



PROMOTIONAL TOOLKIT for birders

The Cherish Wisconsin Outdoors Fund is a source of permanent support for the care and management of public lands critical for Wisconsin birds. Growing this fund helps tackle habitat loss and degradation, the biggest reason why nearly 30% of birds have vanished from North America since 1970.

We're asking for your help reaching bird lovers to donate to the Cherish Wisconsin Outdoors Fund to assure birds have the high-quality habitat they need to thrive in Wisconsin, now and in the future. We hope the [Sample social media posts](#), [graphics](#), and more below will make it easy to encourage your members, social media followers and others to contribute directly through the Cherish website or while renewing their hunting, fishing or boating licenses.

The more this fund grows, the more habitat work gets done on key lands benefitting birds. The Cherish Fund does not buy land but supports quality management of existing public lands. Past projects have improved Lodi Marsh Wildlife Area in Dane County to benefit rare Henslow's Sparrows; removed invasive shrubs to create open habitats for Eastern Bluebirds and Nashville, Chestnut-sided, Pine, and Mourning Warblers at Spread Eagle Barrens State Natural Area in Florence County; and reclaimed forest openings at the Northern Highland-American Legion State Forest in Vilas County to support species like American Woodcock and Golden-winged Warbler.

We thank you in advance for your help! If you have questions or are interested in longer-form content, please contact the Natural Resources Foundation of Wisconsin's communications director Shelly Torkelson (shelly.torkelson@wisconservation.org).

What is the Cherish Wisconsin Outdoors Fund?

The Cherish Wisconsin Outdoors Fund is a partnership between the [Natural Resources Foundation of Wisconsin](#) and the [Wisconsin Department of Natural Resources](#).

Founded in 2012, it is a source of permanent support for the care and management of public lands and waters loved by hikers, birders, hunters, anglers and all outdoor enthusiasts. The Cherish Fund is built through **voluntary contributions** from citizens when they purchase their hunting and fishing licenses or make a donation directly.

The fund supports habitat improvement projects in Wisconsin's publicly owned lands and waters. Can you imagine hunting, fishing, biking, birding, hiking, paddling, camping, etc. without Wisconsin's public lands? *Note: The Cherish Fund does not buy land, it supports quality management of existing public lands.*

How Birding Groups Can Help

The majority of donations to the Cherish Fund are **opt-in donations given during checkout when people renew their hunting, fishing, and boating licenses** through the Wisconsin DNR (via both the online [GoWild](#) system and in-person license agents at stores or service centers).

Birding groups can help by encouraging people to say YES and donate to the Cherish fund when they renew their hunting, fishing, or boating licenses. They can also encourage people to donate directly to the Cherish Fund.

When to Share

The best times to raise awareness about the Cherish Wisconsin Outdoors Fund are heavy [license renewal times](#): **late October/early November** (deer) and **March/April** (fishing) which also coincide with seasonal bird migrations. However, there are licenses being renewed throughout the year and bird lovers geek out on birds year-round, so there is no "bad" time to talk about Cherish.

Graphics and Photos

Graphics and photos can be found in this [Google Drive folder](#). Please credit the photographer if you use photos (photographer names are included in the photos' file names).

Hashtags and tags

#CherishWisconsin #CherishWisconsinOutdoorsFund #WisconsinBirds
#WisconsinOutdoors #PublicLands #ExploreWisconsin #WisconsinFishing
@WisConservation (Natural Resources Foundation of Wisconsin)

@wi_dnr (Wisconsin Department of Natural Resources)

Sample social media posts

X/Twitter/Bluesky, Facebook, or Instagram:

VERSION 1 (GENERAL):

Buying a hunting, fishing, or boating license? Say YES and donate \$5 or any amount you choose to the Cherish Wisconsin Outdoors Fund at checkout. You'll improve habitat at the state-owned fisheries, forests, prairies, streams, and lakes in Wisconsin that we all cherish. Learn more at WisConservation.org/Cherish #CherishWisconsin

VERSION 2 (BIRDING-SPECIFIC):

Can you imagine what birding in Wisconsin would be like without public lands? Neither can we. Donate to the Cherish Wisconsin Outdoors Fund when you buy your hunting, fishing, or boating license to enhance wildlife habitat in the places you cherish most!  Learn more at WisConservation.org/Cherish #CherishWisconsin

Facebook or Instagram:

VERSION 1 [GENERAL]:

Buying a hunting, fishing, or boating license?

Say YES and donate to the Cherish Wisconsin Outdoors Fund at checkout. You'll improve habitat at the state-owned fisheries, forests, prairies, streams, and lakes in Wisconsin that we all cherish.

The Cherish Fund was co-created by the Natural Resources Foundation of Wisconsin and the Wisconsin DNR in 2012 to support wildlife habitat improvement for our state's public lands and waters. The fund will last lifetimes, because our state's wild places must last lifetimes.

Learn more at WisConservation.org/Cherish

#CherishWisconsin @WisConservation @wi_dnr

VERSION 2 [BIRDING-SPECIFIC]:

[share this video: <https://youtube.com/shorts/ne6nj9AgY7M?feature=shared>]

Keep our funky feathered friend dancing...donate now to the Cherish Wisconsin Outdoors Fund to improve more habitat for the American Woodcock. One project funded by Cherish helped create forest openings at the Northern Highland–American Legion State Forest in Vilas County so the woodcock can strut his stuff. Even a \$5 donation will help keep the beat going!

Learn more at WisConservation.org/Cherish

#CherishWisconsin @WisConservation @wi_dnr

VERSION 3 [BIRDING-SPECIFIC]:

Golden-winged Warblers are singing a happier tune in Vilas County thanks to your donations to the Cherish Wisconsin Outdoors Fund. One project supported by the fund is creating forest openings at the Northern Highland–American Legion State Forest in Vilas County to support the warblers. Will you join the chorus again? Your donation of \$5 can help restore more critical habitat to keep the birds we love singing.

Learn more at WisConservation.org/Cherish

#CherishWisconsin @WisConservation @wi_dnr

VERSION 4 [BIRDING-SPECIFIC]:

Habitat loss and degradation is the biggest reason nearly 30% of birds have vanished from North America since 1970. Thanks to voluntary donations from Wisconsinites, the Cherish Wisconsin Outdoors Fund is helping care for critical bird habitat on public lands. We need your help to do more good work on the ground. Your direct gift to the Cherish Fund or your donation when you buy your hunting, fishing or boating license will help assure Wisconsin's birds get the habitat help they need.

Learn more at WisConservation.org/Cherish

#CherishWisconsin @WisConservation @wi_dnr

VERSION 5 [BIRDING-SPECIFIC]:

Love to see and hear birds when you're out chasing deer or on the water fishing? Help improve critical bird habitat on public lands when you buy your hunting, fishing or boating license. Say YES and donate \$5 or any amount you choose to the Cherish Wisconsin Outdoors Fund at checkout. Your gift will help backyard birds and long-

distance migratory birds alike by caring for the habitat they need to thrive in Wisconsin.

Learn more at WisConservation.org/Cherish

#CherishWisconsin @WisConservation @wi_dnr