamata Turtle (2)

\$50.00

BIRDS

Rainbow Lory (2)

MAMMALS

Spanish Burro (2)  
Sicilia Donkey (2)

\$75.00

MAMMALS

Suffolk Sheep (9)

INSECTS

Leaf-cutter Ants (1 colony)

\$100.00

MAMMALS

Fjord Horse (2)

CHILDREN'S ZOO

\$125.00

MAMMALS

Brown Swiss Cow (1)

Jersey Cow (1)

Ayrshire Cow (1)

\$150.00

MAMMALS

Percheron Horse (1)

AQUARIUMS

MARINE MAMMALS

\$200.00

Harbor Seals (2)

\$500.00

Bottlenosed Dolphins (2)

\$1,000.00

Beluga Whales (2)

MARINE TANKS

INVERTEBRATES

\$10.00

Tube Anemone (4)  
Feather Duster Worm (1)  
Cluster of Blue Oysters (1)  
Saigon Anemone (1)  
Curly Cue Anemone (1)  
Northern Anemones (20)  
Gooseneck Barnacles (1)  
Acorn Barnacles (1)  
Red and White Striped Barnacles (1)  
Giant Acorn Barnacles (1)

\$15.00

Beaded Anemones (9)  
Powderpuff Anemones (5)  
Brown Anemones (1)  
Hawaiian Anemone (1)  
T. Ritteri Anemone (1)

\$50.00

Alaskan King Crabs (2)

AQUARIUMS

MARINE TANKS

FISHES

\$10.00

Yellow Tang (1)  
Blue Tang (3)  
Mog Fish (1)  
Blue Damsel (1)  
Passer Angelfish (1)  
Kelp Bass (1)  
Kelp Greenling (1)  
Tautogs (2)  
Cabezon (1)  
Painted Greenling (1)  
Striped Perch (5)  
Rock Fish (2)

\$50.00

Nurse Sharks (2)  
Horn Sharks (2)  
Leopard Sharks (6)

\$15.00

Blackbird Wrasse (1)  
Beaked Wrasse (15)  
Saddle-back Clownfish (2)  
Skunk Clownfish (2)  
Chocolate Clownfish (2)  
Rainbow Parrot Fish (1)  
Sargeant Major (4)  
French Angel (1)  
Grey Angel (1)  
High Hat (1)  
Undulated Triggerfish (1)  
Emperor Snapper (1)  
Square Anthias (4)  
Four Spot Butterfly Fish (1)  
Falcula Butterfly Fish (1)  
Senorita (6)  
C. O. Sole (7)  
Greenling (1)  
Pacific Staghorn Sculpin (1)  
Pacific Staghorn Sculpin (1)  
Little Sculpin (1)

\$25.00

Black-edge Moray (1)  
Zebra Moray (1)  
Queen Angel (1)  
Lunar Wrasse (1)  
Dragon Wrasse (1)  
Blue Head Wrasse (1)  
Garibaldi (1)  
Oyster Toad Fish (5)  
Wolf Eel (1)

AQUARIUMS

FRESH WATER TANKS

\$10.00

Bullhead Catfish (20)  
Channel Catfish (2)  
Sunfish (6)  
Crappie (3)  
Small-mouthed Bass (3)  
Carp (3)  
Freshwater Drum (6)

\$15.00

Short-nose Gar (3)  
Long-nose Gar (3)  
Bowfin (2)  
Brook Trout (3)

\$25.00

Large-mouth Bass (3)  
Northern Pike (1)

\$50.00

Paddlefish (1)

PRICE GROUPS

\$10.00

BIRDS

Bobwhite (6)  
Sora Rail (1)  
Common Catbird (2)  
American Goldfinch (2)  
Indigo Bunting (2)  
Rose-breasted Grosbeak (2)  
Nashville Warbler (1)  
American Redstart (1)  
Black-capped Chickadee (2)  
Bluebird (3)  
Cedar Waxwing (3)  
Lincoln's Sparrow (1)  
Mourning Warbler (1)  
Northern Oriole (3)  
Palm Warbler (1)  
Scarlet Tanager (2)  
Slate-colored Junco (4)  
White-breasted Nuthatch (1)  
Yellowthroat (1)  
Yellow Warbler (1)  
Ovenbirds (3)  
Evening Grosbeak (2)  
Mourning Doves (2)  
Brown Thrashers (2)  
Fox Sparrow (1)  
White-throated Sparrow (3)  
Song Sparrow (1)  
Black Muscovy Ducks (4)  
Penciled Runner Duck (4)  
Black East India Duck (4)  
White-crested Black Polish Chicken (12)  
Single-crested Rhode Island Red (10)  
Salmon Favorolle (4)  
Assorted Bantam (6)  
Guinea Fowl (5)  
Fantail Pigeon (12)

