



SEA TURTLE CONSERVANCY

Dear Sea Turtle Grant Recipient:

I would like to take this opportunity to congratulate you on receiving a grant from the Sea Turtle Grants Program to support your sea turtle work in Florida.

As you may already know, the Sea Turtle Grants Program is funded by the sale of the "Helping Sea Turtle Survive" Specialty License Plate. For an annual fee of \$23, Florida drivers can choose to show their support of sea turtles by purchasing a plate for their car.

The funds raised from the sale of the plate are the primary source of funding for Florida's Marine Turtle Protection Program, as well as the only source of funding for the Sea Turtle Grants Program.

As you can see, the more Sea Turtle Specialty License Plates there are on the road, the more money can be awarded annually to organizations, agencies and institutes like yours through the grants program.

To get the word out about your project and promote the grants program, STC has put together some suggestions to help you get started. Check out [7 Easy Ideas for Promoting the Sea Turtle Grants Program](#), [Sample Press Release](#), and [Media Coverage Examples](#).

We are also happy to brainstorm and work with you to come up with new, unique ways that we can promote the Sea Turtle Specialty License Plate. Together, we can make a huge difference for sea turtles in Florida!

If I can help you spread the word about your project, the grants program and the sea turtle specialty license plate, feel free to contact me at 352-373-6441 or rocio@conserveturtles.org.

Best regards,

Rocio Johnson
Public Relations Coordinator

7 Easy Ideas for Promoting the Sea Turtle Grants Program:

1. Post a link to www.helpingseaturtles.org on Facebook and Twitter;
2. Write a blog post about your program and how the grant is helping;
3. Use your organization's newsletter or website to share information about the Sea Turtle Grants Program and the Specialty License Plate with members;
4. Contact local reporters and invite them to talk about your project and how the grant will further conservation in the local community;
5. Promote the Sea Turtle Specialty License Plate at your organization's next event;
6. Announce the grant award at your organization's board meetings and encourage board members to purchase a Specialty Plate for their cars;
7. Tell family, friends and colleagues to purchase a Sea Turtle Specialty License Plate for their car!

To make it easy for you, here are two quick sound bites about the Sea Turtle Specialty License Plate that you can use in your promotion efforts.

- The Sea Turtle Specialty License Plate is the primary source of funding for Florida's Marine Turtle Protection Program. It also supports the Sea Turtle Grants Program, which has awarded more than \$2.7 million in grants for research, education and conservation programs since 2001 to benefit sea turtles in Florida.
- By purchasing a Sea Turtle Specialty License Plate for your vehicle for only \$23 a year, you are providing critical financial support for the Sea Turtle Grants Program and the state's Marine Turtle Protection Program every time you drive.

Sample Press Release:

GAINESVILLE, FL - In march, [insert your organization] received a grant for [insert \$ amount here] from the Florida Sea Turtle Grants Program, which is funded by the sales of the sea turtle specialty license plate.

[Insert your organization here] received the grant to support [insert your project details], which will benefit Florida sea turtles. [Insert organization here] was chosen for the award through a competitive application process that is open to coastal county governments, educational institutions and Florida-based nonprofit groups striving to improve the livelihood of sea turtles and conserve Florida habitats.

Launched in 1996, the "Helping Sea Turtles Survive" specialty license plate raises money for two important programs that benefit Florida sea turtles—the Florida Wildlife Conservation Commission's Marine Turtle Protection Program and the Sea Turtle Grants Program, which distributes money back to the local level for turtle conservation projects.

The sea turtle specialty plate is currently number two in sales, having sold 66,696 plates in 2010 - second only to the University of Florida specialty plate.

"It's rewarding to know that so many people share our concern for Florida's sea turtles," said David Godfrey, Sea Turtle Conservancy Executive Director. "What we do in this state has a

dramatic impact on sea turtle populations around the world. By purchasing the sea turtle specialty plate, Floridians are voluntarily funding important programs to save these amazing creatures."

To learn more about the Sea Turtle Grants Program and the "Helping Sea Turtles Survive" specialty license plate, please visit www.helpingseaturtles.org.

Example Blog Post:

"Turtle Talk With Tootie"

About a search for sea turtle crawls and signs of nesting, as a volunteer beach walker for Sanibel/Captiva Conservation Foundation



Monday, June 2, 2008

Florida's Sea Turtle License Plate



"Helping Sea Turtles Survive"

Now we can each do a little to help. If you are getting a new license plate, select the attractive sea turtle plate featuring a loggerhead hatchling crawling towards the surf. If it is time to renew, make the switch to a sea turtle plate for your vehicle.

Proceeds generated by sales of the turtle plate go to the Florida Fish and Wildlife Conservation Commission's Marine Turtle Protection Program to support research and management activities related to Florida's sea turtles. In addition, a portion of the revenue is distributed to CCC, which then redistributes the funding through the competitive Sea Turtle Grant Program to support turtle projects in the areas of research, education and conservation that benefit Florida sea turtles.

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Example News Coverage:



Specialty plates, decals help wildlife beyond the cold snap

February 12, 2010 1:00 PM

[Special to the Press Gazette](#)

The figures are astounding and unprecedented. More than 4,500 sea turtles were rescued from the cold water in January. Manatee carcasses continue to appear, putting the deaths for 2010 at more than 200 after only one month. For comparison, the highest number of manatee deaths for a single calendar year is 429.

Massive efforts by the state's wildlife agency, the Florida Fish and Wildlife Conservation Commission (FWC), to rescue, save and recover the cold-stressed animals saved the lives of at least 80 percent of rescued sea turtles. Since the beginning of the year, biologists have rescued more than a dozen manatees statewide and transported them to rehabilitation facilities as needed, and transported manatee carcasses to the FWC's Fish and Wildlife Research Institute's lab in St. Petersburg for examination. Volunteers, other government agencies and partners from the corporate world all assisted in the efforts during this unprecedented event.

