

GETTING STARTED

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So you want to develop a Tigers for Tigers club on campus? Fantastic! Tigers for Tigers has incredible opportunities for you to show your tiger pride, further your career opportunities in conservation, and make a meaningful impact for tigers. Within the beginning section of this resource guide, we will discuss the benefits of T4T and inform you how to create a T4T club on your campus! Welcome to Tigers for Tigers!

BENEFITS OF THE T4T PROGRAM

The Tigers for Tigers program has a singular, yet aggressive goal: to redefine what it means to “be a tiger.” If you care about your university, you should care about your mascot. But we’re not just focused on tiger conservation. Your participation in Tigers for Tigers means education, action, entrepreneurship, personal and professional growth, and access to opportunities and experiences you won’t find anywhere else while you are in college.

“ One of the most exciting events this past semester was when RIT did their cross country ‘Tiger Trail.’ We welcomed them to our campus as a pit stop on their long journey and it was really exciting to meet people who share the same goals! It was a nice reminder that as a club, we are not alone. We really look forward to working with other T4T clubs again in the future.

Katie Iser, Towson T4T



In 2014, the RIT women’s cross country team ran from Auburn, AL, to Rochester, NY to raise awareness for tiger conservation.

AMAZING OPPORTUNITIES WITHIN T4T

+ Opportunities to Save Tigers

We work with government agencies and NGOs all over the world to advocate, seek resources, and promote good policy to save tigers.

We work directly with congressional leaders in Washington, D.C., to promote good conservation policy for tiger conservation and international wildlife conservation programs. We support amazing grassroots tiger conservation organizations abroad.

+ Resume Building

T4T students are real-world ready thanks to projects like building communication programs for the masses and participating in our conservation programs.

T4T students have direct interactions and partnerships with D.C. policy leaders, government officials, marketing professionals, and world-renowned wildlife conservationists.

Our broad network of government and NGO partners provides opportunities for career-specific training programs, internships, and leadership development.

+ Post-Graduate Career Opportunities

Ongoing partnerships with the National Wildlife Refuge Association, the U.S. Fish and Wildlife Service, and other NGOs means potential job placement opportunities around the country or across the globe.

+ Professional Development

Our programs, seminars, and club activities build a strong foundation of professionalism, communication skills, and project management skills.

We utilize social and new media to reach hundreds of thousands of students and fans.

Our leadership trainings bring together conservation leaders and students for collaborative learning and work sessions to support tiger conservation.

+ New and Exciting Experiences

International trips abroad allow students to experience real tigers in the wild.

T4T can provide exclusive “behind-the-scenes” access into local zoos, accredited sanctuaries, National Wildlife Refuges, and more.

Our partnerships allow students to collaborate with and learn from professionals across different competencies.

T4T students have the opportunity to be part of real change for the good of our planet.

+ Increased Visibility for Tiger Schools

Tiger conservation is a global issue, and we constantly seek opportunities to elevate local T4T stories on a national and international level.



Auburn University football fans cheering on their tigers.

© The Birmingham News

+ Amplified School Spirit

T4T feeds on our students' tiger spirit and fosters a close connection among our school, our team, and tigers in the wild.

We provide a positive conservation message for our tiger-mascot universities and their sports teams.

Past success with head coach endorsements, jumbotron videos, and in-stadium PSAs have had tremendous impact at Clemson, RIT, and the University of Missouri.

+ Networking Opportunities

T4T's challenge to save tigers requires collaboration and connection among students across campuses and around the country.

In addition to frequent communication across partner schools, T4T student networks grow through national conferences, trips to Washington, D.C., and leadership trainings.

HOW TO START A TIGERS FOR TIGERS CLUB

1 Contact the National Tigers for Tigers Coalition for more information.

2 Make sure you have a clear understanding of the following:

- a. What Tigers for Tigers is
- b. What it means to be a Tigers for Tigers club
- c. What Tigers for Tigers does nationally and as individual clubs

3 Recruit student leaders.

Student members and leaders are the lifeblood of Tigers for Tigers. New members bring new ideas, talents, and opportunities to grow your club!

