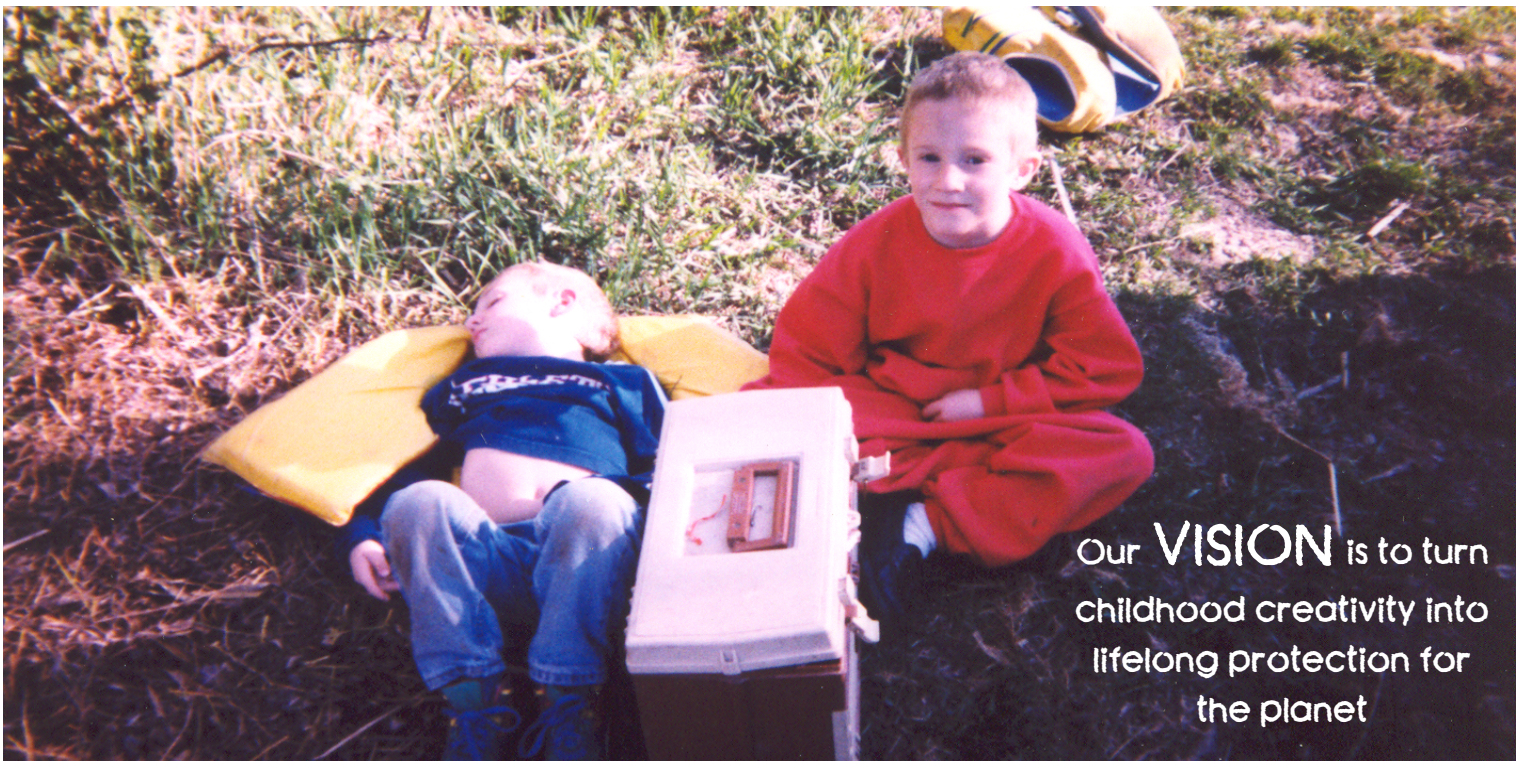




2026 Conserve with Crayons Sponsorship Package



Our **MISSION** is to spark a lifelong passion for wildlife conservation and habitat protection in children and families



Our **VISION** is to turn childhood creativity into lifelong protection for the planet



Dear Conservation Partner,

Conserve with Crayons is a newly established 501(c)(3) nonprofit organization dedicated to inspiring the next generation of conservationists through creativity, education, and engagement. Our mission is to spark a lifelong passion for wildlife conservation and habitat protection in children and families.