The public can help efforts to conserve and fund research for both sea turtles and manatees by purchasing a specialty license plate or decal. The extra fee for the sea turtle tag helps fund the Sea Turtle Grants Program. Approximately 30 percent is distributed to the grants program, which is administered by the nonprofit Caribbean Conservation Corporation. Visit www.helpingseaturtles.org for more information. The other 70 percent of tag revenue goes to the FWC's Marine Turtle Protection Program to support research and management activities related to sea turtles. License plate funds were an important source of money used to support the rescue of the sea turtles during the January cold snap.

The money generated from the extra fee for manatee plates goes to the implementation of the FWC's manatee management plan. This comprehensive, strategic plan aims to manage the manatee population into the future by securing habitat and minimizing threats. The manatee plan includes key research, rescue and management conservation measures necessary to maintain manatees throughout the state.

The sea turtle and manatee also are featured on decals. The funds collected for the decals also help fund research and conservation efforts. The decals are on sale for \$5 each at Florida tax collectors' offices, or as a voluntary add-on to boat registration fees. Decals from previous years are available from MyFWC.com/SeaTurtle and MyFWC.com/Manatee.

Specialty license plates are available at all county tax collectors' offices, as well as online at www.buyaplate.com. For more information on the impacts of the cold snap on Florida's wildlife, visit the "Quick Clicks" area of MyFWC.com.

Example Newsletter:

Gumbo Limbo Nature Complex

Water: Every Drop Counts!



YOU CAN HELP SEA TURTLES SURVIVE EVERY TIME YOU DRIVE

By Kristin Child, Environmental Program Coordinator

Florida drivers have a large selection of license plate options for their vehicles. The most popular wildlife-themed plate in 2009 was the "Helping Sea Turtles Survive" plate. This specialty plate ranked number 2 overall (www.flhsmv.gov December 23, 2010 www.flhsmv.gov/specialtytags/tag-sales.pdf) topped only by the University of Florida plate. In addition to showing support for sea turtle conservation, the fee for the "Helping Sea Turtles Survive" tag directly supports sea turtle conservation and research.

In the mid 1990s, there was a statewide initiative to establish a license plate that would fund the state's Marine Turtle Protection Program. The Sea Turtle Conservancy (STC), known previously as the Caribbean Conservation Corporation, led this initiative.

Thanks to the efforts of the STC and many other Florida sea turtle groups, the legislature authorized the creation of the Sea Turtle Specialty License Plate in 1997. The specialty plate was first available for sale in early 1998, and quickly became one of the most popular license plates in the state.

The funds raised from sales go to the Florida Fish and Wildlife Conservation Commission's Marine Turtle Protection Program to support research and management of Florida's sea turtles. In addition, a portion of the funds is used to support the Sea Turtle Grants Program, administered by STC. This program is to provide for additional activities and programs to support sea turtle conservation in Florida. Since 2001, the grant program has awarded over \$2.4 million to a variety of recipients for education, research, and rehabilitation projects throughout the State of Florida.

Gumbo Limbo Nature Center has been the recipient of these funds several times. In 2006, the Sea Turtle Conservation & Research Program was awarded a \$1000 non-competitive mini grant to support ongoing Marine Turtle Permit related activities. Approximately \$14,000 was received in 2008 for the Embedded Roadway Lighting Enhancement Project. This project has eliminated the death of thousands of hatchling sea turtles in Boca Raton. The Center was awarded \$25,000 in 2009 for a permanent sea turtle exhibit, coming soon to the north room of the Nature Center. In

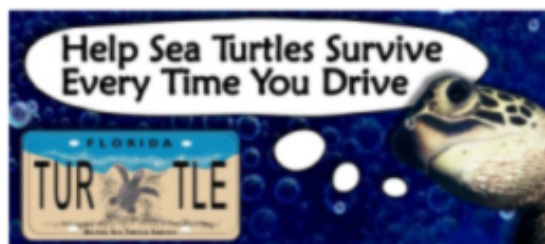


2010, the Sea Turtle Rehabilitation Program was awarded \$72,000 from funds received from the collections and sale of recovered oil from the BP oil spill to expand capacity and improve care in our sea turtle rehabilitation facility, in the form of equipment and the development of a

training program. Also in 2010, the Boca Raton beachfront condominium, Boca Mar, working with Dr. Kirt Rusenko, received \$25,000 to fund a project to upgrade the outdoor lighting to become sea turtle compliant.

The funds received from the sales of the sea turtle specialty plate have funded many other important projects throughout the State of Florida that have contributed to the conservation of threatened and endangered sea turtles all over the state and in the surrounding waters. Next time your Florida registered car is due for renewal, consider purchasing the "Helping Sea Turtles Survive" plate, and support the continuation of important work conducted statewide on sea turtles!

Please visit helpingseaturtles.org for more information, and to learn how to get your own Specialty Plate. Do you live out of state but want to show your love for sea turtles? You can purchase a replica of the specialty tag from the Sea Turtle Conservancy by visiting conserveturtles.org.



Sample Radio Coverage:



Oil Watch Florida

Purchasing a sea turtle license plate can help save sea turtles



Sea turtles are at risk due to the oil spill and the sea turtle conservancy is stepping up to protect them. Executive director David Godfrey says, the organization conducts long-term conservation programs focused on saving sea turtles even beyond Florida. He says the organization is making information available about what is going on with sea turtles and what people can do to help, like purchasing a sea turtle license plate to help raise funding to protect sea turtles in the state.

Posted: Wednesday, Jul 21, 2010, 12:58 PM

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