

RECRUIT

INTO YOUR TIGER TRIBE

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With over 450,000 students at 56 tiger mascot schools, we have the potential to reach and empower millions of tiger fans across the country who self-identify with their tiger mascot. Together we, as true tiger fans, have access to a plethora of resources at our respective universities to accomplish our goals.

Recruitment at its core is about fostering and building great relationships with individuals. Within this section of the resource guide, we will teach you the basics of recruiting members, marketing your club on campus, building a social media presence, and running an effective and meaningful T4T meeting.

Get out there and show your tiger pride!

RECRUITMENT 101

One of the critical challenges that your club will face annually is recruiting and retaining members. As a student organization, you will constantly be faced with membership turn-over as old members graduate and new members join the club. Because your organization is one of many on your campus, it is critical that you take all the necessary steps to ensure that you recruit new members throughout the year.

Student Organization Fairs

Most universities host an organization fair at the beginning of the academic year to showcase all of the different clubs and activities that new students can join. Attend those events to make a big impression on your campus at the beginning of the year.

Market Your T4T Club

A strategic outreach and marketing campaign should complement your participation at your university's organization fair. Design compelling flyers about T4T to be distributed across your campus to advertise upcoming interest meetings and events. You should also create a brochure about your T4T club that can be distributed at all of your events.





Clemson T4T engaging with students at an organizations fair in 2012.

© Clemson Tigers for Tigers

How to Create a Dynamic and Eye-Catching Display for Your Organization Fair

The designs should look dynamic and visually interesting. Include a provocative subhead to help explain your messages and communicate it effectively. Minimize your text and keep the messaging simple and eye-catching.

Offer Something to Your Members

During your organization fair, incentivize students to visit your station. This can be anything from giveaways to participating in games. Additionally, you should have promotional items displayed at your station to talk about Tigers for Tigers. Students love free stuff. This is free advertising for you! Other students will see your logo, head to your station to learn more and receive free items of their own.

Turn Student Interest into Attendance

This is your opportunity to convince a student to join your club. When you talk to students, keep everything simple and concise. Talk to students on a personal level and build rapport. Below are a few tips to make your ideas stick during your conversations with potential members:

- Get to know whom you are talking to. What is their name? How is their day going? What are they up to?
- Keep it simple – simple ideas are remembered
- Be credible – talk about your club's accomplishments proudly
- Be concrete – highlight the benefits, successes, and opportunities within your club
- Use emotion – for people to take action, they have to care
- Tell stories – make it personal; provide knowledge on how students can act, and inspire them to join your movement

Come to the organization fair with at least two interest meetings planned. Have students sign up for an upcoming interest meeting with their name and email address.

Interest Meetings

Your interest meetings can be the defining factor of whether you retain students or lose them to a different club. Schedule at least two interest meetings on different days to accommodate student's schedules. This is an opportunity to recruit new members into the Tigers for Tigers tribe. This should not be another lecture, but it should be fun and enjoyable. Students will only stay if they think they will be having a fun time as they are already stressed with classes! Oh, and make sure there's pizza. Everyone loves pizza.

Appeal to All Majors

Remember that T4T is a campus wide effort and anyone can be involved in your T4T club. It is important to have a diverse group of students with different academic backgrounds and skillsets. Post interest meeting flyers in all of your classroom buildings to attract students from all disciplines. Advertise officer positions with a reference to a particular skill or major. You can also reach out to department heads and professors of particular majors to distribute your messages.

Welcome New T4T Members

Plan an event or meeting to talk about tiger conservation so members can begin to develop their knowledge about your club and T4T.

Remember to have fun! It's important to have relaxed meetings and get-togethers to build a community and to strengthen relationships among members.

Ten Tips to Recruit New Members

- 1 Always think about recruitment
- 2 Involve the entire club. It's a team effort
- 3 Talk to your friends about your club and invite them to come to an upcoming event
- 4 Ask your professors to talk about T4T in class
- 5 Write an article about your club in the campus newspaper
- 6 Post dynamic and eye-catching flyers throughout campus
- 7 Reach out to professors within different departments to identify specific students who have amazing skillsets that can contribute to your club's success
- 8 Follow up with all potential members in a timely manner
- 9 Smile, be enthusiastic, and relatable
- 10 Most importantly, do not get discouraged

HOW TO MARKET YOUR TIGERS FOR TIGERS CLUB

You represent your Tigers for Tigers brand. Every T4T member contributes to your T4T brand and it is crucial for your T4T club to grow. What do other students think about when they hear “Tigers for Tigers?” What three words come to mind? Are you the fun, cool club that everyone wants to join to make a difference for their mascot?

