VIRTUAL
CINCO DE RHINO
IS COMING
GET READY TO
PARTY LIKE A RHINO
Join the International Rhino Foundation on Tuesday, May 5, 2020, for our annual #CincodeRhino celebration! This year we are going online to help those protecting rhinos with a virtual Cinco de Rhino. Thank you for hosting and raising money at a critical time for rhinos and the rangers that protect them. We want you to have fun as you party for a purpose. We’ve prepared a variety of tools to help you host your virtual happy hour and ask your friends, relatives and co-workers to donate to your Facebook fundraising campaign.

HOSTING A VIRTUAL HAPPY HOUR
What is a virtual happy hour? It’s exactly what it sounds like. Choose a platform, create a meeting time, and send out invites to friends or loved ones. Then, gather together with a libation or a snack, and catch up - from across town, or across the world.
Ideally a meeting invite should be sent to all participants in advance with details on when, how / where to join the virtual happy hour.

GAMES
Any game would be great for your virtual happy hour and don’t forget to make them rhino-themed. Here are some sites with game ideas:

- **7 Virtual Happy Hour Activities and Drinking Game Ideas to Fight Isolation**
- **15 Virtual Happy Hour Games You Can Play With Your Crew For Grape Times**
- **10+ Fun Virtual Happy Hour Ideas - How to Host a Happy Hour at Home**

TAKING DONATIONS
At this critical time, rangers need your help. By connecting a fundraising campaign to your virtual happy hour, you can make a huge impact. It is easy to get started and you can find sample social posts and emails to ask your friends and family to help you meet your goal of protecting rhinos.

You can collect donations in many ways, but we suggest the following platforms for their ease of use:

1. Set up a Facebook fundraiser (How to is in the following section)
2. Use PayPal friends and family to take donations.
3. Set up a Venmo account to take donations.
4. Set up a GoFundMe campaign.
5. Direct your friends and family to give directly at https://rhinos.org/give/.

THANKS FOR YOUR SUPPORT, AND HAPPY CINCO DE RHINO!
Every great party starts with great food and drinks, and we've got some fun rhino recipe ideas below to help you plan your menu. We urge you to be creative and use what you have as well to create snacks and drinks to share with your friends. You can turn this into a game as well and see which of your friends comes up with the most creative snack or drink. Rhinos party responsibly, so stay safe and HAVE FUN!

**PICO DE RHINO**

<table>
<thead>
<tr>
<th>INGREDIENTS</th>
<th>DIRECTIONS</th>
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<tbody>
<tr>
<td>1 1/2 pounds tomatoes, cored, halved, and seeded (about 2 1/2 cups)</td>
<td>Cut the tomatoes into 1/4-inch dice and place in a bowl. Add the remaining ingredients and stir well to combine. Cover and allow to rest at room temperature for 1 hour for the flavors to blend. Serve with chips.</td>
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<tr>
<td>3/4 cup finely chopped white onions</td>
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<tr>
<td>1/4 cup chopped fresh cilantro leaves</td>
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<tr>
<td>2 tablespoons fresh lime juice</td>
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<tr>
<td>2 tablespoons minced, seeded jalapeno or serrano chiles (about 2 medium)</td>
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<tr>
<td>1 teaspoon minced garlic</td>
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<tr>
<td>1/2 teaspoon salt</td>
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(adapted from Emeril Lagasse’s Pico de Gallo recipe)

**FIVE LAYER DIP**

One layer for each of the 5 species of rhino - Black, White, Greater One-horn, Sumatran and Javan!

<table>
<thead>
<tr>
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<tr>
<td>2 teaspoons olive oil</td>
<td>Heat the oil in a skillet over medium-high heat. Add onions and cook until they soften, about 3 minutes. Stir in the garlic and cook for 2 minutes more. Put half of the onion mixture into a food processor with the black beans, chipotle pepper, 2 tablespoons of the lime juice, cumin, water and salt. Puree until smooth. Set aside. Add the corn to the skillet with the remaining onion mixture and cook for about 3 minutes. Remove from the heat and stir in the cilantro leaves.</td>
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<tr>
<td>Ingredients:</td>
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<tr>
<td>1 medium onion, diced</td>
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<tr>
<td>2 cloves garlic, minced</td>
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<tr>
<td>1 (15.5-ounce) can black beans, drained and rinsed</td>
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<tr>
<td>1 tablespoon minced chipotle pepper in adobo</td>
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<tr>
<td>4 tablespoons lime juice</td>
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<tr>
<td>1/4 teaspoon ground cumin</td>
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<tr>
<td>1 tablespoon water</td>
<td></td>
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<tr>
<td>1/2 teaspoon salt</td>
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<tr>
<td>2 cups corn kernels</td>
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(adapted from Ellie Krieger)
**RHINO-LADAS**

