



## **Bringing Fat Bird Week to your Workplace**

### **What is Wisconsin Fat Bird Week?**

Fat Bird Week is a week-long, bracket-style voting competition where 8 native, “fat” Wisconsin birds go head-to-head in the hopes of being crowned the Wisconsin Fat Bird Week winner. Fat Bird Week is a fun and engaging way to educate the public on the importance of bird conservation in Wisconsin.

In the world of birds, a fat bird is a healthy bird. Fat acts as a great lightweight source of energy for these important pollinators. Many of our favorite native Wisconsin species are migratory birds and can pack on 50-100% of their body weight to store up enough energy for their long journey. For our non-migratory chonkers, they can fluff out their feathers during the winter months to stay warm.

### **How does voting work?**

Every day from **Friday, May 2<sup>nd</sup> to Friday, May 9<sup>th</sup>** you'll get the chance to vote for your favorite bulbous bird. You can vote once a day at [WisConservation.org/Fat-Bird-Week](https://www.wisconservation.org/fat-bird-week). Each round of voting will open at 9am CST and last for 24 hours with the exception of round one, which will remain open for 48 hours. The winner of Fat Bird Week will be announced on Monday, May 12<sup>th</sup>.

### **How to participate with your organization**

Gather your co-workers for some friendly competition and place bets on who you think will win each round of Wisconsin Fat Bird Week, all while raising funds for bird conservation! We encourage you to print out and distribute our attached bracket and having a “pay to play” competition where you and your colleagues make a donation to enter your bracket of predictions. At the end of the competition, the prize money could be split between the winner and NRF's [Bird Protection Fund](#), which supports the conservation of our state's most threatened and endangered bird species. A check may be mailed to the Natural Resources Foundation of Wisconsin at 211 S Paterson St Suite 100, Madison, WI 53703 or online at [DonateNow.NetworkForGood.org/WisConservation](https://DonateNow.NetworkForGood.org/WisConservation). If donating online, please designate “Bird Protection Fund” under the “Donate to an Endowed Fund” section.