Brands can thrive on word-of-mouth. If you can connect with other people, share unique stories, and invite people to join your club, more people will join you.

Make your T4T Brand Contagious

- 1 Build social currency! People care how they look to others. They want to feel cool and be a part of something exclusive. Find their inner-remarkability and brand it Tigers for Tigers.
- 2 Keep Tigers for Tigers at the forefront of people’s minds. Put yourself out there and make it hard for people to ignore you. Be different and empower others to take action.
- 3 Make people care about what you do. Tell personal stories about your T4T experiences to others. When people can visualize opportunities and care, they will share their knowledge with others. Your voice is powerful.

Be Creative

Find creative ways to promote your club on campus to stand out of the crowd. Host a brainstorming session with your T4T team to determine creative “out-of-the-box” ways to promote your club.

8 Creative Ways to Promote your Club on Campus

Host a flash-mob on campus

Rent the mascot for a day

Place a banner in high-traffic areas

Make a presentation about your club in class

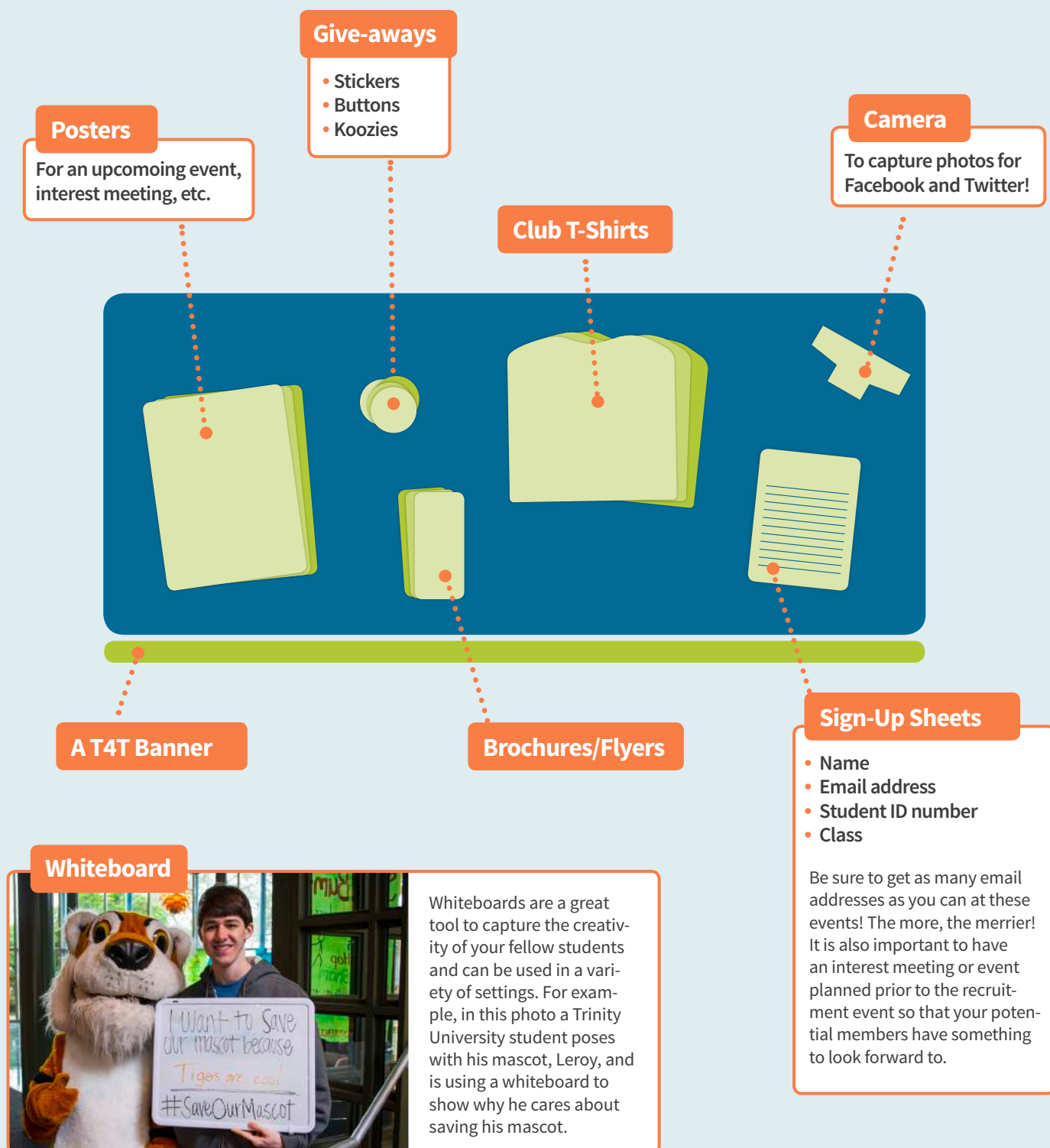
Post flyers in bathrooms

Pass around stickers or cards around in the dining halls

Host a contest with your fellow students

Partner with another student organization on campus for an event

WHAT SHOULD YOU BRING TO A TABLE EVENT?



