



GETTING STARTED

Are you ready to go birding for a cause and #BringBirdsBack? There are **5 easy steps** for a fun and successful Birdathon:

- 1 Find your flock and form a team!**
- 2 Register your team and customize your fundraising page.**
- 3 Start fundraising #ForTheBirds!**
- 4 Choose your Birdathon adventure by deciding when, where, and how you'll bird!**
- 5 You guessed it... go birding! Keep track of how many species you see and be sure to report back with an update about your day!**

That's it! Those are the basics, but you can keep reading for everything you need to know to make your Birdathon a breeze.



Team Just Some Peeps by Ally Msgnin



HOW TO ...

Team Mazomanie Mavens by Kristin Clausen / Bobolink by Andy Kraushaar

1 Find your flock and form a team!

Recruit a team of birding buddies, co-workers, classmates, or family members, or join as a team of one. **Everyone is welcome** to participate, no birding experience required!

You can have as many people on your team as you like, and you can even join (or captain) multiple teams.

- If you've joined us before, consider inviting new birders or bird-curious friends to your team! Show them the ropes and spread some bird joy!
- If you're participating for the first time, welcome! The Birdathon is a great way to learn about Wisconsin's bird species while also giving back to birds.

If you're associated with a nonprofit, bird club, or Bird City, be sure you check out our **Organizational Team Guide** to learn about how you get to keep 50% of your funds raised to support your mission!



Team Funky Pheasants (reppin' Pheasants Forever) by Britta Peterson

HOW TO ...

2

Register your team and customize your fundraising page.

Choose a **birdy team name** and **designate a team captain** to register your fundraising page at www.WIBirdathon.org.

Your team's fundraising page is where your team will collect **donations** and **pledges**. Your designated team captain will create your team's page, but all members are invited to join the team and make their own unique sub-pages as team participants.

What you'll need during registration:

- A goal of how many bird species you hope to see
- A goal of how much money you're hoping to raise
- A profile photo (to represent you on the Leaderboard)
- A main photo for your page
- A personalized message about why you're participating and why birds matter to you. (Some pre-set language is provided for you to use or edit.)

Did you participate last year? Your team captain can connect to last year's team page during registration. Need help with registration? Get step-by-step instructions on our [Resources page](#).

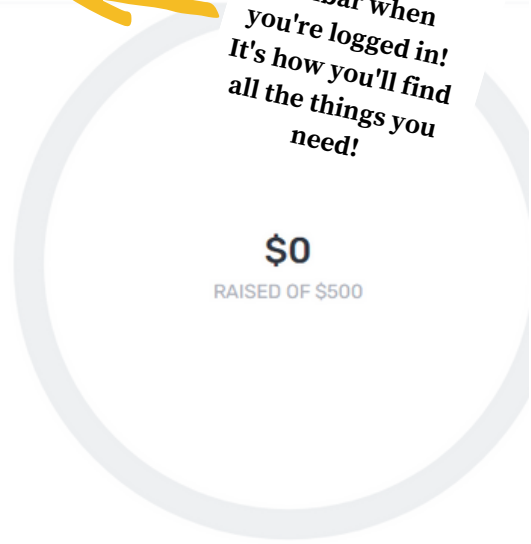
Here's a sample of what your page will look like!

Community My page Team Activity Donors



Andy Kraushaar

Look for this toolbar when you're logged in! It's how you'll find all the things you need!



\$0

RAISED OF \$500

Sample Page

Support our team in the Great Wisconsin Birdathon!

Edit Page

Easily change your photos, text, or fundraising goals!

Birds need our help! North America has lost over 3 billion birds since the 1970s, but we can help #BringBirdsBack. By donating to our team, you're supporting the Natural Resources Foundation's Wisconsin's [Bird Protection Fund](#), which funds Wisconsin's highest priority bird conservation projects.

Sample text is set for you, but we encourage you to personalize your page!


mean a lot to our team. Birds have made an incredible difference in our lives here. Every dollar counts when it comes to helping our birds, so no donation



Team Profile

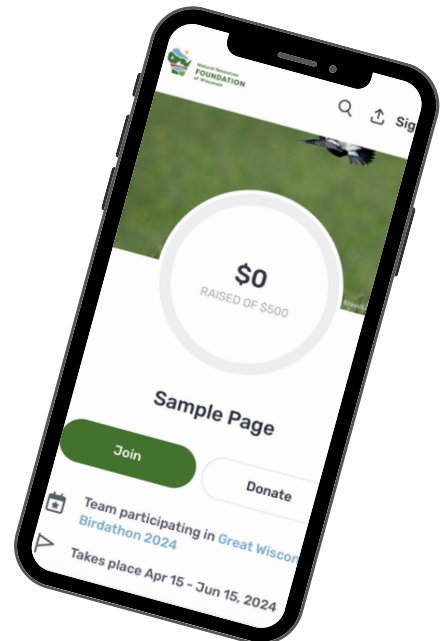
- Team participating in Great Wisconsin Birdathon 2024
- Takes place Apr 15 - Jun 15, 2024
- Captained by Soumika Gaddameedi