The idea for Conserve with Crayons began with our own children. After participating in a few local coloring contests, they became excited about creating artwork and competing for prizes. As parents, we searched for larger recurring coloring contests that children everywhere could participate in, but found very few opportunities beyond local businesses and community organizations. As a Grassland Ecologist, I saw an opportunity to combine creativity with conservation education in a way that could reach children and families across the country.

Conserve with Crayons hosts free conservation-themed coloring contests for all ages up to 18 year old. Each contest focuses on a different ecosystem, species, or conservation topic and includes educational fact sheets filled with age-appropriate information about wildlife, habitats, and the natural world. During our inaugural year, we will feature important ecosystems including grasslands, coral reefs, rainforests, wetlands, deserts, and the arctic.

To encourage participation and maximize our educational impact, we plan to award prizes beginning at \$2,000 per contest, with larger prizes as the organization grows. These incentives help attract families, increase engagement, and transform a fun coloring activity into an opportunity to learn about conservation and the importance of protecting our natural resources.

Our vision extends far beyond coloring contests. We aim to partner with schools, libraries, state parks, scouting organizations, after school programs, daycares, community centers, and other youth-focused programs to expand our reach. After-school programs, for example, provide an ideal setting for continuous outreach throughout the year and often serve children who might not otherwise receive this type of educational programming. Through sponsorships and donations, we also plan to support scholarships, conservation camps, outdoor education experiences, field trips, mentorship opportunities, and other programs that help young people explore careers in conservation and natural resources.

Your support helps fund contest prizes, educational materials, outreach efforts, scholarships, and future program growth including hiring full time education staff to spread conservation awareness. Our goal is to reach at least 5,000 families in our first year while building a program that inspires and educates children for years to come.

Inside this packet, you will find additional information about our organization, sponsorship opportunities, scholarship program, and future initiatives. We invite you to join us in helping children discover the wonder of nature and become the conservation leaders of tomorrow.

Thank you for your consideration and support.

Lucas Zilverberg
Chief Executive Officer
Conserve with Crayons

Why This Matters



Issue

- Worldwide, 2.8 billion children and 73 million in the U.S. largely lack awareness of critical environmental issues, including conservation, habitats, and current threats to wildlife
- Habitats and species are being destroyed at alarming rates
- Global biodiversity is declining rapidly, reducing everyday exposure to wildlife
- Environmental issues such as wildfires, droughts, and habitat loss are becoming more apparent

Education Gaps

- Conservation awareness needs to be increased
- Many schools have limited funding for hands-on conservation education
- Conservation and nature topics are often too complex without creative entry points
- Coloring nature related topics makes children think about what they are coloring

Importance of Early Childhood Engagement

- Conservation and nature awareness starts at an early age
- Early environmental education strongly predicts lifelong conservation behavior
- Engaging children early builds a pipeline for future conservationists, and land stewards
- Youth are a critical generation for long-term conservation success and policy change

Benefits of Creative Learning

- Coloring creates creativity and imagination
- Creative learning tools like coloring improve retention compared to passive learning
- Visual storytelling helps children understand species, habitats, and ecosystems

Nature Disconnection

- Children are more disconnected from nature than ever
- Urbanization is limiting access to natural spaces for everyday interaction
- Outdoor play time has dropped significantly over the last few decades
- Kids often lack structured opportunities to connect with local ecosystems

Screen Time & Modern Lifestyle Challenges

- Screen time is increasing and coloring opportunities will help alleviate that issue