© Alyssa Fink

Advertise for Your Event

Work with Your University Administration

Reach out to your university president, public relations director, and other contacts you have at your university. It's always good to introduce your organization to the university president. Ask for any available support, such as getting you in touch with the right administrators. These people will continue to be important contacts for your T4T club, so be sure to create healthy relationships with them.

Social Media

If your club does not already have a Facebook and/or Twitter account, create one! This is the easiest and least expensive way for your organization to advertise. Create social media content for a week or two building up to the event, during the event, and a week after the event. You want to inform your community about upcoming events, current programs, and your efforts to save tigers. You can tweet several times a day, while one Facebook status a day will usually be enough. Pictures work well on Facebook and Twitter. Always have a call to action. What are you asking of them? Are you asking them to come to your event? To share or tweet something you posted? To donate? Your university's marketing staff can be very helpful in developing a social media strategy for your event.

Campus Newspaper and Radio

Contact your university newspaper and radio station to advertise for your event. They may write something for you or conduct an interview, so make sure that you have all of the details of the event ready for them. You may wish to send them a one pager as well.

Local Media

Contact your local newspapers and radio stations. The worst that could happen is they say, "No thanks, we're not interested." Be sure to have the details of your event ready; they will most likely want to do an over-the-phone interview, and because this is a more professional setting, be sure to stay in touch with them constantly. Do not forget to email or call them back!

Flyers and Merchandise

Flyers are still important in this digital age, but they have to be done correctly. Make sure your flyer design is eye-catching, easy to read, and includes all of the necessary information. Try to only put them in high-traffic areas on campus. Make sure that your flyers have been approved by your university.

If you expect a lot of people to attend your event, it may be worth creating new merchandise to sell that commemorates the event. This merchandise can be anything from t-shirts to stickers. Not only will you make money by selling the merchandise, but also, you will receive free advertising as people wear your shirts or use your stickers.

Tabling

Use mini-flyers taped to candy during your table event. Do not just hand out a flyer; it's easy to ignore and will most likely be thrown away. Attach candy, buttons, or even make a sticker instead of a mini-flyer. Make your table fun; conduct contests, play games, provide free giveaways, or bring food. College students love two things: food and free stuff. Don't be shy: to get out there and start conversations with people!

Have an opportunity for students to sign up or commit to your upcoming event at your table. You may lose out on potential participants if they forget to sign up later.

Make Some Friends!

The more, the merrier! Try partnering with another on-campus organization for your fundraiser. Use the connections you already have. For example, your best friend is secretary of the Habitat for Humanity club; see if they would be interested in partnering with T4T's upcoming fundraiser. You will reach a whole different audience that you probably weren't reaching before, and attract new members into the tiger tribe.

HOW TO DESIGN EFFECTIVE FLYERS

It is extremely important to produce clean and eye-catching flyers to attract students to attend a T4T event.

Flyers Should Achieve Two Goals

- 1 Make you stop and think
- 2 Deliver a message

The designs should look dynamic and visually interesting. Include a provocative subhead to help explain your message and communicate effectively.

Below are a few examples:

“Did you know there are X times as many students at XXX University as there are tigers left in the wild?”

“Would we still be the XXX Tigers if there were no more tigers left in the wild?”

“At first I wasn’t sure if I could combine these two passions of mine, graphics and T4T, but I discovered very quickly that I could take my passion and skills in graphics and apply them to T4T efforts in order to aid and enable our causes. T4T is where I discovered that I could combine nonprofit work with my passion for graphics, and T4T is the reason why I want to work with nonprofits once I graduate.”

Chloe Christopher, Clemson T4T

From there, we recommend a short statement that sets up the message and what the reader should take away (e.g. You can help save our school mascot... etc.). Be sure to include the date, time, and location if you’re advertising for an event. You can then follow up with a quick call to action. We recommend two actions max unless you can make it really short and sweet.

