



The **Zoë Foundation Save the Tiger Challenge** is a fundraising event that provides the opportunity for a limited number of businesses, or individuals, to compete for the original **Fuquay-Varina City Series Tribute**, limited edition canvas giclees and lithographs. My name is Jason Savage, founder and director of the Zoë Foundation, a 501 c3 non-profit organization and member of the Fuquay-Varina Chamber of Commerce. Our mission is to help save the tiger before extinction. In addition, I am a digital artist. I invite you to read my [CV](#). I will be donating my time to create this city series tribute.

The **Save the Tiger Challenge** is a prototype event. The challenge is who - out of fifty fundraisers - can achieve the highest donation total for the Zoë Foundation in a fixed amount of time. If successful, this event will be replicated in other cities. Since the foundation is a chamber member and the focus of the **Fuquay-Varina City Series Tribute** is the town, optimally I would like all participants to be from Fuquay-Varina.

Funds raised will be directed toward one of the foundation's goals, honoring the late [Dr. Michael Bleyman](#). He was a Zoologist, world renowned tiger expert and my mentor. He was a professor at the University of North Carolina and founder of the Carnivore Preservation Trust in Pittsboro, NC. He dedicated his life to saving the tiger and other endangered species.



Here he is with one of his favorite tigers – Romeo. We want to commission a bas-relief sculpture of this image. Placement of the original is yet to be determined. Miniatures will be made available to collectors with proceeds going to the foundation.

I invite you, as an individual or business, to sign up as a fundraiser to compete in this **Save the Tiger Challenge**. Help us honor Dr. Bleyman. I welcome your participation and support. Please read the following Q&A for additional information.



Notifying Your Customers
12" x 18" Poster for Business Participants

Q&A

What are the Save the Tiger Challenge objectives?

- 1) Increase exposure for the Zoë Foundation.
- 2) Raise funds to help the foundation achieve its goals.
- 3) Design & produce a Fuquay-Varina City Series Tribute. The original and prints will be used as incentives for fundraisers and supporters. In addition, prints will be donated to the Chamber of Commerce to help promote Fuquay-Varina.

Who can register as a fundraiser?

An individual or business. Those that have an active social media presence or large mailing list will probably be more successful. There is a 50 participant maximum.

Are there any incentives for a fundraiser's participation?

Yes!

1) The overall winner will receive the original *La Enigme de Fuquay-Varina* City Series Tribute. (Estimated value if created as a commission – **\$4,250**) They will also receive 150 *La Enigme de Fuquay-Varina* City Series Tribute lithographs. (Retail Value: **\$3,000**)

Second Place will receive 100 lithographs. (Retail Value: **\$2,000**)

Third Place will receive 50 lithographs. (Retail Value: **\$1,000**)

2) Each fundraiser raising \$350 will be assigned one (1) ticket entering them into a Fundraisers Only drawing for a signed & numbered, limited edition, canvas *La Enigme de Fuquay-Varina* City Series Tribute Giclee. (Retail Value: **\$685**) There will be 10 Giclees available. For every \$100 raised above \$350, a fundraiser will be assigned one (1) additional ticket into the drawing. Fundraisers will be notified about the drawing location and date. They do not have to be present to win.

3) Each fundraiser, based on their commitment to raise a minimum of \$200, will receive 10 signed *La Enigme de Fuquay-Varina* City Series Tribute lithographs (Retail Value: **\$350**) and a free business listing on the Raleigh Local Business List website - a **\$60** value.

How are the overall winners determined?

The fundraisers (competitors) raising the most money via donations for the Zoë Foundation through [FirstGiving](#) will be the overall winners.

How will a fundraiser reach prospective supporters and collect donations?

Donations will be handled through [FirstGiving](#), a well respected, peer to peer, online fundraising service that has worked with over 10,000 clients including the *Over the Edge* rappelling fundraiser here in Raleigh. Fundraisers will **not** be required to collect any money. Fundraisers will use their website, social media platforms, or any other method they choose to reach their followers to request support for the Zoe Foundation. Fundraisers will direct their prospective supporters to their personal *FirstGiving* fundraising page where donations will be accepted electronically.

How much does the average fundraiser raise through *FirstGiving*?

Donations average **\$500.00** per fundraiser for a 60 day campaign.

Live *FirstGiving* Examples:

[Miles for Smiles 5K Race & Walk](#)

[Walk for the Homeless](#)

[St. Patrick's Road Race & Walk](#)

How long will it take to set up my personal *FirstGiving* fundraising page?

It's very easy. A representative at *FirstGiving* said it will take fifteen minutes or less.

As a business owner, I have to manage day to day operations. Can I have my social media expert, employee, intern, family member or friend run my campaign?

Yes. I'm sure there is someone you know who would love to get involved in this event.

Helpful Documents:

[Peer to Peer Fundraising](#) (PDF)

[Instagram for Peer to Peer Fundraising](#) (PDF)

[Drawing Rules](#) (PDF)

What is the duration of the challenge?

To be decided cooperatively by the fundraisers. All fundraisers will begin the challenge at the same time. My thought is a 'Lightning Round' event; maybe 30 days.

Is there a Fundraiser registration fee?

Yes. \$25

Does the Fundraiser have to commit to raising a minimum amount from supporters?