MAMMALS

Muskrat (1)  
French Lops Rabbit (1)  
Himalayan Dwarf Rabbit (2)  
Guinea Pigs (12)

\$10.00

REPTILES

Eastern Box Turtle (2)  
Ornate Box Turtle (1)  
Banded Gecko (1)  
Axolotl (2)

INVERTEBRATES

Tube Anemone (4)  
Feather Duster Worm (1)  
Cluster of Blue Oysters (1)  
Saigon Anemone (1)  
Curly Cue Anemone (1)  
Northern Anemone (20)  
Gooseneck Barnacles (1)  
Acorn Barnacles (1)  
Red and White Striped Barnacles (1)  
Giant Acorn Barnacles (1)

FISHES

Yellow Tang (1)  
Blue Tang (3)  
Mog Fish (1)  
Blue Damsel (1)  
Passer Angelfish (1)  
Kelp Bass (1)  
Kelp Greenling (1)  
Tautogs (2)  
Cabezon (1)  
Painted Greenling (1)  
Striped Perch (5)  
Rock Fish (2)  
Bullhead Catfish (2)  
Channel Catfish (2)  
Sunfish (6)  
Crappie (3)  
Small-mouthed Bass (3)  
Carp (3)  
Freshwater Drum (6)

PRICE GROUPS

\$15.00

BIRDS

Mandarin Duck (4)  
Spot-billed Duck (2)  
Wandering Whistling Tree Duck (5)  
Radjah Shelduck (4)  
Plumed Duck (4)  
Pintail Parrot Finch (2)  
Philippine Duck (4)  
Red Avadavat (3)  
Green Avadavat (3)  
Parrotbill (6)  
Spice Finch (4)  
Black-headed Munia (4)  
Asian Golden Weaver (12)  
Zebra Dove (2)  
Lady Amherst Pheasant (5)  
Bamboo Partridge (5)  
Common Gallinule (8)  
Gaudy Red-throated Barbet (5)  
Lineated Barbet (1)  
Straw-crowned Bulbul (2)  
Red-whiskered Bulbul (1)  
Red-vented Bulbul (6)  
Red-eyed Bulbul (2)  
Stripe-throated Bulbul (2)  
Black Bulbul (4)  
White-necked Laughing Thrush (4)  
Greater-necklaced Laughing Thrush (3)  
Saw-whet Owl (3)  
Barhead Geese (2)  
Ruddy Shelduck (1)  
Buff Geese (3)  
Pommeranian Geese (4)  
White China Geese (4)  
American Wigeon (4)  
Blue-winged Teal (2)  
Pintail Duck (4)  
Turquoise Tanager (2)  
Silver-beaked Tanager (1)  
SHoveler Duck (4)  
Red Head Duck (14)

MAMMALS

Southern Flying Squirrel (40)

\$15.00

REPTILES

Blue-tongued Skink (2)  
Elongated Tortoise (3)  
Jagged Shell Turtles (3)  
Wood Turtle (1)  
Spiny Softshell Turtle (2)  
Snapping Turtle (8)  
Blandings Turtle (2)  
Chuckwala (2)  
Red-eyed Treefrog (6)

INVERTEBRATES

Beaded Anemone (9)  
Powderpuff Anemone (5)  
Brown Anemone (1)  
Hawaiian Anemone (1)  
T. Ritteri Anemone (1)

FISHES

Blackbird Wrasse (1)  
Beaked Wrasse (15)  
Saddle-back Clownfish (2)  
Skunk Clownfish (2)  
Chocolate Clownfish (2)  
Rainbow Parrot Fish (1)  
Sargeant Major (4)  
French Angel (1)  
Grey Angel (1)  
High Hat (1)  
Undulated Triggerfish (1)  
Emperor Snapper (1)  
Square Anthias (4)  
Four Spot Butterfly Fish (1)  
Falcula Butterfly Fish (1)  
Senorita (6)  
C. O. Sole (7)  
Greenling (1)  
Pacific Staghorn Sculpin (2)  
Little Sculpin (1)  
Short-nose Gar (3)  
Long-nose Gar (3)  
Bowfin (2)  
Brook Trout (3)