Accessibility & Family Engagement

- Everything increasingly costs money, but this is 100% free education
- Family participation strengthens learning and long-term engagement
- Family-based activities increase shared understanding and connection to conservation
- Family participation strengthens the bond within families

Year 1 Goals and Budget



Goals

- Six contests in Year 1 – every two months
- Reach 5,000 families
- Achieve 1,000 contest submissions
- Partner with a minimum of:
 - 10 schools
 - 10 child centers
 - 10 state parks
 - 5 hospitals
 - 5 libraries
- Expand our social media following
 - Pictures of contest submissions
 - Videos from field professionals talking about contest topics
 - Winning artists pictures and videos
 - Sponsor videos on why they support youth conservation
 - Contest updates
 - Content engagement – share your artwork and tag us for a chance to win a prize
 - Share scholarship opportunities
- Award 3-5 scholarships
- Build a mentor and advisor network of 100 conservation professionals across the U.S.
 - Make this resource live on our website by the end of our first year

Budget

Budget for Year 1	
Category	Estimated Annual Cost
Standard Contest prizes	\$12,000
Additional Contest Prizes (gift cards)	\$3,000
Storefront (giveaways to contest winners)	\$500
Website/software	\$1,200
Marketing/outreach	\$3,000
Travel	\$3,000
Scholarship fund	\$5,000
Admin/legal/accounting	\$5,000
Total Budget Year 1	\$32,700

Staff and Advisor's Leadership Experience



Staff

Lucas Zilverberg – Founder and Executive Director

- B.S. and M.S. degrees in Wildlife and Fisheries Sciences and Biological Sciences
- Participant for the National Conservation Leadership Academy (world class leadership training)
- Recipient of the Hardest Working Private Lands Biologist Award and Biological Sciences Master's Student
- Extensive experience working with conservation professionals and nonprofit organizations
- Prior involvement in community fundraising initiatives
- Passionate about connecting children and families with nature through conservation education
- Dedicated to building a long-term organization that inspires future generations to protect wildlife and natural resources
- Father of three children who inspire the organization's mission

Lucas combines hands-on conservation experience, leadership development, hard work, and community outreach to guide Conserve with Crayons from concept to impact.

Joe Salvati – Education Coordinator

- B.S. degree in Wildlife and Fisheries Sciences
- Current Director of the Brookings County Outdoor Adventure Center
- Former Education Director for youth programs with South Dakota Game, Fish and Parks
- Extensive experience leading outdoor education and youth engagement programs
- Passionate about increasing youth participation in outdoor recreation, conservation, and environmental education

Jenna Zilverberg – Website and Social Media

- B.S. in Early Childhood Education
- Early childhood educator with 3 years of classroom experience
- Account Manager for *Hoard's Dairyman* and *Hay & Forage Grower*
- Mother of three, providing a personal connection to the organization's mission

Advisory Team

Jennifer Moser – Elementary Art Teacher, Brookings, SD – Mother of two
Additional member 1 – We are actively searching for the right team member
Additional member 2 – We are actively searching for the right team member
Additional member 3 – We are actively searching for the right team member

Sponsor Levels



Future Ecologist Sponsor – \$15,000+

- Your name or logo featured on the website's contest page for **every coloring contest** for one year
- Premier placement on our homepage banner at [conservewithcrayons.org](https://www.conservewithcrayons.org)
- Featured social media spotlights across all contests, plus a personal thank-you video from scholarship recipients
- Opportunity to collaborate on a custom coloring page theme or provide input on future contest topics and educational materials
- Chance to announce winners on our social media channels or spotlight scholarship recipients
- Featured in email outreach on new events and member only events
- Exclusive private virtual "Meet the Future Ecologists" session: a 30–60-minute meetup with 3–5 scholarship recipients, parents, and teachers to hear their stories and future goals
- Optional: create a short video message post on our platforms about your commitment to youth conservation education