- a. Publicize your organization on campus with flyers, list-serves, your school newspaper, word of mouth, and class announcements.
- b. Host your first orientation/interest meeting for your new incoming members. Email us for guides and resources.
- c. Try to recruit students from different departments. Working with students from different backgrounds will be a huge benefit to the dynamic of your Tigers for Tigers club. For example, a graphic design major can help you design t-shirts and other T4T merchandise to raise funds.
- d. The qualities of the individuals within your organization outweigh the quantity of the individuals involved. When you are beginning to form your own T4T club, you need to find a core group of individuals who can help you grow and develop the organization. This can be achieved by building a sense of community within a fun environment.

4 Secure a Faculty Advisor for your club.

Your T4T advisor can be any member of faculty, staff, or administration at your university. Review your school's requirements for more information.

- a.** When you meet with a potential advisor, be prepared to talk about the mission, purpose, and goals of the National Tigers for Tigers Coalition. Once you have found a potential faculty advisor, set clear goals and expectations for each other.
- b.** Remember, Tigers for Tigers is a student group, so your advisor should only serve in an advisory role. Your advisor will aid in developing and sustaining your club from year to year, but it will be up to you and other student leaders to run the organization.

5 Register Tigers for Tigers as an official student organization on campus.

Contact your Student Life and Activity Offices or Student Government Association for more information.

6 Inform the National T4T Coalition that you are now a recognized student organization on campus.

Please send us the following:

- a.** Documentation that your club has been recognized as a student organization on campus
- b.** A list of members after your first interest meeting

7 Design a Club Constitution.

All T4T clubs must design a club constitution, which will outline your fundamental principles and club governance. It will hold your organization to rules and actions. Your constitution should be clear and concise. Work with your university to determine your specific requirements.

(See the Appendix for a constitution template for guidance)

8 Establish a club bank account.

We advise each T4T club to work with their Student Life and Activity Offices to create a T4T bank account.

9 Welcome to Tigers for Tigers!

You are now on your way to making a huge impact on your campus by using your school pride to save tigers.

FIND A FACULTY ADVISOR

Why is it Important to Have a Faculty Advisor?

The faculty advisor plays a critical role in the development and success of your organization. It is important that the advisor fully understands the mission and vision of both your club and the National T4T Coalition. An advisor who is actively involved can provide guidance, continuity, support, and access to resources both within and outside your university beyond what students can obtain.

One of the most important strengths your advisor will bring to your organization is continuity. As students steadily flow in and out of your club, this constant turnover will result in yearly education of members and officers on all aspects of T4T including teaching tiger conservation issues, understanding officer roles, maintaining relationships with your administration, and executing events successfully. Your advisor will remain constant while your membership fluctuates and will be able to guide you and your club's leaders using his or her past experiences with T4T.

Potential Roles and Responsibilities of an Advisor:

The role of the Advisor is to provide information, encourage responsibility, and support growth of your T4T club. Roles and responsibilities suited to the advisor position may include, but are not limited to;

- Assist the club in defining and achieving its goals and objectives
- Assist in teaching new members the history of the club and its activities
- Help identify potential student leaders for the T4T club and assist new officers during transition
- Serve as a “sound board” for student ideas and suggest his or her own ideas
- Assist the club in developing programs and a fundraising strategy
- Provide continuity and stability from year to year
- Help students make informed decisions by remaining unbiased
- Provide educational, research, and service opportunities for club members
- Help the club understand and navigate university policies and procedures
- Serve as a liaison between the club, department, college university administration, and National T4T Coalition
- Interact with advisors of the other T4T clubs of the National T4T Coalition



Dr. David Tonkyn, faculty advisor for Clemson T4T, gets “pied” by Taylor Tench at a fundraiser during National Tiger Awareness Week in 2013.