Specific Comments About the Layouts

- Using all caps, while dynamic and large, can take away from the readability of your message. This is especially an issue when dealing with hashtags, URLs, and Twitter handles. If my brain has to struggle to see the three words in SAVEOURMASCOT, then you’re reducing the effectiveness of your message.
- Use a knockout version of your club’s T4T logo. A knockout logo does not contain a background and looks professional.
- For all QR codes, we recommend adding a little direction so people know what’s going to happen if they scan it. For example, a little line like “snap to join the conversation on Twitter” will go a long way. Here is a link to design your own QR codes: <http://www.qrstuff.com/>

Find a Graphic Design Major

If you need help, find a student who is a graphic design or communications major and ask them to help design the flyers and print media for you. They will be able to grow while professionalizing your brand on campus.

PRESENT IN CLASS

Have you ever thought about making a presentation about Tigers for Tigers before class? It's important to utilize every outlet possible to tell people about Tigers for Tigers. Always talk about T4T. You're doing cool things to save tigers! Don't worry about being perfect; any information that you cover is better than nothing.

1

Advertising for an event: Talk to your professors at the end of class. Let them know you are a part of Tigers for Tigers, what T4T does, and why the event is important. Most professors will allow you to talk about your organization at the beginning of class. You may also wish to pass flyers around to classmates.

2

Incorporating Tigers for Tigers into a project: Many communications, marketing, business, and conservation classes assign open-ended projects. For example, maybe you're doing a budgeting project in your accounting class, so use an upcoming event for your club. Maybe you're learning how to build a stronger presence on social media, so utilize your T4T Facebook and Twitter accounts. Do you have to address an issue related to conservation? Talk about tigers! Try and incorporate Tigers for Tigers in these projects. Not only does it help build a stronger organization, but also your professors and classmates will be more informed about your club!

3

Build relationships with your professors: It is important to take advantage of these opportunities for the same reason as mentioned above. Let your professor know you're involved in T4T, and keep them updated on the cool things you guys are doing. Your professors might want to come to your fundraiser, participate in your 5K, or give extra credit for people who attend your events. Most professors really do care about their students!

SOCIAL MEDIA 101

Social media is so important today, especially for a group like Tigers for Tigers. It is a free tool in which you have the potential to reach millions of people by starting a conversation. If you do not already have a Facebook page or Twitter account, that should be your first step! Below are a few tips on how to successfully communicate via social media.

What Should We Post?

Share Amazing Success Stories

Tigers for Tigers can be a curator of amazing success stories centered on tiger conservation. What organizations are actually making a difference for tigers? We need to educate our following about tiger conservation and we can use the successes of T4T to share this.

DYK (Did You Know) Tiger Facts

Share interesting facts about tigers. You can determine a particular day of the week and be consistent. I.e. “Tiger Tuesday”

Pictures of College Students Having Fun

We’ve said photos are great content for Facebook & Twitter, but they need to be something people want to see and care about. Pick and choose the best pictures you have, because quality > quantity when it comes to sharing. Here are a few tips:

- Post a photo from your club on holidays or special days at your university, i.e. Valentine’s Day, Earth Day, Spring Break, Finals Week, etc.

- Be fun! Don’t be afraid to post a funny picture, because odds are if you think it’s funny, your friends, family, and fellow college students who follow you will too!
- The more people in the photo the better. Tag your friends! In a few weeks, un-tag & retag them so the photos will resurface. You will get more likes this way.
- It’s cool that you’re posting a pic of your meeting, but if you have a cool event coming up, throw in a sentence about that, i.e. *Photo” “Finalized our fundraiser at Chick-Fil-A tonight! Come on out February 20th at 7:00 PM to help #SaveOurMascot!”

Pictures of Tigers

All of your followers have one thing in common, they love tigers. So post tiger pictures every now and then! You can simply use tiger photos found online, and be sure to give credit if it seems necessary. We have some photos as well, so please contact us if you’d like some!



Club Updates

Do you have a movie night coming up? Fundraiser? Series of interest meetings? Post this on your Twitter and Facebook. Try and accompany your posts with photos. For example, post a photo of the movie, the place you're having your fundraiser, a funny tiger photo for interest meetings, etc.

University-Related Updates

Did you do well in a basketball game? Did your school make a cool ranking in USNews? Post these on your Facebook or Twitter accounts as well. Brag about your school! This will also help you learn more about other T4T clubs.