Future Coral Reef Researcher – \$5,000–\$14,999

- Your name or logo featured on the website's contest page for **every coloring contest** for one year
- Premier placement on our homepage banner at [conservewithcrayons.org](https://www.conservewithcrayons.org)
- Featured social media spotlights for all contests, plus a personal thank-you video from scholarship recipients
- Featured in email outreach on new events and member only events
- Optional: create a short video message post on our platforms about your commitment to youth conservation education

Future Land Manager Sponsor – \$1,000–\$4,999

- Your name or logo featured on the website's contest page for **three coloring contests**
- Placement on our homepage banner at [conservewithcrayons.org](https://www.conservewithcrayons.org)
- Featured social media spotlights for your three selected contests

Friend of the Future – \$500–\$999

- Placement on our homepage banner at [conservewithcrayons.org](https://www.conservewithcrayons.org)

All contributions are **tax-deductible** as a 501(c)(3) charitable donation. EIN Number: 41-3050877

- **Donate Securely Online:** <https://www.conservewithcrayons.org/donations-sponsorships>
- **Or Mail a Check to:** Conserve with Crayons 500 Main Ave, PO Box 201, Brookings, SD 57006

Thank you for believing in our mission to educate the next generation on protecting our natural resources.

With deepest gratitude, The Conserve with Crayons Team

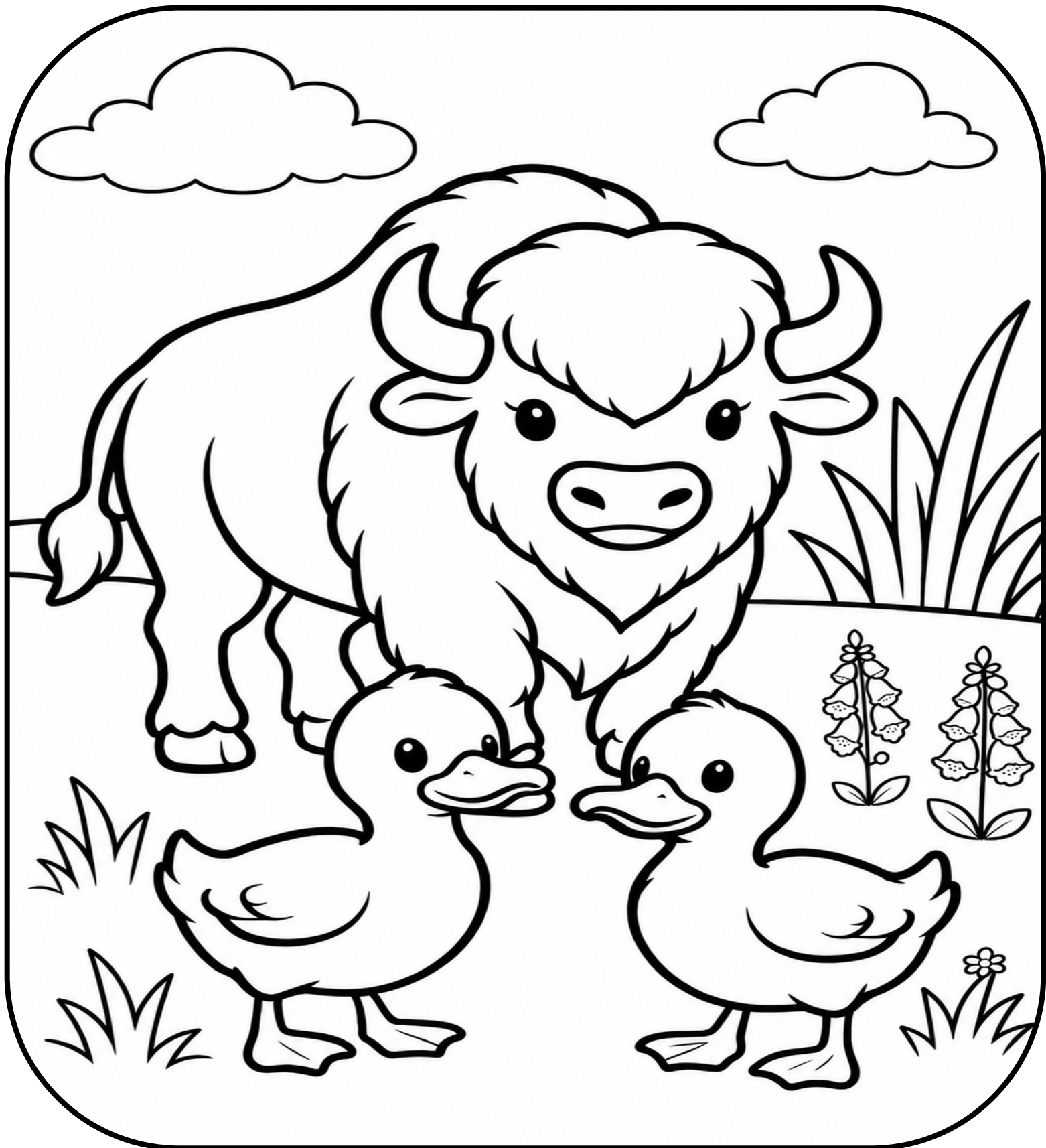
EXAMPLE COLORING PACKET BELOW (2 pages)

