

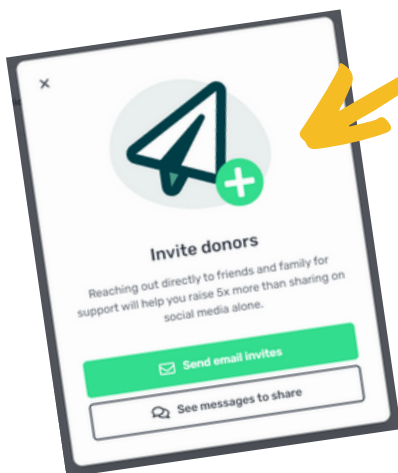
Are you ready to raise some money #ForTheBirds? We've got tips, tools, and sample language that can help make your fundraising fast and easy.

Fundraising Tips

- **Make a donation to kick things off!** You know our Midwest culture... no one likes to go first! Make a modest donation to your team to get things rolling, then let folks follow in your footsteps.
- **Send personal emails to family and friends asking for their support.** Emails are 5x more likely to result in a donation than simply sharing on social media. People donate to people, and your family and friends will donate not only because they care about you, but because they care about what's important to you—like the birds you love so much! Share your passion and the donations will follow.



Your donors are helping support birds like our #BirdOfTheYear, the Bobolink! Photo by Andy Kraushaar



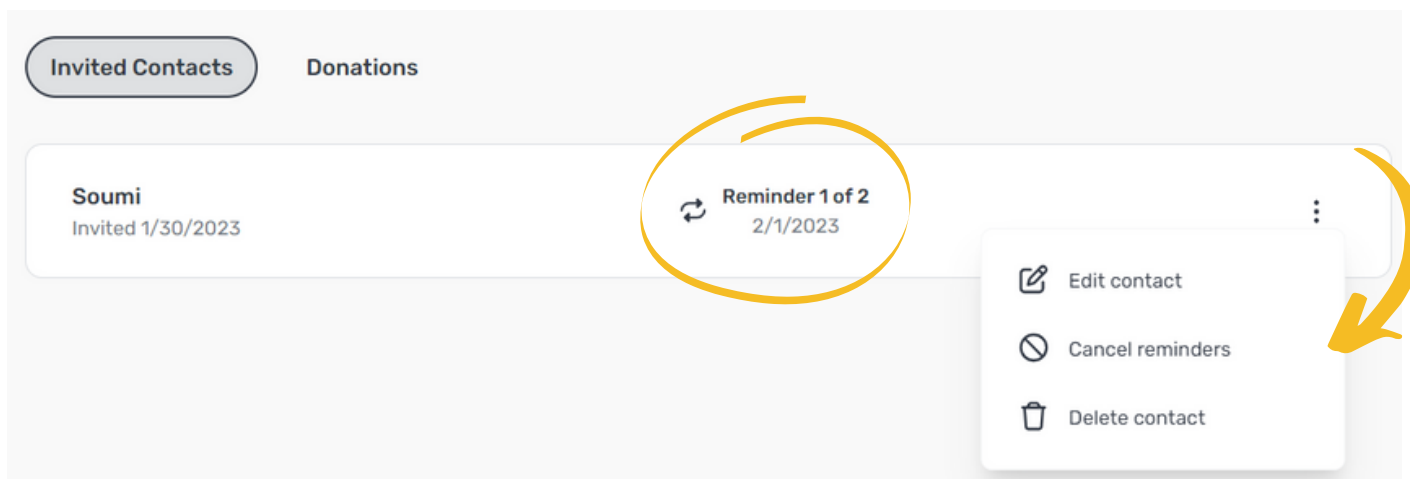
Pro tip: You can send Donor Invite emails directly from your account!

When logged in, click “Donors” on the menu at the top of your page, then “Send Invites” to get started. You can personalize your emails, see at a glance who has donated, and send personalized Thank You messages all from the same place!

FUNDRAISING GUIDE

- **Don't be afraid to follow up.** It is 100% normal and expected to give a gentle reminder. If you're new to fundraising, know that it sometimes takes a second nudge because people are busy and emails get buried. If you haven't heard back, ask again.