Tag Related Social Media Accounts

While your club is growing, so will its online social media presence. To begin with, you will not have many followers, so even if you have perfect Facebook posts their potential reach is very limited. To reach a wider audience with your posts, you should tag other related social media accounts, such as your school's official Facebook page. They will be notified that they were mentioned in your post and can then share it to their large audience. This will greatly increase the scope of your message, and help you gain new followers.

Facebook Tips

PICS! PICS! PICS! Post pictures and tag people. Pictures are super successful in the social media world. People also like seeing photos of themselves, so take pictures of people involved, and encourage them to follow/like you so they can see their photos!

Have a call to action (CTA). What do you want people to do? E.g. come to your event, like your status, donate money, post a photo, etc. Make sure your CTA is clear.

Post about once a day, in the evening. Be consistent. Use #SaveOurMascot

Twitter Tips

Use a period before tweeting @ someone. Otherwise, it won't show up in the main twitter-feed. I.e. ".@SchoolPrez check out our students who are helping to #SaveOurMascot"

Tweet as much as you want

Tweet @ big name Twitter accounts associated with your school. I.e. your university Twitter account, your school's newspaper, your university President, your university news account, etc. Use #SaveOurMascot

HOW TO RUN AN EFFECTIVE T4T MEETING

You've advertised for your first Tigers for Tigers meeting across campus. Now is your opportunity to engage students, get them excited, and encourage them to play an active role in your club.

How to Start the Meeting off Right

The more informal the meeting is, the more comfortable your T4T members will feel. They are in classes five days a week; the last thing they want is another lecture! Generate small talk among your T4T leaders and members. Ask them

about their day and what's going on in their lives. If you are able to move the chairs within the room, place them in circles so that other members are able to interact and talk to each other face to face.

Before Your Meeting

- Define the purpose of your meeting. If you really do not need to meet, do not have a meeting
- Develop an agenda for the meeting and allocate time for each specific agenda item. Distribute it to keep everyone informed
- Find a meeting room that is open and accessible to most students
- Create a fun and open environment for members to interact
- Make sure the room is equipped for your needs with tables, chairs, a projector, etc.
- Work ahead of the meeting. Meetings are an opportunity to share updates, gather new input, and make decisions for the benefit of the club

During Your Meeting

- Bring snacks to lighten the mood
- Always greet everyone and make everyone feel welcomed
- Ask people to sign-in and provide their name and email address for follow up
- Start off the meeting with an ice-breaker! It's an easy way to get students to interact
- Start on time. End on time
- Stick to the agenda. If there is time at the end of the meeting, address items that were not on the agenda that people wish to discuss
- Have the Secretary take minutes at the meeting
- Encourage group discussion to collect opinions and ideas. Allow time for students to ask questions
- Be sure to leave the meeting with next steps of action and the date and time for the next meeting. Don't forget to thank your club members for attending

After the Meeting

- Add the attendee's email addresses to your club's listserv
- Follow up! Make sure to thank everyone for their participation
- Send your members the meeting minutes
- Discuss possible improvements for future meetings by surveying members anonymously and discussing results with your club leaders

HOW TO RETAIN MEMBERS

Attracting new members to your organization is an important step, however retaining these members often proves to be much more difficult. It is critical that new members remain involved so that your club has the manpower to undertake your exciting initiatives.

Why do People Volunteer for Your Club?

They support the cause and mission of the organization

They have a desire to become involved in the organization

They want to meet new people

They want to gain leadership and career experience

They want to make a difference within their community

Why do People Stop Volunteering?

Student Impacts

- Lack of time
- Lack of knowledge and skills
- Lack of interest in the group's goals

No Sense of Community

- Lack of personal relationships
- Lack of recognition
- Lack of support from the group
- Lack of role identity and personal development
- Lack of respect
- The student feels like they bring no value to the club
- Lack of involvement opportunities

Lack of Communicating Expectations

- Unclear goals and lack of purpose
- Poor communication structure
- No organizational growth and development
- Incongruent leadership

Define Expectations and Roles for T4T Leaders

The expectations and responsibilities of your officers and members must always be clearly defined. As a leader in your club, you must understand your strengths and weaknesses while always seeking feedback from your officers and members for improvement.

Recognize Members for Whom They Are

There will be different kinds of people involved in your club. You will have task-oriented people and social butterflies. Each member's level of participation will vary, and that is ok! Work with each student to identify their niche within the club to maximize their potential.

Build a Community and Celebrate Accomplishments

Provide a fun, interactive, and positive environment for your members. They will feel that they are an integral part of your organization. Always recognize your members for their efforts and their participation in club activities. Remain positive and encouraging. Remember to have fun.

