

PARTNERS IN AMPHIBIAN AND REPTILE CONSERVATION



2025 Engagement Toolkit

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What is Amphibian Week?

Amphibian Week started in 2020 by the Partners in Amphibian and Reptile Conservation network and partners increase awareness about amphibians and to celebrate all things amphibian. We celebrate annually during the first full week of May.

The 2025 theme for May 4-10 is **Amphibians: Masters of Two Worlds**. As a global initiative, Amphibian Week promotes sharing experiences and insights through locally hosted events, online webinars, and social media, building community among participants worldwide. Supporting amphibian conservation programming locally and virtually, and the use of dedicated hashtags, allows people to connect, share stories, and learn from one another, fostering empathy and understanding while motivating action for amphibians and their plight.



Social Media Tools

Are you looking for ideas and/or inspiration for posts? If so, we have a social media toolkit that includes sample posts you can copy and paste, photo sources, and more. Be sure to use our official Amphibian Week hashtags (**#AmphibianWeek**, **#AmphibianWeek2025**, & **#MastersOfTwoWorlds**) and consider tagging **#PARC**.

Other suggested hashtags: **#AmphibianAlly** **#LeaveTheLeaves** **#AmphibianArt** **#SalamanderScience** **#FantasticFrogs** **#MasterMorphers**

2025 Social Media Toolkit

Check out our [2025 Social Media toolkit](#) for inspiration and sample posts for each day of Amphibian Week. Feel free to copy and paste info or make it your own.

2025 Graphics

Are you looking for graphics or photos to use for posts? If so, check out the following resources:

- 2025 Amphibian Week Graphics
- USGS Amphibian Research & Monitoring Initiative photos
- Amphibian Survival Alliance Infographics

Video Resources

Are you looking for videos to use for posts? If so, check out the following resources:

- PARC Amphibian Week Video Library
- Department of Defense PARC Species Highlight Videos



Eastern tiger salamander larvae. U.S. Fish and Wildlife Photo

Amphibian Week Events

Amphibian Week offers an opportunity to learn about and to teach others. Consider joining one of our sponsored events, either in-person or online. Or host your own events and let us know about your plans. If you are looking for event inspiration, check out our [Amphibian Week 2025 webpage](#) lists some activity ideas. Check back to ensure you see the most recent updates.

Amphibian Week Partner Events

We anticipate hosting official Amphibian Week events in Washington, D.C., including these in-person events:

- Q?rius kicks off May 3 at the Smithsonian's National Museum of Natural History (in-person)
- Smithsonian National Zoo is set for May 4 (in-person)
- National Mall event is May 5 (in-person)

Other Amphibian Week Events

If you are planning events, either in-person or online, we want to help advertise them for you. If you want your event added to the Amphibian Week 2025 map, Add your events to the Amphibian Week Padlet on the Amphibian Week website.

- [Event Form](#)
- [Event List](#)



The endangered Coquí Guajón, a relatively large species within the coqui frog family. U.S. Fish and Wildlife photo

Activity Ideas

Amphibian Week is a great opportunity to raise awareness about the importance of amphibians in ecosystems and the threats they face. Here's a list of activities that people can get involved in to celebrate Amphibian Week:

- Amphibian Excursions
 - Organize guided visits to see amphibians or their habitats up close. Hibernation (under snow, or when it is cold) is a fascinating time. Rain can encourage breeding.
- Educational Workshops and Talks:
 - Host workshops or presentations on amphibian biology, conservation, and the role they play in maintaining ecological balance.
 - Invite local experts or herpetologists to share their knowledge and experiences.
- Amphibian Arts and Crafts:
 - Organize art and craft sessions for all ages to create amphibian-themed artwork.
 - Host or coordinate an Amphibian Art installation, craft with friends with an amphibian theme and prompt a discussion.
- Amphibian Photo Contest:
 - Encourage people to photograph amphibians in their natural habitats.
 - Host a photo contest with categories such as best close-up, most unique species, or most creative composition.
- Community Science Initiatives:
 - Promote community science projects to learn about local amphibians such as monitoring local habitats or participating in frog call surveys.
 - Provide training on how to find and identify different amphibian species.
- Habitat Restoration Events:
 - Engage local communities to organize or highlight habitat restoration projects where amphibians are at risk.
 - Plant native vegetation, remove invasive species, create or enhance breeding habitats.
- Amphibian-themed Art Exhibition and/or Film Screenings:
 - Host screenings of documentaries or films related to amphibians and their conservation.
 - Arrange an art exhibition featuring amphibian-inspired artwork from local artists.
 - Use this as an opportunity for discussions on the challenges faced by amphibians.
- Amphibian-themed Storytelling Sessions:

- Arrange storytelling sessions for children with amphibian-themed books and tales.
- Emphasize the importance of amphibians in ecosystems and the need for conservation.
- Social Media Campaigns:
 - Engage on social media. Check out our toolkit and use the #AmphibianWeek hashtag.
- School and Senior Center Outreach Programs:
 - Contact local schools and senior centers to conduct amphibian educational programs.
 - Include interactive activities like amphibian-themed games or quizzes.