**INGREDIENTS**
- 3 tablespoons vegetable oil
- 1 1/2 pounds skinless boneless chicken breast
- Salt and pepper
- 2 teaspoons cumin powder
- 2 teaspoons garlic powder
- 1 teaspoon Mexican Spice Blend
- 1 red onion, chopped
- 2 cloves garlic, minced
- 1 cup frozen corn, thawed
- 5 canned whole green chiles, seeded and coarsely chopped
- 4 canned chipotle chiles, seeded and minced
- 1 (28-ounce) can stewed tomatoes
- 1/2 teaspoon all-purpose flour
- 16 corn tortillas
- 1 1/2 cups enchilada sauce, canned
- 1 cup shredded Cheddar and Jack cheeses

Garnish: chopped cilantro leaves, chopped scallions, sour cream, chopped tomatoes

**DIRECTIONS**
Coat large saute pan with oil. Season chicken with salt and pepper. Brown chicken over medium heat, allow 7 minutes each side or until no longer pink. Sprinkle chicken with cumin, garlic powder and Mexican spices before turning. Remove chicken to a platter, allow to cool.

Saute onion and garlic in chicken drippings until tender. Add corn and chiles. Stir well to combine. Add canned tomatoes, saute 1 minute. Pull chicken breasts apart by hand into shredded strips. Add shredded chicken to saute pan, combine with vegetables. Dust the mixture with flour to help set.

Microwave tortillas on high for 30 seconds. This softens them and makes them more pliable. Coat the bottom of 2 (13 by 9-inch) pans with a ladle of enchilada sauce. Using a large shallow bowl, dip each tortilla in enchilada sauce to lightly coat. Spoon 1/4 cup chicken mixture in each tortilla. Fold over filling, place 8 enchiladas in each pan with seam side down. Top with remaining enchilada sauce and cheese.

Bake for 15 minutes in a preheated 350 degree F oven until cheese melts. Garnish with cilantro, scallion, sour cream and chopped tomatoes before serving. Serve with rice and beans.

*(adapted from Tyler Florence's enchilada recipe)*

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Or, invite your guests to feast on some of these other rhino-related dishes: Rare Green Rhino (Guacamole), Rhinoceros Rolls (Burritos), Rhino-sized Ribs, Tick Bird (Grilled or Roasted Chicken).

Rhinos are vegetarians, and some of your guests might be too! So how about offering an herbivore platter with grilled vegetables and assorted dips?

Try setting up an ice cream sundae bar, and when it's time for dessert, your guests can make their own African Savanna Sundae or Safari Split.
Rhino-ritas

**INGREDIENTS**
- 1 1/2 cups gold tequila
- 3/4 cup Triple Sec
- 3/4 cup fresh lime juice
- 4 tablespoons sugar
- 8 cups crushed ice
- 2 tablespoons kosher salt
- 6 lime wedges

**DIRECTIONS**
Combine tequila, triple sec, lime juice, and 2 tablespoons sugar in large pitcher; stir to dissolve sugar. Add crushed ice. Mix salt and remaining 2 tablespoons sugar in shallow bowl. Moisten rim of 6 Margarita glasses with lime wedge. Holding each glass upside down, dip rim into sugar-salt mixture. Pour Margarita into glasses. Garnish with lime wedges.

Sumatran Rhino Slush

**INGREDIENTS**
- 2 1/2 cups white sugar
- 6 cups water
- 2 (3 ounce) packages strawberry flavored gelatin mix
- 1 (46 fluid ounce) can pineapple juice
- 2/3 cup lemon juice
- 1 quart orange juice
- 2 (2 liter) bottles lemon-lime flavored carbonated beverage

**DIRECTIONS**
In a large saucepan, combine sugar, water, and strawberry flavored gelatin. Boil for 3 minutes. Stir in pineapple juice, lemon juice, and orange juice. Divide mixture in half, and freeze in 2 separate containers. When ready to serve, place the frozen contents of one container in a punch bowl, and stir in 1 bottle of lemon-lime soda until slushy.

You can also fill up your watering hole with White Rhinos (White Russians), Black Rhinos (Black Russians), and Javan juice (coffee).
Finally, for kids of all ages, why not try one of these fun party games at your Cinco de Rhino party?

