

# SAVE THE FROGS!



[savethefrogs.com](http://savethefrogs.com)

SAVE THE FROGS! Nonprofit Organization:  
The Future of Amphibian Conservation

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**H**erpetologists have made significant gains in understanding amphibian declines and extinctions since the problem was identified at the first World Congress of Herpetology in 1989. While there have been occasional success stories, however, amphibian conservation as a whole is failing: the species extinction rate is as high as ever and shows no signs of abating. This is not due to poor science: on the contrary, herpetologists have been at the forefront of conservation biology for the last two decades. Amphibian conservation is failing due to (1) a lack of funding, (2) a shortage of political and social will that stems from a lack of awareness of the amphibian decline crisis within the general population, and (3) a shortage of scientists, lawyers, educators and lobbyists dedicated to amphibian conservation. SAVE THE FROGS! is a nonprofit organization I recently founded and direct. SAVE THE FROGS! is comprised of an international team of scientists, educators, policymakers and naturalists dedicated to protecting the world's amphibians. We plan to build SAVE THE FROGS! into the world's leading amphibian conservation organization: a

primary contributor to scientific research, policy-making and legal defense; a major source of amphibian conservation grants to students, postdoctorate fellows, and academics; and the principal source of amphibian information and education available to the public. We will accomplish this by (1) convincing the public that amphibians are worth saving; (2) increasing the public's awareness of the amphibian decline crisis through online photographs and information, educational calendars and posters, improved environmental education in the school system, live lectures, and benefit concerts; (3) providing an online meeting place where amphibian conservation experts, educators and others can exchange ideas; (4) providing politicians, musicians, lawyers, educators, members of the media, business executives, celebrities and average citizens with explicit ways in which they can help; (5) providing an online, incentive-based donation system; (6) building a large membership base that enables us to more effectively lobby politicians to protect amphibian habitat and enact crucial legislature; (7) increasing the number and capabilities of herpetologists and other dedicated researchers by providing grants related to amphibian conservation science, policy, and education; and (8) enabling skilled members of the public to contribute their talents on a volunteer basis, in order to significantly reduce organizational costs and thus increase our effectiveness. SAVE THE FROGS! invites you to view our website ([www.savethefrogs.com](http://www.savethefrogs.com)) and welcomes any input you may have. Together we can SAVE THE FROGS!

**The official SAVE THE FROGS! logo:** Logo features a Southern Orange-eyed Treefrog (*Litoria chloris*) from Natural Bridge in Springbrook National Park, Queensland, Australia. The logo is featured on organic cotton t-shirts we are selling online to raise money for SAVE THE FROGS! amphibian conservation efforts. Frog photo by K.M.K. and graphic design by Alyson Lee.