PRICE GROUPS

\$25.00

BIRDS

Demoiselle Crane (2)  
Grey Junglefowl (6)  
Edwards Pheasant (3)  
Crested Wood Partridge (4)  
Chinese Francolin (4)  
Red Spurfowl (4)  
Formosa Teal (4)  
Falcated Teal (4)  
Comb Duck (3)  
Tawny Owl (2)  
Tawny Frogmouth (2)  
Green-winged Dove (2)  
Plumed Dove (4)  
Bar-tailed Cuckoo Dove (3)  
Bleeding Heart Dove (3)  
Pied Imperial Pigeon (4)  
Nicobar Pigeon (6)  
Spur-winged Lapwing (5)  
Black-winged Stilt (3)  
Lesser Green Broadbill (3)  
Gold Fronted Leafbird (5)  
Red-billed Leiothrix (6)  
Fairy Bluebird (10)  
White-crested Laughing Thrush (4)  
Black-headed Sibia (2)  
Rutous Treepie (3)  
Racket-tailed Treepie (4)  
Golden-crested Mynah (4)  
Vinous-breasted Starling (3)  
Red-eyed Starling (6)  
Black-naped Oriole (2)  
Red-billed Blue Magpie (4)  
Green Heron (2)  
American Green-winged Teal (2)  
North American Wood Duck (3)  
Red Head Duck (2)  
Barred Owl (1)  
Barrows Goldeney (2)  
Blue Peafowl (10)

MAMMALS

Indian Crested Porcupine (4)  
Larger Malay Chevrotain (2)  
Small-toothed Palm Civet (4)  
Common Palm Civet (5)  
Indian Flying Fox (27)  
Neotropical Fruit Bat (51)  
Woodchuck (6)  
Striped Skunk (7)

\$25.00

MAMMALS

Nubian Goat (13)

REPTILES

Elephant Trunk Snake (6)  
Burmese Mountain Tortoise (5)  
Burmese Python (4)  
Timber Rattlesnake (2)  
Matamata Turtle (2)

FISHES

Black-edge Moray (1)  
Zebra Moray (1)  
Queen Angel (1)  
Lunar Wrasse (1)  
Dragon Wrasse (1)  
Blue head Wrasse (1)  
Garibaldi (1)  
Oyster Toad Fish (5)  
Wolf Eel (1)  
Large-mouth Bass (3)  
Northern Pike (1)

PRICE GROUPS

\$50.00

BIRDS

Bornean Great Argus (2)  
Grey Peacock Pheasant (2)  
Rothschilds Mynah (5)  
Hooded Merganser (3)  
Red-tailed Hawk (2)  
Red-shouldered Hawk (2)  
Great Horned Owl (2)  
Great Grey Owl (3)  
Raven (2)  
American White Pelican (5)  
Rainbow Lory (2)

MAMMALS

Small-clawed Otter (4)  
Binturong (6)  
Reeves Muntjac (5)  
Pocket Gopher (3)  
Spotted Skunk (8)  
Spanish Burro (2)  
Sicilia Donkey (2)

INVERTEBRATES

Alaskan King Crabs (2)

FISHES

Nurse Sharks (2)  
Horn Sharks (2)  
Leopard Sharks (6)  
Paddlefish (1)

\$75.00

BIRDS

Victoria crowned Pigeon (4)

MAMMALS

Leopard Cat (2)  
Black Ape (6)  
Japanese Macaques (29)  
Suffolk Sheep (9)

INSECTS

Leaf-cutter Ants (1 colony)

\$100.00

BIRDS

Ruby-throated Hummingbird (2)  
Trumpeter Swan (4)

MAMMALS

Striped Hyena (2)  
Nilgiri Tahr (7)  
Ermine (8)  
Long-tailed Weasel (2)  
Fjord Horse (2)

\$125.00

BIRDS

Lesser Flamingo (14)

MAMMALS

Sloth Bear (4)  
Brown Swiss Cow (1)  
Jersey Cow (1)  
Ayrshire Cow (1)

PRICE GROUPS

\$150.00

BIRDS

Snowy Egret (6)

MAMMALS

Clouded Leopard (10)

Bison (5)

Percheron Horse (1)

\$1,000.00

MAMMALS

Siberian Tiger (16)

Mongolian Wild Horse (11)

Beluga Whale (2)

\$200.00

MAMMALS

Porcupine (2)

Puma (5)

Fisher (5)

Pygmy Weasel (3)

Pronghorn (9)

Wapiti (13)

MARINE MAMMALS

Harbor Seals (2)

\$500.00

MAMMALS

Malayan Tapir (3)