Pro tip: If you use the Donor Invite feature in your account, anyone that doesn't respond within a few days will receive a gentle reminder email. (You can turn these off if you'd like, but it's a handy tool to help you keep track of who has given.)



- **Share your page on social media.** Include a message about how birds have made a difference in your life—you never know what followers you might inspire! Link directly to your team's fundraising on Facebook or Twitter, or include a link to your page in your Instagram bio.



Pro tip: Use the Stories feature on social media to generate excitement about your Birdathon day. Consider posting some “live updates” while you're birding and asking for pledges to keep your team motivated!

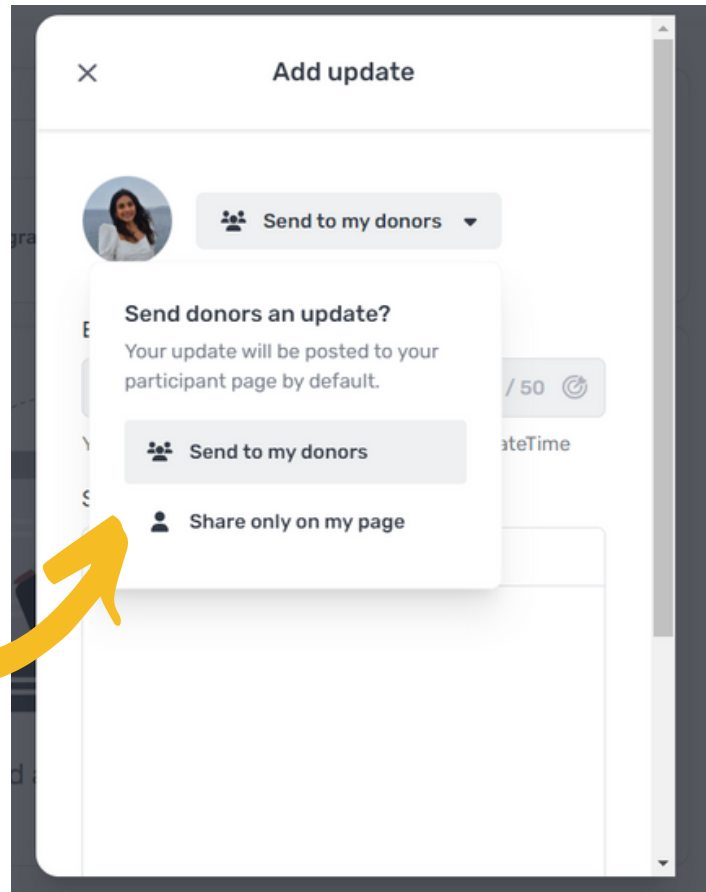
Hashtags: **#WIBirdathon**

Facebook: **@WIBirdathon** | Instagram: **@wisconservation**

FUNDRAISING GUIDE

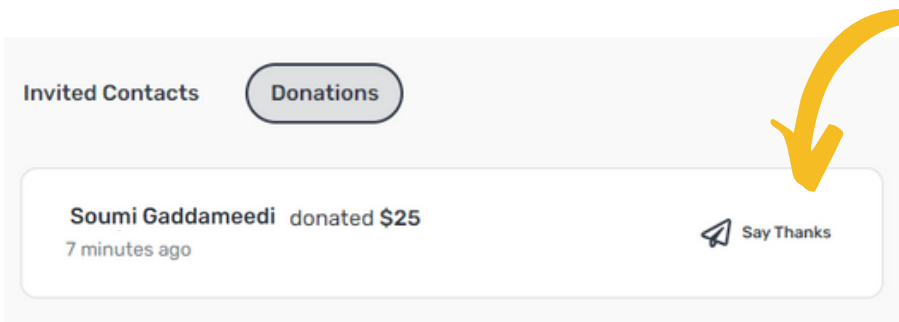
- **Mark your milestones.** Let folks know when you're 50%, 75%, or 90% to your goal. People are more inclined to donate as you get closer to your goal.

Pro tip: Use the "Update" feature on your account to keep your supporters in the loop! You can share updates, add photos, messages, eBird checklists and Trip Reports, link to social media posts you've already created, and more!



- **Thank your donors!** Be prompt in thanking your supporters and let them know that you'll follow up with an update about how your Birdathon goes. If you're following up after your Birdathon, be sure to share some pictures and a recap of your day with them! You can use the handy "Update" feature mentioned above to easily reach all your donors.