Ages 6-18 will not have a template, they will color freely



FREE to enter – \$2,000 of Prizes – New contests every two months

Grasslands are wide open ecosystems dominated by grasses, found on every continent except Antarctica. They support diverse wildlife, store carbon in deep roots, protect soil, and help feed people and livestock. Grasslands are increasingly threatened by farming, overgrazing, and urban development daily. **Coloring sheet for children 5 and under.**



Submit your artwork and for more information visit www.conservewithcrayons.org

Grasslands Fact Sheet

Hey Kids! This contest is all about grasslands. Do you know what a grassland is? Do you know what animals live in grasslands? Learn the answer to these questions below.

What is a Grassland?

A grassland is an ecosystem dominated by grasses, sedges, and forbs (wildflowers), with few or no trees. These open areas are shaped by factors like grazing animals, fires, and moderate rainfall, enough for grasses to thrive, but not enough for trees or forests.

Where are Grasslands located?

Grasslands are found on every continent except Antarctica! They go by different names around the world, such as savannas in Africa, steppes in Asia and Europe, pampas in South America, and prairies in North America. Some famous grasslands include the wide-open Great Plains (prairies) in the United States and the huge Serengeti in Africa, which is famous for species migrations.

Why are Grasslands important?

Grasslands once covered about 40% of Earth's land surface (excluding Antarctica and ice-covered areas), but many have been lost or degraded due to farming, urban sprawl, and other changes. They remain one of the most threatened ecosystems worldwide.

These open landscapes support incredible biodiversity often hundreds of plant species in small areas that provide food, shelter, and habitat for countless animals. Grasslands also store large amounts of carbon (especially in soils), prevent soil erosion, support grazing for wildlife and livestock, and deliver key benefits like clean water and air for people.

Grassland Species -

Bison- Bison once numbered up to 60 million on the plains stretching from Canada down to Mexico.

Cheetah- The fastest land animal on Earth, sprinting across African savannas to catch prey!

Lion- Kings of the savanna, living in prides and hunting in open grasslands.

Pronghorn- Often called “antelope,” these North American grassland runners are among the fastest land mammals.

Prairie rattlesnake- These amazing critters can live over 20 years and grow up to 5 feet long, but look out, they are venomous!

Purple coneflower (Echinacea)- Pretty purple petals with a spiky center, great for medicine too!

Ostrich- The biggest bird in the world can't fly, but it runs super-fast across African grasslands, up to 45 mph!

Other Species- Many other creatures like wildebeest, rhinos, prairie dogs (in temperate areas), and countless birds and insects depend on these open spaces too!

