



## Organizations and Bird Cities: Raise funds and friends through the Great Wisconsin Birdathon!

Use the Birdathon as an effective fundraising and friend-raising tool, or as a gateway activity for engaging people with your organization. Half the funds your organization's team raises will be mailed to you and half will support statewide bird conservation programs through the Wisconsin Bird Protection Fund.

To participate, organizations (not Bird Cities) must be a Wisconsin Bird Conservation Initiative endorser, for which there is no cost. Go to [www.wisconsinbirds.org](http://www.wisconsinbirds.org), click on Endorsers (left side of page) and then Endorser Agreement (top right). Follow the instructions. This simply verifies that your organization works to protect, restore, and enhance the populations and habitats of Wisconsin's wild birds, and connects you with Wisconsin's bird conservation community.

### What you do:

- Create one or more teams of birders.
- Set up a Team Page on the Birdathon website.
- Direct supporters to your Birdathon page to pledge or donate.
- Do your "Big Day" any time Between April 15 and June 15.
- Post and distribute your results.
- Use your Birdathon proceeds to support your own conservation projects.

### What we do:

- Provide a secure online donation processing, instructions, template communications, and participant's kit.
- Process all Birdathon donations, and compile donor contact information for you.
- Send you 50% of your Birdathon's proceeds.
- Send you a final Birdathon report with final campaign results and stories.
- Send all Birdathon participants monthly e-newsletters with information on Birdathon-supported projects and other Wisconsin bird news.

### How to plan your Birdathon

- **Form your team** and give it a name that includes the name of your organization or city/town.
- **Choose one day between April 15 and June 15 to count as many species of birds as possible during a 24-hour period.**  
Any amount of time between midnight and midnight, from a couple of hours to half a day to all day. Bird in your backyard, neighborhood, or local park, or visit your favorite Wisconsin spots.
- **Create your team page on the *Great Wisconsin Birdathon* website at [WIBirdathon.org](http://WIBirdathon.org).**  
Post your fundraising and birding goals, and describe your Big Day plans, including photos, videos, and information about your organization.

- **Ask for pledges—it's EASY through your team page.** Use the materials in the Participant Kit to ask your friends, relatives, co-workers, neighbors *and people you don't even know* to pledge per species or donate a set amount. Send those who prefer to pay by check a copy of the Birdathon Donation Form in the Participant Kit.

### **Do your Big Day**

- **You can use the *Great Wisconsin Birdathon* bird checklist to keep track of the birds you see and hear.** Download the checklist in the Participant Kit.
- **Count only wild birds.**
- **No sound recordings of any kind may be used to find or lure birds in.** This includes tapes, CDs, any applications on smartphones or other devices, etc. These can be used only to help in the identification of birds you hear. Please use only when inside a building or vehicle.
- **Follow the Birder's Code of Ethics.** Before the count, please review the code on the Wisconsin Society for Ornithology website: [http://wsobirds.org/?page\\_id=1929](http://wsobirds.org/?page_id=1929)

### **After your Big Day**

- **Post your results on your team page at [WIBirdathon.org](http://WIBirdathon.org).** You can add a description of your day, along with a list of the species you found and any photos or video you took.
- **Collect offline pledge payments from donors who prefer to pay you directly.** Your donors will automatically be "billed" via the website for the amount they pledged. The Foundation will send statements to online pledgers who choose the "pay by check" option. Pledgers and donors who choose to pay by check should make their check payable to Natural Resources Foundation of Wisconsin, with "Birdathon" on the memo line.
- **Send any off-line donations that you receive to the Natural Resources Foundation of Wisconsin.** Send by **June 30, 2015** to: *Natural Resources Foundation of Wisconsin, PO Box 2317, Madison, WI 53701-2317 Attn: Birdathon coordinator*

**Questions?** Contact Diane Packett (Birdathon Coordinator) at 920-219-2587, Bryan Lenz (Bird City Wisconsin Coordinator) at [birdcitywisconsin@gmail.com](mailto:birdcitywisconsin@gmail.com), or Karen Etter Hale (WBCI Chair) at 608/255-2473 x 222.