



## THE WOW FACTOR FOR KCS MALL ACTIVATION

The Airport Junction Mall was buzzing with its everyday activities on Monday morning when Kalahari Conservation Society unhurried customers and diverted their focus to alert them about a KCS promotional pitch. The four-day activity, from the 27<sup>th</sup> to the 30<sup>th</sup> March, was to lure members to the organization as well as raise public awareness about conservation. The promotional stall was placed between KCS discount booklet members' restaurants Europa and Cappuccino Café & Pizzeria.



*Airport Junction mall: Between Europa and Cappacinos where KCS stall was located*

KCS's organisational funding comes mainly from annual membership subscription by companies, businesses, individuals, clubs and families. It was therefore imperative to leave our offices and reach out to the public where we could interact, and let them know about KCS. It was quite clear that fewer people knew about KCS or anything about nature conservation than we assumed. Even fewer people were aware of the importance that the environment and wildlife possess. It is clear that the voice of nature conservation has not reached as many people as we thought.

Although some people were willing to learn, some came with wrong ideas inspired by their hatred for wild animals and the harm they cause to their crops (Human-wildlife conflict). Some have misconceptions that conservation is only meant for white people.

Within the more than 100 people reached, there were those who became KCS members and those who opted to join in future. Those who showed interest in being part of the KCS family requested to be reminded through any medium of communication. There were those who had been members a long time back and by seeing KCS team at the mall, were inspired to renew their membership. One of our longest serving members Mr. Scott Parker also passed by our stall just to appreciate the excellent work that we were doing.

Mall activation is one the effective promotional tools used worldwide to attract or to bring customers closer to their suppliers. It is a strategy that works, looking at the number of people one can encounter at the malls. Most of the people at the malls come with an agenda to buy and with that, we found it needful to convince them to stop by our table which was quite hard, but a milestone.

The positive outcome we got from the mall activation was a clear message that the activity needs to be done more often to continue bringing the name of the Society to public knowledge. We intend to do the next mall activation in June this year at a different location.

The mall activation was made possible by Khumo Property Asset Management who wavered the exhibition fees for four days. We thank them for accordng Batswana an opportunity to hear about nature conservation and to become part of a global voice through Kalahari Conservation Society.

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**Join KCS Family Today!**

**When?**  
Opening Hours  
Monday to Friday  
8:00am - 4:45pm

**Why?**  
Contributing to the conservation of our biodiversity!!!

**Who?**  
Individuals  
Family  
Corporate

**How?**  
Payment Options:  
- Online Bank Transfer  
- Cheque  
- Cash

**Benefits of being a KCS Member**

1. Free subscription to Kalahari Magazine, KCS' triannual news and events publication
2. Invitation to KCS' free and fundraising events
3. Discounts at selected safari operators and hotels around Botswana
4. Discounts to the long list of businesses in the KCS Members' Discount Booklet
5. Free access to the KCS book library
6. Reduced prices on KCS promotional items

CATEGORY	INDIVIDUAL	FAMILY	CORPORATE
Student	P50		
Institution/Club/School	P150		
Southern Africa	P150	P200	P2,500
International	USD 50	USD 85	USD 500

*All fees paid annually !!!*

**Kalahari Conservation Society**  
[www.kcs.org.bw](http://www.kcs.org.bw)

*KCS' membership campaign poster.*