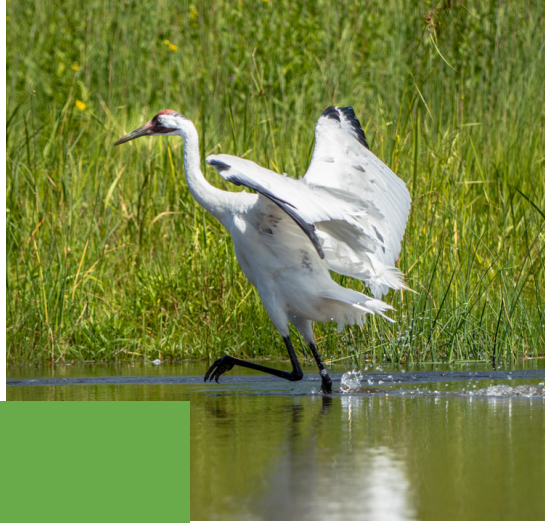
Team Members 1

| NAME | RAISED ↓ | BIRDS SEEN |
|--|----------|------------|
|  Soumi Gaddameedi | \$0 | 0 |

Team members will be listed here, followed by any status updates you post to your page! Your list of donations will appear too.

This is how your page will display on mobile view!





HOW TO ...

Connecticut Warbler by Brian Collins / Whooping Crane by Annie J. /
Bobolink by Ryan Brady

3 Start fundraising #ForTheBirds!

As soon as you've signed up, you can start sending personalized messages to friends and family asking them to support your birding efforts with a **donation** or a **pledge per bird species** seen. You can even get things rolling with a small donation to your own page!

Our platform has handy tools that will make reaching out to your supporters fast and easy, letting you **send custom messages** from your account and easily follow up with a thank you.

We encourage you to share your fundraising page on social media too! The more you **share your personal story** about why you care and what birds mean to you, the more donations you'll see!

We want fundraising to be stress-free and easy! Check out our **Fundraising Guide** for tips, sample language, graphics, social tags and more that you can use to help spread the bird word!



HOW TO ...

Team Reckless Wrens by Richard Armstrong / Team Lower Chippewa Titmouseketeers by Anne Geraghty / Team River Raptors by Sumner Matteson

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Choose your Birdathon adventure by deciding when, where, and how you'll bird!

The Birdathon is a customizable event. Your team has the freedom to choose when, where, and how you'll bird, as long as it falls between **April 15 and June 15**.

Most teams go with the "classic" Birdathon experience of finding as many species as they can within a single day, but you could also bird over the course of a few hours, a weekend, a week, or the entire Birdathon! Choose what's fun for your team!

You can bird **anywhere in Wisconsin**, whether its from your backyard or your favorite birding hotspot. You can bird by foot, by bike, by boat, or from your favorite lawn chair. You can bird casually or you can search hard. What matters is that you're having fun and taking time to celebrate our birds!

Looking for ways to put a creative spin on your Birdathon? Curious how other teams have planned their outings? Our **Inspiration Guide** has everything you need to make your Birdathon a memorable one!



HOW TO ...

Least Sandpiper by Megan Heneke / Yellow-rumped Warbler by Erik Brunhke / American White Pelicans by Ryan Brady

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You guessed it ... go birding!

When your Birdathon day arrives, hit the trails and see how many species you can find! Don't forget to...

- **Keep track of the birds you see!** Apps like **eBird** can be a helpful tool to create checklists, or you can stick with pen and paper, or even print our **Birdathon Species Checklist**.
- **Share where you went!** Where did your birding adventure take you? Did you head to your favorite place or explore a new spot? Your donors will love to know!
- **Take some photos!** Capture some fun memories of your day with some pictures of your team, birds you found, or places you went!
- And most importantly... **CELEBRATE!** You made a difference for birds!

We love to highlight team stories and share updates throughout the event! We kindly ask that you **report back soon after participating**, ideally within a week (while it's still fresh in your mind!). You can post your update, bird species seen, and photos from your day directly to your fundraising page or email your update to WIBirdathon@WisConservation.org.

Want to really fly high this year? Go above and beyond by:



Bobolink by Andy Raupp

- **Birding in style!** Purchase a Birdathon t-shirt from our [online store](#) and show your love for our #BirdOfTheYear, the Bobolink!
- **Spreading the word on social media!** Use hashtag #WIBirdathon in your social posts. Tag us on Instagram at @wisconservation and on Facebook at @WIBirdathon
- **Inviting a new birder to join your team!** Got a bird-curious friend or family member? Now's the time to spread the bird joy!
- **Recruiting a new team!** Know someone you think would love this event? Send them our way! Everyone is welcome to join, no birding experience needed. If you know a nonprofit, Bird City, or bird club that would appreciate keeping 50% of their funds, be sure to mention this unique funding opportunity!
- **Recruiting a business sponsor!** Sponsorships help cover the behind-the-scenes costs of the Birdathon and ensure donations go directly to support on-the-ground conservation efforts for the species we love!



Team Gathering Warblers by Creal Zearing



Need help along the way? Give us a chirp!

Soumi Gaddameedi
Event & Donor Relations Coordinator
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Natural Resources
FOUNDATION
of Wisconsin