

Birdathon Fundraising

[presented by Tom Croom, president Sea & Sage]

It must have an energetic, enthusiastic person & true believer to head it up.

Responsible for:

Organize teams

Revenue is a direct result of number participating

Teams need to reach out beyond chapter members for donations

Be creative: Backyard Birdathon

Young people

Senior's team

Need to keep energizing with a new angle

Find ways to attract new participants from larger birding community

Need to have a cause to ask for money

Starr Ranch

Conservation issue

Revegetation project

Scholarship to conservation camp

Ask for money!

Pledge per bird

Support individual teams

Pledge to chapter # of birds seen

Flat donation

Create a competitive aspect "total seen per team-a chapter plaque

(It brings out your hard-core birders)

Some say it helps to have some degree of competition

(American Birdiest County)

Dinner envelopes

Solicit commercial businesses

Start early-4 months minimum to build hype

Need more participation from the Board members & a chapter priority

Publicity important

Newsletter

General meetings

Local newspaper

Feeder organizations need to inspire the new birders (college courses, chapter education, etc.)

If you have never done a Birdathon start small