



Groupon Campaign Activist Toolkit

Welcome!

Hi there! Thank you so much for joining our campaign to stop Groupon from selling deals to cruel wildlife entertainment venues. We're excited to have you on board.

To win this campaign, we won't be able to do it alone. That's why we put together this activist toolkit. Inside, you'll have all the resources you need to put pressure on Groupon and urge company leadership to stand up for animals.

We want to show Groupon that it's not just World Animal Protection calling on them to stop profiting from animal suffering but YOU, and the many others who care about animals. Together, we can get our voices heard and make change happen.

Thanks friend. Now, let's move Groupon!

Sincerely,

Nicole, Liz, and McKenzie



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Wildlife Campaign Manager



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Our Ask

We are urging Groupon to prohibit running deals to venues that offer interactions with wild animals and/or captive wild animal performances.

We're also asking the company to adopt an animal welfare policy that protects wild animals and doesn't exploit them.

Why Groupon?

Groupon is one of the largest travel companies that continues to sell deals to venues that exploit wild animals for entertainment and profit.

Our research has found that Groupon sells deals to roadside zoos, petting zoos, marine amusement parks, many of which sell cruel interactions with wild animals.

In 2020, Groupon reported 1.4 billion in revenue and had over 29 million active customers.

With its millions of users, the permanent removal of these exploitative venues from their offering would positively impact *thousands of animals*.

Examples of venues advertised on Groupon

Suncoast Primate Sanctuary, a pseudo-sanctuary in Florida where primates are kept in barren cages.

Dolphin Discovery, where dolphins work up to 12-hour days posing for selfies with tourists and performing in unnatural shows.

SeaQuest, a national chain of cruel petting zoos and aquariums, where multiple animals, including an otter and sloth, died.

Groupon deals are time-limited, meaning venues and offers change constantly.

Historically, Groupon has done business with some of the most infamous wildlife exploiters in the country, including G.W. Exotic, the facility owned by Joe Maldonado, aka the Tiger King, as well as multiple circuses that used elephants in dangerous and harmful performances such as Ringling Bros. and Barnum & Bailey Circus.

How You Can Help

1. Send an email to Groupon leadership

Our one-click action will send a message to Groupon's CEO and Head of Social Responsibility. Click on the link, enter your information, and have the option to customize your message.

2. Participate in our monthly Twitter tweetstorm

On the first Thursday of every month from 3-4pm ET, we're running a tweetstorm on Twitter to amplify pressure on Groupon. Sign up with the link and we'll provide sample Tweets and photos for you to use. Don't know how to use Twitter? No worries. You can sign up for a demo with us at the link.

3. Help build support in Chicago, where Groupon is based

We're planning in-person demonstrations in Chicago to build pressure on Groupon. Live in Chicago or know anyone that lives in the Windy City? Ask them to sign up for a future demonstration.

4. Help us recruit college students for the campaign

Do you know anyone currently enrolled in college or university? We're planning a future campaign action specifically for students to take. As a tech company, Groupon leadership depends on their talent pool for success and what students (future talent) have to say about Groupon's failure to protect wild animals will surely influence them. Share the form linked above with any students you know.

5. Live Chat with Groupon's customer support team

Chat with Groupon's customer support team and ask them to escalate our ask campaign.

To use the Live Chat, click on "How can we help" then "Existing Order." In a few moments, you will be directed to a live agent. Once the agent connects, type your message.

Don't forget to click underlined text to sign up!

Sample message: Hi, I'm writing to express my disappointment with Groupon. Groupon sells tickets to cruel wildlife entertainment deals such as roadside zoos, fake animal sanctuaries, and many other exploitive venues. Can you please tell leadership to stop selling these deals?

6. Sign up to comment on Groupon's Facebook and Instagram

Similar to our Tweetstorm action, we'll be coordinating days to post mass comments on Groupon's Facebook and Instagram. These days will be random and meant to shake up Groupon's social media accounts when they least expect it!

7. Send an email to Groupon's customer support team

Send an email to Groupon's customer support team and ask them to escalate our campaign.

To send an email, click on the link

and type "customer support" in the search box. Click "Contacting Groupon Customer Support," then "Contact Us," then "send us an email." Fill out the form and hit send. Feel free to use the sample message from the Live Chat action above.

8. Share this guide with family and friends

Sharing is caring! The more people that join us, the better chance we'll have of winning the campaign.

9. Tell us your campaign ideas

Have any thoughts on how else we can move Groupon? Let us know in the link. We love learning new ideas on how we can make a positive impact for animals.

Questions? We have answers

Have you tried to contact Groupon?

Yes, we tried contacting Groupon's leadership team, but we have yet to receive a response.

How many deals does Groupon sell to these venues?

Groupon deals are time-limited, meaning venues and offers change constantly so it's not possible to quantify how many deals they sell because they could change at any moment. It's safe to say, Groupon sells a lot of deals.

Why aren't you targeting the entertainment venues directly?