**PIN THE HORN ON THE RHINO**
We have some rhino photos you can download here.

**RHINO ORIGAMI**
Download this easy guide sheet and test your dexterity.

**MAKE YOUR OWN SAVANNAH**
Color your own savannah and place your animals in the habitat.

**RHINO PINATA**
Adapt this shape to make it look more like a rhino with one or two horns.

Don’t forget to take photos! Post them online and tag them with #CincodeRhino
CINCO DE RHINO

PARTY LIKE A RHINO

FUNDRAISING GUIDE
HELP US RAISE $10,000 FOR RHINO CONSERVATION
PARTY for A CAUSE

During this one day, we’re trying to raise much needed funding for rhino conservation – and to get people around the world talking about the importance of protecting endangered rhinos and their habitats.

Thank you for helping IRF raise money to protect endangered rhinos in Africa and Asia! We’ve prepared some tools to help you ask your friends, relatives and co-workers to donate to your Facebook fundraising campaign.

If you haven’t already, set up your own unique fundraiser on our Facebook fundraising page - it’s easy! See page 12 of this toolkit for tips setting it up. When you’re done, make sure to copy the URL for your fundraising page so you can share it outside of Facebook.

Now you’re ready to send out your fundraising appeals! Besides sharing with your friends on Facebook, you can reach out to your network using email, Twitter, Instagram, or in person. *Note* donors will have to have a Facebook account in order to donate via Facebook BUT it’s always a good idea to send reminders/updates through other channels since everyone has a different level of social media use!

For those who don’t have a Facebook account but want to donate, it’s up to you if you want to collect money in person and then donate it on their behalf (have you considered hosting a Virtual Cinco de Rhino party?) or you can send them to our website to make a donation.

You can find templates on the following page that you can use for your appeals – we’ve included several samples to choose from. Please feel free to copy and paste this text, or you can write your own messages – adding a personal story about why you are supporting rhino conservation can make a BIG impact.

Be sure to mention the end date of your campaign (Cinco de Rhino – May 5th and to include your campaign goal – this will make people more likely to donate. Including photos makes an appeal more powerful too. Visit our Cinco de Rhino webpage to download images you can use.

Finally, it’s important to thank your donors for their support. We’ve included a template for that as well.

On this last page of this toolkit, you’ll find additional tips for running a successful social fundraising campaign. If you have any questions, or need some extra help, please contact us at info@rhinos.org.

THANKS FOR YOUR SUPPORT, AND HAPPY CINCO DE RHINO!
SOCIAL MEDIA TEMPLATES

Use these templates to share with your friends and family online.

**Facebook #1**

Can you help me protect endangered rhinos and their habitats throughout Africa and Asia? I'm raising money to help the International Rhino Foundation keep rhinos safe during the COVID-19 pandemic. My goal is to raise $[insert your financial goal] by May 5, 2020 – Cinco de Rhino!

Thank you! #CincodeRhino

**Facebook #2**

I'm raising money to help the International Rhino Foundation stop poachers and support the rangers that protect rhinos. I've raised $[amount] so far, but I still need $[amount] to reach my goal! Can you make a donation to help me protect rhinos and other endangered species from poachers?

Thank you! #CincodeRhino

**Twitter #1**

Please help me raise money to stop poachers and protect #rhinos! I only need $[amount] to reach my goal. [insert shortened URL to fundraiser] #CincodeRhino #TeamRhino

**Twitter #2**

Sometimes, thick skin isn't enough. Can you make a donation to help me protect #rhinos at this critical time? [insert shortened URL to fundraiser] #CincodeRhino #TeamRhino
E-mail #1

Dear Friends and Family,

This year has been challenging for us all, including rhinos and the people working to protect them. In southern Africa, where tourism and travel normally generate a significant portion of conservation funding, some reserves are now struggling to pay rangers. And, as economies grind to a halt and incomes decrease in rhino range states, rhinos and other species are likely to face increased poaching pressure.

I'm raising money to help the International Rhino Foundation save rhinos from extinction. My goal is to raise $[insert your financial goal] by May 5, 2020 – Cinco de Rhino! Would you consider making a donation to help me help rhinos? Every gift, no matter how small, makes a big difference.

Please visit my Facebook fundraising page at [insert link to your fundraising page URL] to make a donation.

The greatest threat to rhinos is poaching for their horns, sold in the black market for traditional Asian medicine. Healthy and secure rhino habitat is also rapidly decreasing due to human encroachment. The funds we raise together will go to the International Rhino Foundation, an organization that operates intensive rhino protection programs throughout Africa and Asia.

Thanks for your help!

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Email #2

Dear Friends and Family,

Can you help me protect endangered rhinos and their habitats throughout Africa and Asia? I'm raising money to help the International Rhino Foundation save rhinos from extinction. My goal is to raise $[insert your financial goal] by May 5, 2020 – Cinco de Rhino!

Please visit my Facebook fundraising page at [insert link to your fundraising page URL] to make a donation.

