The written proposal is your opportunity to sell your idea to the zoo staff. Make your case persuasive and engaging to read.

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| --- | --- | --- |
| Excellent | Good | Poor |
| Engaging Introduction to exhibit theme and focus on species endangerment |  |  |  |
| Major animal description including scientific names, status, habitat, place in the food chain, cause of endangerment |  |  |  |
| Convincing argument as to why this animal should be showcased. Ex. Is it native to Iowa? Does it play a particularly important role in the ecosystem? Is it a keystone or flagship species? |  |  |  |
| Number of animals of each species to be kept in exhibit. |  |  |  |
| How the animals are to be kept safe, comfortable, and happy (enrichment) through the seasons of Iowa |  |  |  |
| Availability of food and water |  |  |  |
| Explain how the exhibit will be cleaned |  |  |  |
| How has visitor safety and keeper safety been considered |  |  |  |
| Explanation of how the exhibit will complement existing zoo exhibits and draw visitors to the zoo. |  |  |  |
| Closing argument making a strong case for your exhibit to be selected. |  |  |  |