Travel companies are a significant source of sales to captive wildlife entertainment venues through direct ticket sales, excursion packages, or promotions. A survey commissioned by World Animal Protection in 2019 showed that one in four tourists visited a captive dolphin venue as part of their tour package or because it was suggested to them by their travel company. Well-known household travel brands help venues maintain their public acceptability.

Further, by offering discounts, Groupon's model drives even more visitors to these venues. Numerous reviews on travel sites note that the reviewer learned about the venue through Groupon or was motivated by the discount.

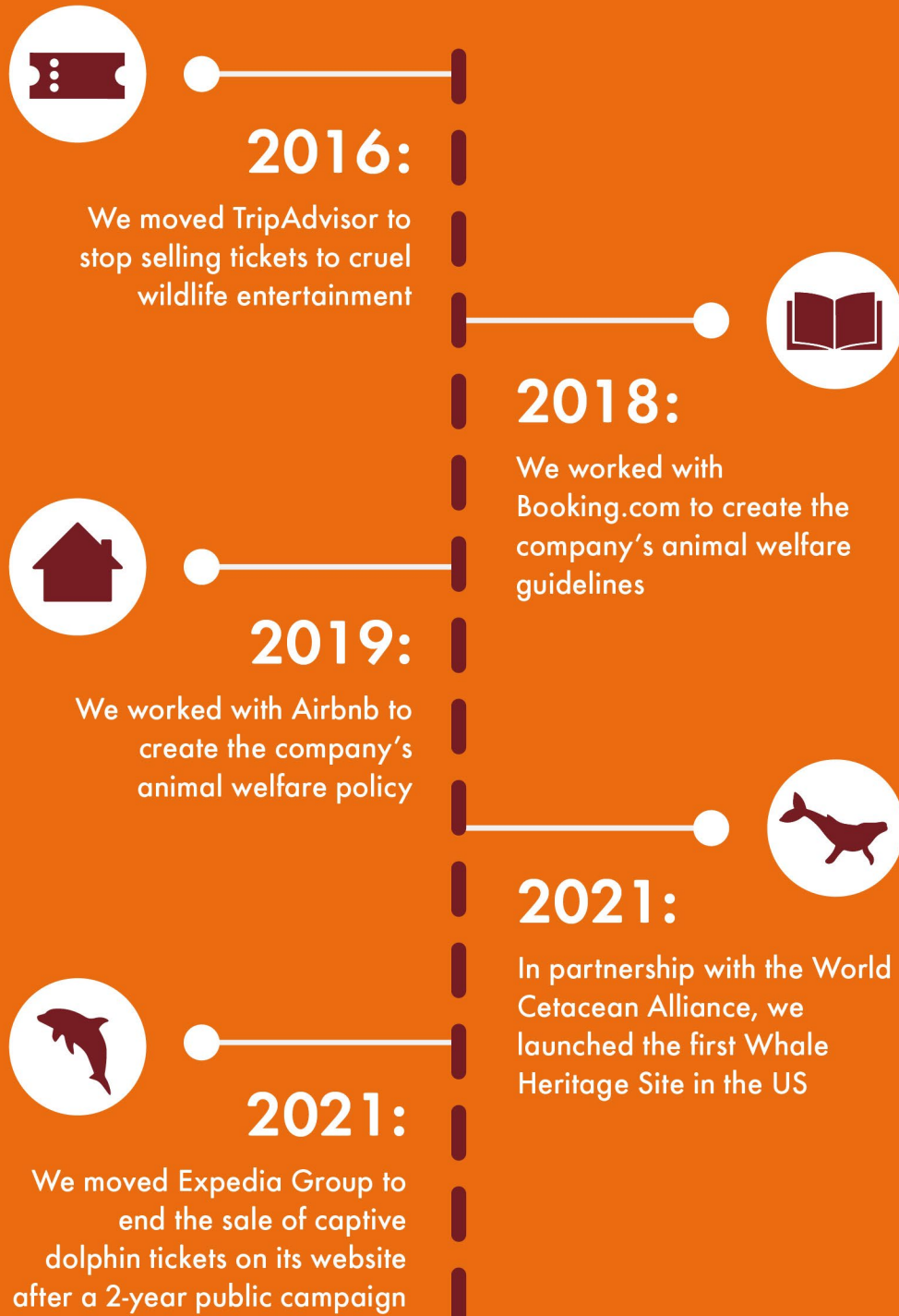
My question wasn't answered. How can I contact you?

No problem! Email us at programs@worldanimalprotection.us

About World Animal Protection

We are a global animal welfare non-profit organization with offices in 12 countries. Our mission is to move the world to protect animals. Our vision is a world where animals live free from suffering. For over 70 years we have been campaigning to end animal cruelty and suffering. In this time, we have grown in both size and influence. We have helped raise the profile of animal welfare on a global scale, making significant improvement in the way farmed and wild animals are treated.

A timeline of our recent achievements towards ending wildlife entertainment.





Together, we're changing the way the world works to end animal cruelty and suffering. Forever.