With the money you contribute, IRF will be able to fund rhino security patrols in Africa and Asia.

Thank you for helping me make a big difference for rhinos threatened by poaching during these challenging times.
E-mail #3

Dear Friends and Family,

I’m raising money to help the International Rhino Foundation stop poachers and save rhinos from extinction. My goal is to raise $[insert your financial goal] by May 5, 2020 – Cinco de Rhino! Can you help me protect rhinos and other endangered species from poachers?

Please visit my social fundraising page at [insert link to your fundraising page URL] to make a donation.

The poaching crisis in Africa is driven by demand from growing markets for illegal rhino horn in Vietnam and China. Well-equipped, highly-organized, and dangerous poaching networks kill rhinos every day. The funding you contribute will help IRF strengthen anti-poaching teams and security in critical rhino reserves and stem demand for rhino horn in consumer countries.

Every donation helps! Thank you.

Acknowledgment Template

Dear [Insert names of donors],

Thank you for your generous contribution to my Cinco de Rhino campaign. With your support, I raised [insert total amount] for rhino conservation. These funds will make a big difference in the International Rhino Foundation’s efforts to protect endangered rhinos around the world. Although rhinos face severe threats from poaching and habitat loss, I believe that by working together, we can save these magnificent species. Thank you for helping me and the International Rhino Foundation protect rhinos during this challenging time.

Kind regards,
[Your name]

PS – If you want to learn more about how IRF protects rhinos and their habitats, please visit www.rhinos.org and sign up for IRF’s monthly newsletter.
FIVE STEPS TO SAVE FIVE SPECIES
CREATING A FACEBOOK FUNDRAISER FOR CINCO DE RHINO

STEP: 1
Click this link to set-up your fundraiser:
https://www.facebook.com/fund/InternationalRhinoFoundation/

STEP: 2
Decide how much money you want to raise and the date when your fundraiser will end.
$100 - $200 is a common goal for these types of fundraisers, but you know your friends best!
Select goals that will be inspiring to them. We recommend running a fundraiser for at least a week
and ending on May 5th - Cinco de Rhino!

STEP: 3
Tell Your Story:

Pick a title for your fundraiser- we recommend something like:

"[Your name]'s Cinco de Rhino Fundraiser"

Tell your friends why IRF is an important cause to you. Here's where you can really make it
personal to you OR feel free to cut and paste from what we've written:

[Join me this Cinco de RHINO in celebrating and supporting the International Rhino Foundation. IRF is
dedicated to the survival of the world's FIVE rhino species through conservation and research. Even $5
this May 5th will be a huge help in saving these 5 species.]

STEP: 4
Select a Cover Photo for your fundraiser - browse through our Facebook photos or upload one
of your own.

STEP: 5
Click “Create” and your fundraiser is up and running! Don't forget to thank your friends as
donations come in! See our fundraising tip sheet for more advice on promoting your fundraiser.
GET THE BALL ROLLING
Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

MAKE IT PERSONAL
We've put together templates you can copy and paste right on your fundraising page. The most important thing you can add to this message is why you are fundraising. Let your family and friends know why this matters to you, that's what they care about most! *Remember, Facebook fundraisers are public so anyone on or off Facebook can see them*

PROMOTE IT ON FACEBOOK
You can share your fundraiser to your timeline but you can also reach out directly to your close contacts. In your posts you can tag friends that are most likely to donate or reach out to them via messenger. Try sending some quick personal messages to your inner circle to build up some momentum, you can even ask them to share your fundraiser on their timeline- anyone on Facebook can donate to your fundraiser. Share IRF's posts to your timeline or your fundraising page to drum up even more interest!

DON'T FORGET YOUR OTHER NETWORKS
Not everyone checks Facebook regularly so make sure to promote your fundraiser on all your other social networks as well! Send some personal emails with the link to your fundraising page or use one of our templates. We'll be posting on Twitter and Instagram regularly as well so feel free to share those posts, tag your followers, and include the link to your fundraiser. Don't forget to mention your fundraiser to your family and co-workers too. You can even go the extra step and host a Virtual Cinco de Rhino party! We've got party tips and menu ideas here.

CONTINUE THANKING AND UPDATING SOCIAL MEDIA
As the donations start coming in, make sure to thank those that have donated by tagging them. This encourages new donations as it spreads your message further and lets everyone else know that people are already getting behind you. Keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone. Don't hesitate to send/post a few reminders on all your networks, especially as the end of your fundraiser approaches. A countdown to the end of your fundraiser reminds people to get donations in quickly! As more of your friends and family get behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and we know you can do it. Know that your effort will make a big difference! THANK YOU!