Five Ways to Recognize Your Members:

- 1 Praise members publically and privately for their hard work and contributions to the team
- 2 Encourage leaders to congratulate others
- 3 Plan a fun activity to celebrate your team's accomplishments
- 4 Send a handwritten note
- 5 Give them an award

Educate Your Members about Tigers

Tiger conservation is a complex issue. There are many aspects contributing to the decline of wild tigers and the controversies surrounding domestic tigers. Educating your members on these issues is essential to ensure clear and consistent messaging with respect to tiger conservation from your club.

As President of the University of Missouri's T4T Club, Rhiannon Koehler doubled the number of active members in her club. She did that by focusing on education. At every club meeting, Rhiannon spent 15 to 20 minutes educating her members about a particular topic of interest at their discretion. She paired the mini-lecture with interactive games, such as tiger fact jeopardy, to solidify her members' knowledge. She was open to suggestions and delivered on her promises. As a result, it was easier for members to talk about tiger conservation-related issues to other students and their confidence grew.

Communicate Effectively

To retain members, you have to give students a reason to care and show them how we are helping to move the ball for tiger conservation. Develop a system of communication by consistently reiterating your goals and remaining transparent. Members should be allowed to express their thoughts and ideas without harsh criticism.

How to Keep Your Members Motivated

Earlier this year, Rhiannon shared some of her keys to success. You have to be open to suggestions, trust your ability to delegate tasks to your officers, and keep your enthusiasm high. Mizzou T4T planned a lot of fun activities for their members, like a trip to a local accredited sanctuary and a movie night at the university theater. If you build a welcoming community anchored on trust and enthusiasm, your club will be successful.



RIT T4T members having fun at their club meeting.

HOW TO KEEP IT FUN

While everyone joins T4T for different reasons, many students just want to have a good time while saving our mascot. It's important to keep your activities fun and engaging to keep your members excited.

Get Out of the Classroom

The last place students want to be confined to after hours is a classroom, so it's important to plan events and fun activities outside the classroom setting. Fun activities with your club members will strengthen relationships and increase the retention rate of your members.

Plan a Trip

A great way to bring your members together for a fun activity is to organize a trip off campus. The trip does not necessarily have to incorporate tigers, although there are plenty of ways to do so by visiting your local AZA-accredited zoo or big cat sanctuary. Building a relationship with outside organizations can lead to future opportunities with your members!

Try things like going on a hike, having a fun potluck party at someone's house, or even starting a game of ultimate frisbee.

Ten ways to get out of the classroom:

1. Rent a movie with your members
2. Host a meeting in a coffee shop
3. Plan a hike
4. Go out to eat for lunch or dinner
5. Host a party
6. Host a potluck
7. Go camping
8. Start an intramural team
9. Volunteer for another organization
10. Bring your members to a concert

“I think what was the most rewarding experience and stood out for me was when we were able to go to the Cheyenne Mountain Zoo and help out with the Big Cats Bonanza. While helping out with their educational event we could tell that our efforts were greatly appreciated by the zoo. That was one of those moments where I was like, ‘Hey, this is a really cool club! We are actually doing something.’”

Allegra Waterman-Snow, Colorado College T4T

Relax

T4T is meant to be a fun way for students to come together to achieve a common goal – saving our mascot, the tiger. While this will require work on your part, it should not consume your life. T4T should never become more parts work and stress than it is fun and enjoyment. Only you can create that balance with your club, so be sure to relax and have some fun!

SPOTLIGHT

Retention and Recruitment

Pete Stone not only has the best dance moves in the southeast, but as a 2003 Clemson graduate is the biggest Clemson football fan we know. Pete has coined the term “save our mascot” and has been involved with T4T on and off for the past several years. Pete perfectly embodies how school spirit and passion for saving tigers go hand-in-hand, and uses his filming talents to inspire others to join our tiger tribe!



Tigers for Tigers: Describe your college experience in 3 words.

Pete Stone: Absurd, Adventurous, Ambidextrous.

T4T: Unfortunately not everyone has been able to experience a REAL college football game day. Could you please explain what a college football game day is like?

PS: Words can do no justice to the glory that is College football just as words fail to capture the highest spiritual ecstasies of life, so must the energy of college football be experienced to be explained. The words of Shakespeare, the poetry of Maya Angelou, the beauty of a Rembrandt, the melodies of B.B. King, must all be experienced to truly catch a glimpse of the Divine connection that flows through these phenomena and speak to us about the beauty of life and the energy of love. Rubbing the rock, running down the hill, the roar from a sea of orange as an immortal glides towards the end zone of history are all on the same fixture as the majesty of a waterfall or the boundless rolling waves upon the ocean's surface. In a word, game day is – magical, but only if Clemson wins....