Remember, the key is to engage people of all ages and backgrounds to foster a deeper appreciation for amphibians and inspire action towards their conservation.



**The Panamanian golden frog (*Atelopus zeteki*), extinct in the wild, is an iconic amphibian species endemic to Panama and now only exists in zoos and other breeding facilities.
Smithsonian's National Zoo & Conservation Biology Institute photo**

Sample Proclamation

A great way to raise awareness about amphibians is to get your state to officially recognize Amphibian Week through a proclamation! Generally, give yourself a minimum of 30 days to request a proclamation from your Governor. Feel free to use and/or change the sample text below.

WHEREAS, the State of [Your State] recognizes the vital role that amphibians play in maintaining ecological balance and contributing to the rich biodiversity of our shared ecosystems; and

WHEREAS amphibians, including frogs, toads, salamanders, and newts, are essential indicators of the health of our water, wetlands, and ecosystems; and

WHEREAS the plight of amphibians, one of the most threatened taxonomic groups in the world, with more than 40 percent of species considered threatened by the International Union for Conservation of Nature; and

WHEREAS [Your State] is home to a diverse array of amphibian species, each with its unique ecological niche and significance in sustaining the delicate balance of our state's ecosystems; and

WHEREAS Amphibian Week provides an excellent opportunity for citizens to learn about and appreciate the importance of these fascinating creatures, promoting environmental awareness and conservation efforts; and

WHEREAS the State of [Your State] is committed to the conservation of its natural resources and the protection of wildlife, including amphibians, for the benefit of present and future generations; and

WHEREAS through education, outreach, and community engagement, we can raise awareness about the threats facing amphibians, such as habitat loss, disease, pollution, natural disasters, and climate change, and encourage collective efforts to address these challenges; and

NOW, THEREFORE, I, [insert official name] hereby proclaim May 4-10, 2025 as "Amphibian Week 2025" in the State of [Your State]. I call upon all citizens, schools, businesses, and community organizations to participate in activities and events that celebrate and promote the conservation of amphibians.



A bullfrog pops his head out of a pond. National Park Service photo

Education and Outreach

Are you looking for inspiration for activities and ideas to use for Amphibian Week? If so, check out some of the ideas we have listed below. Our [Education and Outreach page](#) has more reptile and amphibian themed education materials, too!

Art Activities

- Check out the [U.S. Department of Defense PARC Coloring book](#).
- Make an [origami frog](#)
- Design your own [amphibian lantern](#)
 - Supply list
 - Stencils

Quick Activities

- Amphibians vs Reptiles (PDF)
- Can it be real? Southeastern Salamander edition (PDF)
- Can it be real? Eastern Amphibian & Reptile edition (PDF)
- Frog Talk (Eastern edition)

Lesson Plans

[See our Amphibian Week webpage](#)

- Salamander Habitat Hunt (Grades 3-8)
 - Learn about and explore different habitat needs of local salamander species.
- Marvelous Marbled Salamander Migration (Grades 3-8)
- Red-backed Salamander Research Activities (Undergraduate)
 - Quantitative teaching modules based on salamander data



Rough skinned newt in defense posture. U.S. Geological Survey photo

Posters and Swag

Download our free **#AmphibianWeek** posters designed by ila with [Frog Cult](#) and licensed under Creative Commons by ShareAlike 3.0. Use the digital files to print on your own. The three posters are 8x11" size. There is a combined poster that is larger. To access the files, check out our [Sample Graphics folder](#) on Google Drive.

Celebrate **#AmphibianWeek** in style and help Partners in Amphibian and Reptile Conservation in the process by purchasing some of our Amphibian Week gear on [Threadless](#).

Our Partners

Amphibian Week would not exist without our amazing partners and volunteers! We would like to thank all our partners from previous years Amphibian Week celebrations, as well as the following organizations for partnering with us for Amphibian Week 2025!

- Amphibian and Reptile Conservancy
 - Amphibian Foundation
 - Amphibian Survival Alliance
- Association of Fish & Wildlife Agencies
 - Frog Cult
- National Museum of Natural History
- Smithsonian National Zoological Park & Conservation Biology Institute
- U.S. Department of Agriculture's Forest Service
 - U.S. Department of Defense
 - U.S. Fish & Wildlife Service
 - U.S. Geological Survey