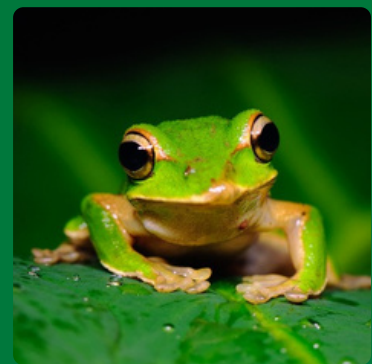


Partners in Amphibian and Reptile Conservation

AMPHIBIAN WEEK ENGAGEMENT TOOLKIT



2026





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Website:

www.parcplace.org



Facebook:

[@PARCherps](https://www.facebook.com/PARCherps)



Instagram:

[@PARCconserve](https://www.instagram.com/PARCconserve)



Contact:

parc_coordinators@parcplace.org

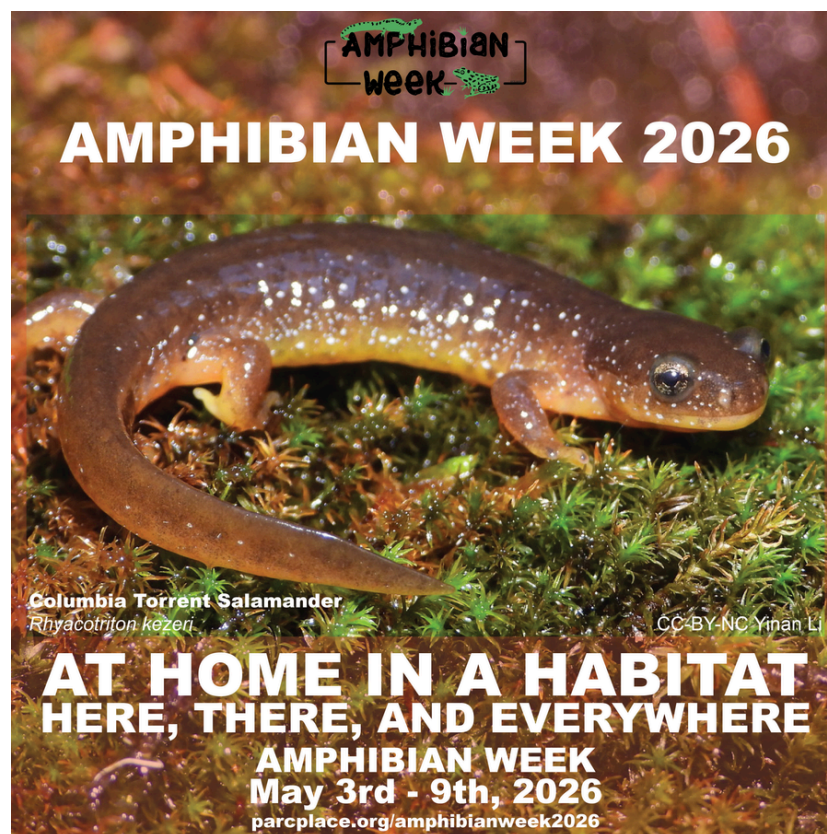


2026

WHAT IS AMPHIBIAN WEEK?

Amphibian Week was started in 2020 by the Partners in Amphibian and Reptile Conservation (PARC) network and partners as a way to increase awareness about amphibians and to celebrate all things amphibian. It is celebrated annually the first full week of May.

Mark your calendars for our Amphibian Week 2026 celebration! This year's theme is: **AT HOME IN A HABITAT - HERE, THERE, AND EVERYWHERE.** We'll celebrate May 3 - 9th, 2026. As a global initiative, Amphibian Week promotes the sharing of 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 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 which will include sample posts you can copy and paste, photo sources, and more! Be sure to use our official Amphibian Week hashtags (**#AmphibianWeek**, **#AmphibianWeek2026**, & **#AtHomeinaHabitat**) and consider tagging PARC!

Other suggested hashtags:

- **#AmphibianAlly** **#LeaveTheLeaves** **#AmphibianArt** **#SalamanderScience**
#FantasticFrogs



2026 Social Media Toolkit

Check out our [2026 Social Media toolkit and resource folder](#) for inspiration and sample posts for each day of Amphibian Week. Feel free to copy and paste info or make it your own!



2026 Graphics

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

- 2026 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](#)



AMPHIBIAN WEEK EVENTS

Amphibian Week provides an opportunity to learn and to teach others! Consider joining one of our sponsored events, either in-person or online. You can also host your own events! If you are looking for event inspiration, check out the following information that lists some activity ideas and keep an eye on the Amphibian Week 2026 webpage for the most recent updates.

