

Bloomin' Birdathon

Let's count for a great cause!

April 15 - May 31

Raising Funds

Photo by Jane Gamble



The Bloomin' Birdathon is like a walk-a-thon or bike-a-thon. Instead of asking for a donation pledge of \$1 per mile walked or biked, for example, you'll seek pledges based on the number of bird species and/or flowers ("blooms") that you spot over a maximum of 24 hours between April 15 and May 31. You can count alone or as part of a team. And if you don't want to count anything but you still want to help, you can simply make a donation. The funds that you raise will support ANS conservation, education, and restoration programs across the DMV.

You are the key to the success of the Bloomin' Birdathon, and to everything that ANS hopes to accomplish. We thank you for your commitment to the natural world around us.

Helpful Tips

Invite friends, family, neighbors, and co-workers to sponsor you and help raise funds for ANS's environmental education and conservation programs. Sponsors can pledge an amount for each species you identify or they can make a fixed donation.

- Use the enclosed email template to invite potential sponsors to support your count.
- You'll want to start by setting a fundraising goal. We suggest a minimum of \$100 per person. Aim high – think about all the creative ways in which you can raise money and have fun with it!
- Promote your participation on social media, including photos or drawings of what you hope to see during your count.
- Be sure to keep your sponsors up-to-date about your adventure.
- Direct your sponsors to anshome.org/birdathon-donation to make fulfill their pledges in support of your count.
- You can also mail your collected pledges and donations to:

Audubon Naturalist Society
Attn: Bloomin' Birdathon
8940 Jones Mill Road
Chevy Chase, MD 20815

Do you want to participate but you don't want to solicit sponsors?

See how many birds and/or blooms you can count then send ANS a donation for that amount or a multiple of that amount!

You can make a direct, tax-deductible donation to the ANS Bloomin' Birdathon at anshome.org/birdathon-donation

To REGISTER, sign up [online](https://anshome.org/birdathon-donation) or contact Corinna Fisk at corinna.fisk@anshome.org

Audubon Naturalist Society

Woodend Nature Sanctuary, Headquarters | 8940 Jones Mill Road Chevy Chase, MD 20815 | anshome.org

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Sample Sponsor Request Letter/Email

Share your love of nature with your friends, family, and coworkers by inviting them to sponsor you in the Bloomin' Birdathon!

Start by setting a fundraising goal. We suggest a minimum of \$100. From there, personal emails, letters, and phone calls go a long way when asking for support. Make a list of potential sponsors and email or call at least five 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 _____,

Thank goodness for nature! Throughout the pandemic, I found tremendous solace in my daily walks around my neighborhood/working in my garden/watching birds at my feeder. Nature gives us so much and I want to do my part to protect it.

I have decided to do that by participating in Audubon Naturalist Society's (ANS) special Bloomin' Birdathon. ANS works to protect our region's natural environment and provides environmental educational programs for children and adults.

I have set a personal goal of raising \$_____ to help ANS's work.

You can protect nature, too, by donating funds to help me reach my goal.

On my walks over the next few weeks, I am hoping to see at least ___ different types of bird species [or wildflowers or flowering trees] (insert what you are going to count). Personally, I'm hoping to see a _____ -- my favorite bird [tree in bloom, etc.]

Your support would be greatly appreciated! Please complete the enclosed Sponsor form to support me. After I have finished my count, I will let you know my results. PLUS, as a sponsor, you will receive a 20% discount coupon for the ANS Naturalist Shop which has lots of wonderful natural history books, gifts, and a variety of unique items for all ages.

If you would like to donate online, you can do so here. You may also donate by check. Please make your check out to the 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 [meeting up with you again soon and] telling you all about my adventures. Thank you in advance for your support and stay safe and healthy!

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