Pro tip: You can quickly send custom thank you messages through our site too! Click "Donors" and then "Donations" and see a list, then send off a thank you!



Fun fact: these thank you messages will include personal stats that tell your donors how they're helping you reach your fundraising goal!

FUNDRAISING GUIDE

- **Be proud! Know your impact.** The donations you're gathering support Wisconsin's highest priority bird conservation projects via NRF's Bird Protection Fund. You're supporting on-the-ground bird conservation that helps protect our state's most imperiled species, create bird habitat, further education and outreach about bird conservation, and so much more.

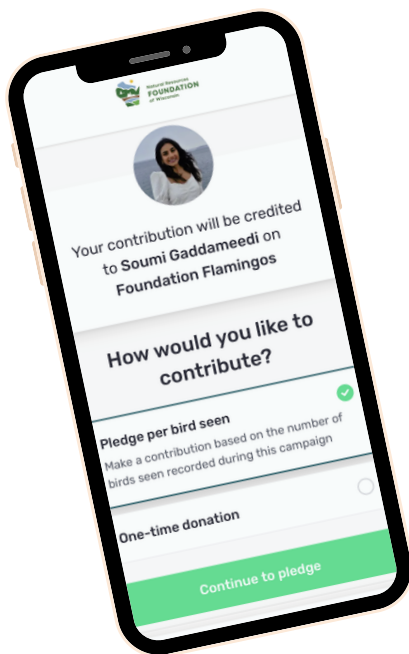
Pro tip: Read about our **Bird Protection Fund** so you can share examples of what a donation can do!



Connecticut Warbler by Brian Collins / Whooping Crane by Annie J. / Bobolink by DZ Johnson

Pledging as a Fundraising Tool

- **Pledges are back!** When making an online donation, your donors will have the option to make a general donation to you or your team OR they can make a "pledge" to you and pledge to donate based on how many birds you report seeing.



Note: Pledges can only be made to team members, not the team as a whole. If someone wants to pledge to your team, they'll be prompted to choose someone on the team to make the pledge to.

At the end of your Birdathon, you will update the number of species that you see. Birders that have made you pledges per bird species will be charged based on the # of birds you report. (This is communicated clearly to them when they commit and on their receipt!). Still unsure? Review our **How Pledging Works resource**.

SAMPLE LANGUAGE

We've got some sample language you can borrow when you post on social media or email friends and family. Borrow these examples or use them as inspiration for your own so you can spend less time emailing and more time birding!

The Great Wisconsin Birdathon is ON! The [\[TEAM NAME\]](#) are dusting off our binoculars and joining the fun! We're going birding on [\[DATE\]](#) to see how many species we can find. Make a donation to support our team, and your money will help protect habitat for Wisconsin's most threatened species. Every little bit helps! Donate here: [\[LINK TO YOUR PAGE\]](#)

Hey everyone, I wanted to share that I'm participating in the Great Wisconsin Birdathon, the largest fundraiser for bird conservation in the state. My team, the [\[TEAM NAME\]](#) and I are setting out to see how many species we can find on [\[DATE\]](#) and raising money for bird conservation in the process. You can view our page and make a donation here: [\[LINK TO YOUR PAGE\]](#) Thanks for your support!

The countdown to the Great Wisconsin Birdathon has started! Support my team, [\[TEAM NAME\]](#) and I by making a donation here: [\[LINK TO YOUR PAGE\]](#)

Did you know that North America has lost over 3 billion birds since the 1970s? I'm participating in the Great Wisconsin Birdathon to help #BringBirdsBack and raise funds for Wisconsin's birds! Any donation, no matter how small, is appreciated. Thank you! [\[LINK TO YOUR PAGE\]](#)

On [\[DATE\]](#), me and my team [\[TEAM NAME\]](#) are birding for the Great Wisconsin Birdathon! It's like a 5k, but a lot less running and a lot more craning your neck with binoculars. The goals are to find as many species as we can and fundraise for bird conservation. Every dollar makes a difference, so if you even have \$5 to spare, I would really appreciate the help! So would the birds. Here's a link to our fundraising page: [\[LINK TO YOUR PAGE\]](#)