Yes. \$200

Are there any incentives for supporters to donate?

Yes! There are several spirited reasons a supporter can be moved to make a donation. One, and hopefully the most important, they are concerned about the tiger's plight and will support an organization trying to help save the species. Two: They love Fuquay-Varina and will support efforts to help promote the town. Three: A trusted business or individual (Fundraiser) requests their support. Four: A supporter wants to help their favorite fundraiser win the original ***La Enigme de Fuquay-Varina*** City Series Tribute!

In addition, a supporter making a donation of \$10 will be assigned one (1) ticket into a Supporters Only drawing. For every \$5.00 donated above \$10, the supporter will be assigned one (1) additional ticket into the drawing. They will have 50 chances to win. Drawing Awards: A signed & numbered, limited edition, ***La Enigme de Fuquay-Varina*** City Series Tribute Giclee (Retail Value: **\$685 - 5** Available). A signed ***La Enigme de Fuquay-Varina*** City Series Tribute lithograph (Retail Value: **\$35 - 45** Available). Donors will be notified about the drawing location and date. They do not have to be present to win.

A fundraiser's success will depend on how their appeal is crafted on their website, social media platforms and their personal ***FirstGiving*** page. A personal, passionate appeal to help the Zoë Foundation with a focus on saving the tiger is very important. Information about the Supporters Only drawing, the Award that will be presented to the top fundraiser and the lithographs going to the Fuquay-Varina Chamber of Commerce are points of interest. It's up to each fundraiser to decide what kind of appeal they are going to make to their supporters.

How will this event benefit the town of Fuquay-Varina?

Since this event is driven by social media, there is a huge potential for collateral publicity. The carryover from this event is the original ***La Enigme de Fuquay-Varina*** City Series Tribute and lithographs. Following the completion of the challenge, the Fuquay-Varina Chamber of Commerce will receive 500 ***La Enigme de Fuquay-Varina*** City Series Tribute lithographs. (Retail Value: **\$10,000**) These can be sold or given to chamber visitors. There are many ways the lithograph can be used to help promote the chamber and the city.

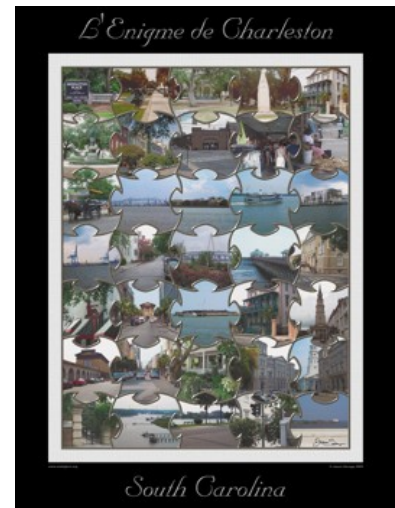
What is the *La Enigme de Fuquay-Varina* City Series Tribute?

I have been designing tribute collages using digitally created puzzle pieces for over twenty years. It's my trademark. You can take a closer look at my tributes here – TheTributeMaster.com. My City Series lithographs are designed for the tourist who wants to take home a souvenir depicting the city's landmarks.

To the right is my *L' Enigme de Charleston*. It's not a real puzzle. It's an 18" x 24" lithograph. Each puzzle piece outline displays a different Charleston landmark. In addition to the puzzle format, the other unique feature is the use of my hand drawn Gothic lettering. They are graphically embossed within the piece; they surround the graphics or both. Discovering and then reading imparts a message to the viewer. I call my work 'Resolvative Art'. The piece is resolved (completed) when the message is read. [Click the graphic to view an enlargement.](#)

Since I work in the digital realm, I have never done what can be called a digital original. An original (in the digital world) is first printed (usually on canvas) and then the artist hand paints a portion of the piece, thus making it an original.

I have produced one off tributes where the digital files are destroyed, making the piece irreplaceable unless it was scanned or photographed and then reproduced. Since I am not a painter, I never gave a lot of thought to painting on one of my canvas pieces. How can I do a bonafide original canvas without retouching it with paint? The answer came to me while developing this event.



I'm going to make individual puzzle pieces out of basswood, affix a canvas image on each piece and assemble the puzzle permanently on a backing board. The piece will then be framed. I now have a hand crafted original. The *La Enigme de Fuquay-Varina* City Series Tribute original will be the Premier Award in the Zoë Foundation *Save the Tiger Challenge*. Lithographs and Giclee prints will be made from the original. The lithograph is the carryover that can be used to help promote Fuquay-Varina.

The *La Enigme de Fuquay-Varina* City Series Tribute will have 30 pieces, each depicting a city landmark. I decided to use Fuquay-Varina as the subject for this tribute rather than the tiger because I wanted to create a piece that could serve a dual purpose. The Fuquay-Varina tribute will be the award incentive for the Zoë Foundation *Save the Tiger Challenge* fundraisers and supporters. The lithographs can help promote the city. I have a tiger tribute ready that will be used in a future crowd funding event for a new product. Net proceeds from sales of that product will go to the foundation.

The *La Enigme de Fuquay-Varina* City Series Tribute will be produced following the completion of the Zoë Foundation *Save the Tiger Challenge*. If you have any questions, please [contact me](#).

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