Key words

- **Ecosystem** - A unit of living things that interact with their environment.
- **Grazing** - When animals like bison, cows, or zebras eat grasses and wildflowers in open areas.
- **Savanna** - A type of tropical grassland with scattered trees, common in Africa.
- **Urban sprawl** - The act of cities and populated areas spreading.
- **Biodiversity** - The rich variety of different plants, animals, and other living things in an area.
- **Soil erosion** - When wind or water washes or blows away the top layer of dirt, making the land less health for species.

Grasslands are awesome, but they're disappearing fast because of farming and urban expansion. Your colorful drawings can help spread the word about why we need to protect them! Visit www.conservewithcrayons.org/grassland-resources for more ideas, pictures, and ways to help save grasslands. Draw your favorite grassland scene, maybe a bison family, a diverse plant community of grasses and wildflowers, or animals migrating across the Serengeti! Now grab those crayons and let's make some grassland magic! Remember, be creative and do your best

SCHOLARSHIP APPLICATION BELOW (2 pages)



Apply for a Scholarship with Conservation with Crayons

Help Us Send You to Conservation Camp, School, or College! Thanks to everyone who enters our free coloring contests and supports us through donations, sponsorships, and merchandise. This allows us to offer scholarships of **\$250, \$500, or \$1,000+** to kids, teens, and young adults who want to learn more about protecting wildlife, habitat, and conservation.

These scholarships can be used for:

- Summer conservation camps or nature programs
- School field trips to wildlife centers, zoos, or reserves
- College tuition or fees for environmental science, wildlife biology, or related majors
- Workshops, conferences, or online courses focused on conservation
- Help starting a school conservation or ecology club
- A workshop a conservation club wants to attend that requires an entry fee
- **Be creative**, apply if you have an event that supports learning about conservation

Who Can Apply:

- Ages 5–22 (kindergarten through college)
 - Parents, teachers, or legal guardians must apply for the outdoor education event for ages 5-18
- Residents of any state
- Passionate about conservation, animals, nature, or the environment

Award Amounts:

- \$250 – smaller camps, field trips or a college club that wants to attend a meeting
- \$500 – week-long camps or short programs
- \$1,000-1,000+ – multi-week camps, semester fees, or larger tuition support

How to Apply: Applications are accepted year-round. We review them quarterly and notify winners within 30 days.

Please email the following to conservewithcrayons@gmail.com (subject line: “Scholarship Application – Your First Name”). In a word document or PDF please include:

1. **Your Information:**
 - First name for children under 18, first and last name for ages 18-22
 - Age
 - Grade/year in school (if applicable)
 - Mailing address
 - Phone number
 - Parent/guardian name and email (required if under 18)
2. **Program or Tuition Details:**
 - Name of the camp, school event, course, or college program
 - If attending college, please provide your year and major
 - If attending college, please provide your transcripts
 - Website or brochure link of camp or event (if available)
 - Exact cost and dates of the event, camp, etc..
 - Amount you are requesting (\$250, \$500, \$1,000, \$1,000+)
3. **Short Essay (200–500 words):**

- Tell us in your own words: “Why do you love nature and conservation and how will this opportunity help you or your class learn more or make a difference?”
 - Parents or teachers please feel free to help, but the content must come from the kids
4. **Optional Supporting Materials:**
- A photo or scan of your favorite coloring contest entry (if you’ve entered before)
 - Letters of recommendation, report cards, or proof of acceptance (not required, but helpful)

Selection Process: Our small team and board review every application fairly. We prioritize:

- Demonstrated passion for conservation
- How the opportunity will help you grow as a future conservationist or a person that respects the natural resources around the world
- If you are selected, you must provide a short video thanking our sponsors and may be requested to join a live call with the sponsors

Winners will receive funds either directly or paid to the program on your behalf and may be featured (with permission) on our website and social media to inspire others. Proof of receipt is needed within 30 days.

Questions? Email us anytime at conservewithcrayons@gmail.com. We’re excited to help you chase your conservation dreams!

Thank you for caring about our natural ecosystems.

The Conserve with Crayons Team

Here is the link to our scholarship page: <https://www.conservewithcrayons.org/scholarships>

FREE MENTORSHIP PROGRAM BELOW (Not Live)

Welcome to our free mentorship hub!