Beaver (6)

Canadian Lynx (4)

Wolverine (3)

North American Otter (8)

Musk ox (7)

Bactrian Camel (11)

Moose (6)

Bottlenosed Dolphin (2)

## Office Memorandum

*Society*  
*Animal*  
*Adoption*DEPARTMENT MZG

TO : Operations and Planning Committee:  
Bob Ferguson, Harveydale Maruska,  
Hazel Reinhardt, Paul Zollman

DATE: June 25, 1980

FROM : Ed Kohn

PHONE: 432-9010SUBJECT: MINNESOTA ZOOLOGICAL SOCIETY ANIMAL ADOPTION PROGRAM

I propose that the O & P Committee, on behalf of the Zoo Board, authorize me to accept the Minnesota Zoological Society proposal to conduct an animal adoption program. In order to meet its schedule for an October 1980 opening of the program, the MZS seeks our approval by June 30, 1980, and thus the Zoo Board has delegated that responsibility to this committee.

Such a program could be very timely and would enable citizens to participate in our zoo venture in a personally meaningful way and promote the sense of long-term shared responsibility for our wild co-inhabitants. It would, at the same time, strengthen the Society and provide the zoo with needed dollar support.

I propose that we use net proceeds from the program to improve the presentation of the living collection to the public. Adoption connotes joining in the total care of a life. At the Minnesota Zoo that concept of total care goes beyond food and cover and encompasses giving the animals their "voice" so that their message may be told. The proceeds would be directed to this end.

In using the program's net proceeds for exhibition, interpretation, and presentation needs we would be funding an area that has not been well served in our state budget. Previous requests for program increases in this area have not been allowed. The state budget would continue to bear total responsibility for physical care and management of the collection while the adoption program could provide our visual arts staff the means to better keep our interpretive efforts as lively and enjoyable as the animals are themselves.

I may propose that some proceeds be used for increased interpretive services to other zoos and nature centers in this state. I believe we should avoid the appearance (and fact) of competing with out-state ventures (for example, Rochester and Duluth zoos) for the support of their local citizens.

My request for approval is in the context of some simple conditions that I believe should be acceptable to the Minnesota Zoological Society, as follow:

1. Participatory approval by the zoo of the manner in which the living collection will be identified and presented for "adoption."
2. Opportunity to advise MZS and approve interpretive materials on individual species.

MZS Animal Adoption Program  
page 2

3. Review and comment on public information presentations bearing particularly on matters of budget policy.

The enthusiasm of the Society for the idea is great. This can be the launching of a beautifully enjoyable program for the citizens of the State.

I have assigned a Zoo committee consisting of Ralph Waterhouse, Bev Rongren and John Lewis to coordinate with the MZS in support of the program.

EK:gd

cc Management Group  
Karla Williams



*Ray  
Osterhus  
Jan 9*

*file  
Foster program*

*cc BR  
sl*

12101 Johnny Cake Ridge Road  
Apple Valley, MN 55124  
612/432-9010

January 9, 1980

Robert L. Bonawitz  
CDC Mail Station PLY-011  
2300 Berkshire Lane North  
Minneapolis, Minnesota 55441

Dear Bob,

Would the Society wish to consider conducting an animal sponsorship program throughout the community?

A number of zoos, including St. Louis, Brookfield, and San Francisco, have found much citizen interest in contributing to the funding and welfare of their zoo's animal programs with contributions identified with particular animals of the collection.

We would dedicate such funds as may consequently be directed to us by the Society in support of our animal program in a manner consonant with the objectives of the promotion. One of the great benefits of such a project is enabling citizens to participate more directly in the welfare of their zoo. Another tangible benefit to the Society, and thus to the Zoo, would be the further positioning of the Society in the citizens' perspective as a vehicle for support of the zoo. Membership growth should be an important by-product.

I have offered the quotation from Baba Dioum, "In the end we will conserve only what we love..." The Society might consider it as a theme line for the program. The follow-on might be: "So have a love affair at the Zoo. Foster a wild life."

Such a venture, in the good hands of the Society, could carry out beautifully one of the objectives agreed to be Dick Gray's Public Relations Committee, "popularization", in a manner that is enjoyable for the citizens and supportive of our good common interests.

We would be happy to discuss the idea further should the Society wish.

Sincerely yours,

Edward Kohn  
General Director

cc Management Group  
PR Committee

*Put a new one in your life:  
Be a papa to a python  
Be a mama to a musk ox  
Be a sister to a seal  
Be a brother to a binturong*