T4T: How would you describe tailgating at Clemson?

PS: Tailgating is a way of life at Clemson. In fact, so grand is tailgating at Clemson that outsiders might mistake the tailgate as the day's main event. Although as great as it is, it is still merely a build up to and celebration afterwards of the main course of the Tiger's football game, unlike the Gamecocks' fan base, where due to lack of real football, tailgating actually is the main event. More accurately for Gamecocks, tailgating is a method of pregame sedation, and when it starts wearing off in the third quarter, they awaken to realize they're not Alabama, they flood back towards the concrete jungle to again drown their sorrows away and escape to their curtail riding SEC worship. Although Clemson only tailgates to complement the larger event of the game itself, we're still two time back-to-back winner of the Southern Living top tailgating school in the nation award!

As for me, I cannot enjoy tailgating until after the day's battle has been fought in the valley; there is too much pre-game anxiety. Death Valley got its reputation for a reason, it takes being all in to generate the kind of noise that is Clemson loud and shake the south land. After the game though, tailgating is like the victory meal at a mead hall from warrior days of old where you relive the day's highlights and relish with fellow tigers the thrill of victory.

T4T: It's easy to get conservationists involved with saving tigers, but we're working on tapping into those passionate fans to get involved as well. Why it is important to get college football fans engaged in saving the tiger?

PS: My first answer to why Clemson football fans should save the tiger is because we can. Clemson fans could be the difference in the world determining if the tiger survives in the wild. What a legacy to send across the nation and world. What better way to continue the legacy of our ancestors and pass it onward to our children? Clemson is saving the iconic majestic creature of the animal kingdom from extinction while South Carolina eats their mascot at Bojangles.

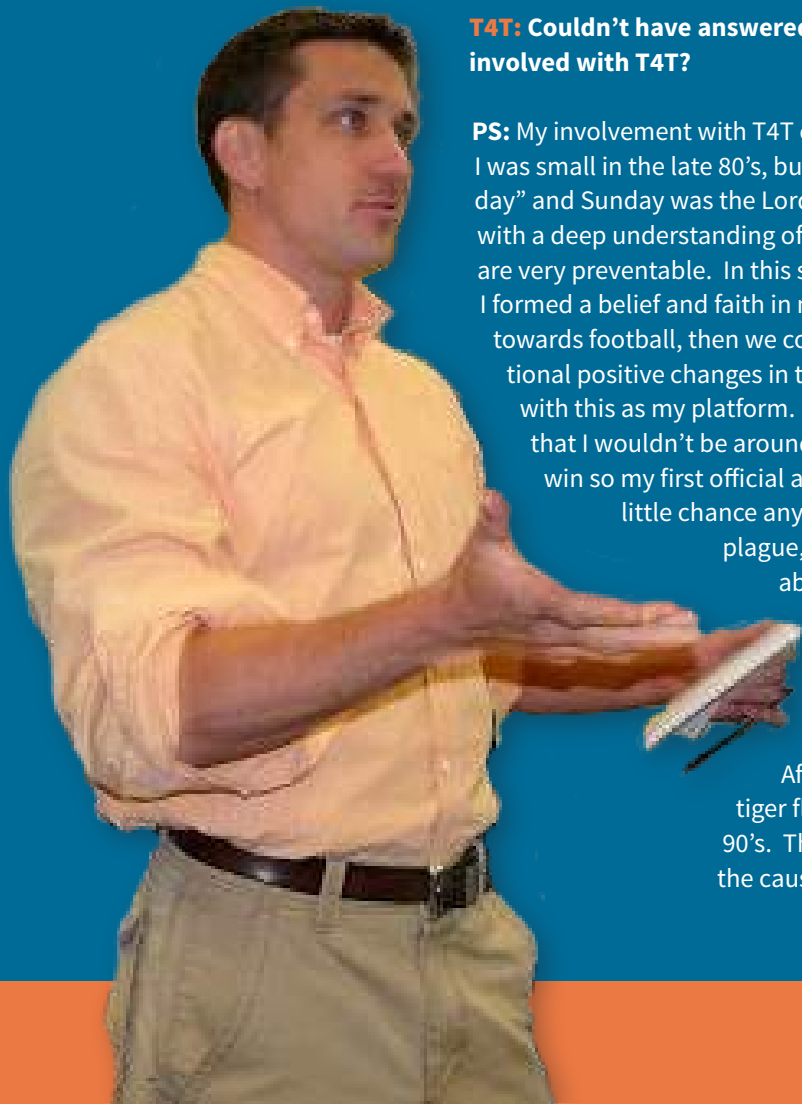
Something about college football tradition connects us to generations past and future. We talk about the great moments that elevated our spirits and of past players like Greek poets spoke of their Olympians. Somehow we hash out the great metaphors of life with the team on the field and find hope to face our own lives with a collective, tenacious, and triumphant spirit. Needless to say we have pride in our mascot and what it stands for. Our tiger mascot, which has represented the icon of our Saturday afternoon passion, now needs us to represent them in their fight for survival. Furthermore, the tiger being an apex predator and king of the jungle means as Gandhi says, "Where tigers live well, everyone lives well." In short, by protecting tigers, we are protecting the jungle itself, the people of the area, and the world as a whole.