Connect one-on-one with experienced conservation, wildlife, and outdoor specialists who are excited to share their knowledge and guide you.

Whether you're looking for advice on:

- Choosing the right school or degree program
- Need a guest speaker to present in your classroom
- Want to set up recurring calls to talk about conservation
- Navigating job applications and career paths in natural resources/outdoors
- Discovering the best summer camps, internships, or field experiences
- Getting started with hands-on volunteering at local nature centers, zoos, or parks
- Starting or joining a school club like ecology, birding, environmental science, or outdoor adventure
- Learning how to teach kids about conservation, ecology, and respect for nature with everyday activities
- Planning family-friendly outdoor adventures that are educational and fun for all ages
- Exploring any outdoor-related topic you're curious about

This is your place to ask questions, get real-world insights, and grow.

Be bold, be curious, and get creative. Reach out and take advantage of this completely free resource. The conservation community is stronger when we help each other succeed!

Feel free to message a mentor today. No question is too small or too big. Search the map below to find someone in your area, or your expertise and feel free to email them with questions!

Search by Location (city, state, or zip)

e.g., Omaha, NE

Name	Organization	Job Title	Responsibilities	Email	Location
Lucas Zilverberg	South Dakota Game, Fish, and Parks	Senior Grassland Ecologist	Helps manage, restore, and enhance grasslands on public and private land in South Dakota	Lucas.zilverberg@state.sd.us	Brookings, South Dakota 57006
Will Gallman	South Dakota Game, Fish, and Parks	Private Lands Biologist	Helps private landowners enroll into voluntary conservation programs	Will.gallman@state.sd.us	Brookings, South Dakota 57006
Cody McKee	Nevada Department of Wildlife	Elk and Moose Coordinator	Helps manage elk, moose, and other big game management on public and private land	Cmckee@ndow.org	Reno, Nevada 89512

Here is a link to our free mentorship page: <https://www.conservewithcrayons.org/mentorship>

Future Vision



1. **Recruit and hire education staff** to distribute our themed coloring sheets and deliver related curriculum in K-12 schools, daycares, afterschool programs (GAP, Boys and Girls Club), children's museums, and beyond. Staff will provide standards aligned resources and interactive lessons on each contest topic to spark early conservation awareness.
 - a. This is the huge goal for CWC and a big reason we need your help!
 - b. With an education staff member in every state, we can rapidly grow the contest's visibility and impact, reaching schools and communities statewide while teaching the important topics highlighted in each contest.
2. **Create a FREE mentorship program** connecting conservation professionals from around the nation with students of all ages who are curious about conservation. This program will allow teachers to invite guest speakers into classrooms, help students navigate job applications and interviews, support the creation of school ecology clubs, and give families guidance on learning about the outdoors, such as planning educational weekend getaways, etc.
3. **Produce short interview series** on YouTube and social media featuring biologists and field staff from agencies, NGOs, and partners. Segments will highlight real insights tied to contest themes, inspiring viewers and boosting engagement.
4. **Attend Trade Shows** to feature our coloring sheets and teach about each topic.
5. **Launch an annual family conservation camp** that rotates among various locations each year, allowing participants to explore a variety of ecosystems. Through hands-on activities and outdoor learning experiences, families will gain a deeper understanding of conservation and develop a greater appreciation for biodiversity and the world around them.
6. **Start a conservation leadership course** for high school or college students that are curious about being leaders in the field of conservation.
7. **Private Lands Access Program** to allow children in urban areas to walk, explore, and learn outdoors on participating private properties at no cost. Because many cities lack accessible public natural areas on their outskirts, this program could expand opportunities for outdoor education, provide access to more open spaces, and give young people greater freedom to connect with nature and gain hands-on learning experiences.
8. **Build the next generation of conservation leaders** by inspiring millions of children to become lifelong advocates for wildlife, habitats, and natural resources through creative, accessible conservation education.