Communicate with Your Advisor

Regular and consistent communication is essential to build a successful relationship with your advisor. We recommend that you regularly meet with your advisor to discuss new ideas, initiatives, and concerns that you may have.

General Tips

- Get to know your advisor and provide him or her with your officers’ contact information
- Add your advisor to your list-serv and invite him or her to all meetings and programs
- If you need advice, do not be afraid to meet with your advisor to find solutions
- Inform your advisor about the National T4T Coalition
- Show appreciation for your advisor

What are the Expectations between an Advisor and T4T Members?

What the advisor expects from students?

- Accountability
- Dedication to tasks
- Contribution of new and innovative ideas
- Leadership
- Independence

What the students expect from the advisor:

- Help defining and working toward their goals
- Willingness to listen to ideas and provide feedback and give constructive criticism
- Recognize strength in students and use them wisely
- Provide additional knowledge about tigers and conservation related issues
- Serve as a liaison between your club and administration

What do You do if You lose Your Advisor?

Find an advisor who is dedicated and committed to the cause. Seek alternatives from professors whom you know well or those who are in a related field. You may also want to consider having co-advisors to ease the burden. If you need further advice, reach out to your Student Life and Activity Offices for suggestions in regard to your university policies and procedures.

YOUR ROLE AS AN ADVISOR TO T4T

*This section is intended for T4T faculty advisors.

Why is Advising a T4T Club Important?

Tigers for Tigers allows students to apply their energy and expertise to a grand cause with students from across the nation. By serving as an advisor, you will empower students to grow personally and professionally. Becoming a part of the T4T community may provide you with unique professional opportunities as you collaborate with students and faculty from across the country on a common cause.

As an advisor, you have the opportunity to share your knowledge and expertise with students as you work with them outside a classroom setting.

Potential Roles and Responsibilities of an Advisor

The advisor's role is to provide information, encourage responsibility, and support growth. This may include the following:

- Help the club to define and achieve its goals and objectives
- Educate student leaders about the history of the club and its activities
- Help identify potential student leaders and assist in leadership transition and orientation
- Serve as a “sounding board” for student ideas and projects
- Assist the club in developing programs and a fundraising strategy
- Provide continuity and stability from year to year
- Help students make informed decisions by remaining unbiased
- Provide educational and research opportunities for club members
- Help the club understand and navigate university policies and procedures
- Serve as a liaison between the club, department, college, and university administration
- Interact with advisors of the other T4T clubs of the National T4T Coalition

Building Effective Relationships between an Advisor and Students

What the advisor expects from students:

- Accountability
- Dedication to tasks
- Contribution of new and innovative ideas
- Leadership
- Independence

What the students expect from the advisor:

- Help defining and working toward their goals
- Willingness to listen to ideas and provide feedback and constructive criticism
- Recognize strength in students and use them wisely
- Provide additional knowledge on tigers and conservation related issues
- Serve as a liaison between your club and administration
- Network with advisors of other T4T organizations



ESTABLISH MEMBERSHIP DUES

Membership dues are required fees to become an active member of your club. There are two primary purposes for requiring membership dues: offsetting your club's overhead costs and retaining members.

Offsetting Overhead Costs

It takes money to successfully run a student organization. Requiring member dues is an easy way to generate capital for programs and upcoming events.

Retaining Members

After a member has paid their dues, he or she has made an investment in your organization. This member is more likely to attend meetings and participate in club activities to gain a return on their investment.

Why Should Your Members Pay Dues?

It is important to communicate to your members why they are paying dues and where that money goes. After your members understand why dues are necessary, they should not have a problem paying to support your club.

Even with clear communication it is a good idea to offer an incentive for paying dues. One potential incentive for paying membership dues is to make your club trips only available to dues-paying members.

How much Should Dues Be?

The price of your club's dues should reflect your budgetary requirements. We suggest \$10 a semester. Once you have a better understanding of your organization's financial needs, this value can be adjusted.



Mike VI, the live mascot at LSU, is a big supporter of Tigers for Tigers!