Clemson can prove that we are one of the best things to happen to the world. Too often environmental concerns become a partisan issue, a left versus right thing. The issue becomes an attack on one group or another. The issue of there being fewer than 3,200 tigers in the wild needing to be saved is thankfully not a politically polarizing issue; it is one that the majority of people already agree we need to do something about. Furthermore, Clemson, LSU, Auburn, and Mizzou and more have the answer of what can be done, we can embrace what we are best at, our passion for the tiger and use that passion to literally save our mascot from becoming extinct in the wild and confined merely to a cage like the mascot of our rivals. The tiger's iconic image of king of the jungle is important to our image; Indeed, the tiger paw of Clemson could become both an international symbol for football and the force that saved the tigers for everyone.

T4T: Couldn't have answered that last question better myself! So how did you get involved with T4T?

PS: My involvement with T4T came in a roundabout way. I have bled orange my entire life; I was small in the late 80's, but still old enough to know that Saturday was "Coach Ford's day" and Sunday was the Lord's Day. Once a student at Clemson, my classes enriched me with a deep understanding of the extreme humanitarian crises occurring in our world that are very preventable. In this state, football is king, the passion a thing of beauty. Likewise, I formed a belief and faith in my Clemson family that if we could put forth that much effort towards football, then we could also unite and harness that energy to be a leader for additional positive changes in the world. In my senior year, I ran for student body president with this as my platform. Of course being a senior, I knew that even if I somehow won that I wouldn't be around since I was graduating. The comedian part of me wanted to win so my first official act as president could be to resign from office. I figured I had little chance anyway since I had always avoided student government like the plague, but hoped the attention to the campaign could also bring about attention to pushing the Clemson fan base to unite its passion for various humanitarian efforts. I was ultimately kicked out of the race for illegally putting signs in trees and when they caught on I wasn't going to be around the next year anyway.

After graduating and cleaning out old boxes, I rediscovered a tiger flyer I received at a Clemson football game as a kid in the late 90's. The flyer talked about Tigers going extinct. Anyhow, I decided the cause so natural for Clemson to save its mascot from extinction





that we could be a game changer for the Tiger. Especially at that time, Exxon mobile ironically was one of the largest supporters of Tigers and their contributions were nothing compared to what Clemson has the power to unleash. I formed this idea called “save our mascot” and wanted to make Clemson open dates be changed on the schedule to read ‘Clemson vs. Extinction.’ I figured this printed on all the schedules with links online to a website about what Clemson was doing to save tigers could be huge. I e-mailed President Barker who e-mailed me back about Dr. Tonkyn and the already existing T4T group. I was thrilled the ball was already rolling with a group. I was perplexed that I knew nothing about it while at Clemson, guess that’s what happens to philosophy majors, in our own world. Anyway, I worked in 2007 with Dr. Tonkyn and T4T on a Clemson vs Extinction campaign in which we got Coach Bowden involved with a PSA and raffled Tiger art at. Thus, it obviously dawned on me in 2007 that the little flyer I got about tigers while in middle school back in 1996 or 1997 must have been from Takako and T4T crew back when they were getting started!

T4T: What advice would you give to T4T members and leaders?

PS: My advice for other T4T members and leaders is to have fun! Saving the world is a joyous event. We will pass through this world but once, let us do so not trudging through it depressed and full of gloom but full of joy. It’s a privilege to do this work, to be a tiger and protect tigers! Keep your message simple and positive. Let fans know that it is not an either/or decision, to either support football or support saving the tiger; rather, combined. These two ideologies strengthen each other. Simply inform others that Clemson can be the difference that saves our mascot from going extinct in the wild as fewer than 3,200 remain. Ask them to join the fight with the Clemson family and work together to (simple focus of the cause at time) save tigers!