



Audubon Naturalist Society's 39th Annual Bloomin' Birdathon

SAMPLE SPONSOR REQUEST EMAIL/LETTER

Share your love of birding with your friends, family and coworkers. Invite them to sponsor you in the 38th Annual Bloomin' Birdathon.

Personal phone calls, emails and letters go along way when asking for support. Make a list of potential sponsors and call or email at least 5 potential sponsors a week. You'll reach your fundraising goal in no time!

The following is a sample email/letter to use when soliciting sponsors. Remember, the more personal you make it, the more effective it will be.

Dear _____,

This year I am helping to support the mission of the Audubon Naturalist Society to inspire residents of the greater Washington, DC region to appreciate, understand, and protect their natural environment through outdoor experiences, education and advocacy.

I have decided to make a difference. I set a personal goal of raising \$_____ to help grow the next generation of nature stewards. You can also make a difference by joining my team and counting with me, or by donating funds to help me reach my goal.

My team is "_____." We will be counting together at _____ on _____. We are hoping to see at least _____ different type of bird species and/or wildflowers. Personally, I'm hoping to see a _____ -- my favorite bird!

I'd love to have you join us! Or, if you would like to donate, [please donate online here](#). You may also pay by check. Make your check out to, Audubon Naturalist Society and mail it to the Audubon Naturalist Society Attn: Bloomin Birdathon 8940 Jones Mill Road Chevy Chase, MD 20815. Don't forget to include my name in the "memo" portion of the check!

I'm looking forward to telling you all about my birding adventures. Thanks in advance for your support!

Sincerely,

2019 Bloomin' Birdathon Participant