Amphibian Week Partner Events

We anticipate hosting official Amphibian Week events in Washington, D.C., in 2026 such as:

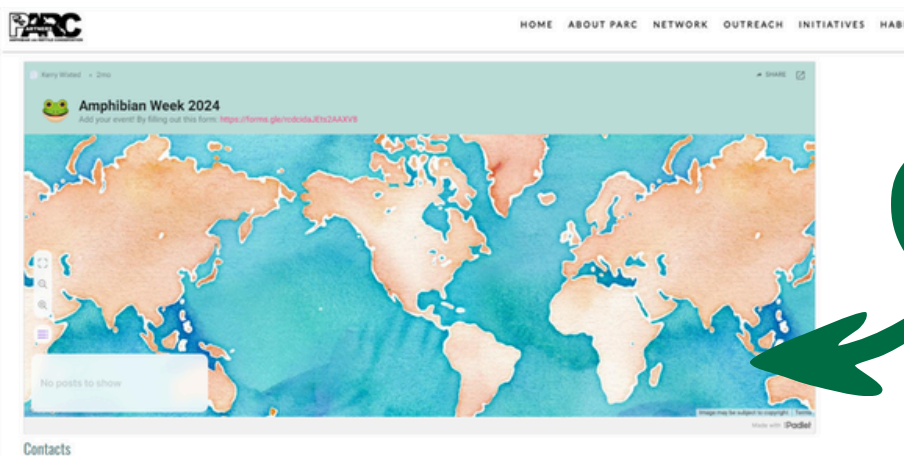
- Smithsonian National Museum of Natural History [Amphibian Week Kickoff Celebration](#) (in-person)
- Smithsonian National Zoo (in-person)



Other Amphibian Week Events

Let's get hopping! If you are holding events, either in-person or online, we want to help advertise them for you. If you have an event that you would like us to add to the [Amphibian Week 2026 map](#), please use the link below to submit your event. Events will be added to the Amphibian Week Padlet Map on the PARC Amphibian Week webpage showing all the events and locations worldwide.

- [Event Form](#)



AMPHIBIAN WEEK ACTIVITY IDEAS



Amphibian Week is a great opportunity to raise awareness about the importance of amphibians in ecosystems and the threats they face. [This describes](#) some of the events that one of our partners (U.S. Geological Survey) organized in 2025! Here's a list of activities that people can get involved in to celebrate Amphibian Week:

- **Amphibian Excursions**

- Organize guided visits to observe amphibians or their habitats - any weather works! Hibernation (under snow / when it is cold) is fascinating and rain can encourage amphibian breeding behavior such as calling.

- **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.

- **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 identify different amphibian species.

- **Habitat Restoration Events:**

- Organize habitat restoration projects in areas where amphibians are at risk.
- Plant native vegetation, remove invasive species, create or enhance breeding habitats.



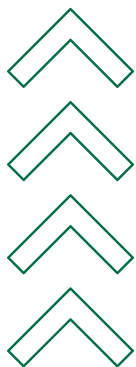
AMPHIBIAN WEEK ACTIVITY IDEAS



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- **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.



AMPHIBIAN WEEK SAMPLE PROCLAMATION

A great way to raise awareness about amphibians is to get your state to officially recognize Amphibian Week through a proclamation! Generally, it takes a minimum of 30 days to request a proclamation from your Governor. Feel free to use and/or modify 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

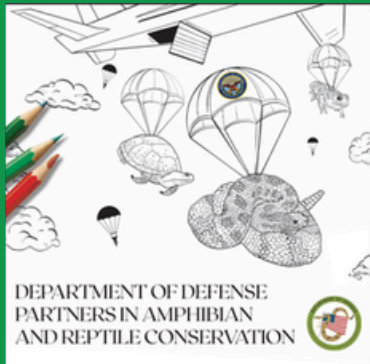
WHEREAS, through education, outreach, and community engagement, we can raise awareness about the threats facing amphibians, such as habitat loss, disease, pollution, natural disasters, and climate change, and encourage collective efforts to address these challenges; and

NOW, THEREFORE, I, [insert official name] hereby proclaim May 3-9, 2026 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.



EDUCATION & OUTREACH RESOURCES

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 [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

Foundonour 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

POSTERS & SWAG



Download our free #AmphibianWeek posters designed by [ila with Frog Cult](#) and licensed under CC by SA 3.0. Use the digital files to print on your own. The three posters shown above at an 8x11" size as well as a combined poster that is larger. To access the files, check out our [Sample Graphics folder](#) on Google Drive.

Get a cool Phil the Frog background [background](#) for your zoom calls!



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](#).

PARTNERS

Amphibian Week would not exist without our amazing partners and volunteers! We would like to thank all of our partners from previous Amphibian Week celebrations, as well as the following organizations for partnering with us for Amphibian Week 2026!



Thanks to our many partners!

