

Fundraising Tips



Your friends and family will respond to your love of birds - the more personal your appeal, the better! Here are some quick bullet points to help get your creative juices flowing:

You're Birdathoning to raise money for Portland Audubon, one of the oldest and most effective conservation organizations in Oregon. Audubon inspires people to love and protect the natural world, and it has helped make Oregon the incredible state it is today. From early successes like helping to establish the Malheur and Klamath National Wildlife Refuges to more recent triumphs including helping to pass the Portland Clean Energy Initiative, Portland Audubon has helped preserve this great state's natural heritage for over a century.

Ask them to pledge you because Portland Audubon

- Protects birds and other native wildlife across the state, from our urban neighborhoods to Oregon's high desert, ocean, and forest habitats
- Educates 20,000 adults and children every year about conservation through classes, camps, and trips, events and programs
- Operates the only Wildlife Rehabilitation Center in the Portland metro area, treating 3,000 native birds and animals each year, free of charge to the public
- Offers family-friendly experiences in nature at its 172 acre sanctuary in NW Portland

And because

- Birds touch down on every landscape, from ocean to urban to forest. When we protect birds, we protect all life, and that includes people. Also, birds are cool and we know you love birds.

1. Keep everyone posted on how close you are to reaching your fundraising goal.

Your friends, family, and coworkers want to see you succeed. In fact, some may donate again if they know you're close to reaching your goal. Share updates on the status of your goal and increase when you reach it. Then, update your donors and challenge them to help you reach the next level.

2. Tell your story.

How did you get involved in Portland Audubon? How do you volunteer and in what ways has your involvement enriched your life? How have you seen Portland Audubon's programs and campaigns benefit your community and the natural places that surround us?

3. Keep sharing.

Send out updates on your fundraising achievements. Sharing stories makes donors feel a part of your efforts. You may even inspire some of your friends to join your team or to advocate for your campaign.

4. Be creative!

Here are just a few ways to involve others in your campaign.

Enlist the Gang: If you work in an office, live in a dorm, participate in a club, or play on a team, convince the whole group to raise funds to make even more of a difference. When you reach out to your separate social networks, the possibilities are endless!

Make Birthdays More Meaningful: Are you or someone you know about to celebrate a milestone birthday? Ask your friends to donate the amount of the age instead of a gift.

Recognize Special Events: Ask for donations in lieu of gifts for an upcoming wedding, anniversary, retirement, or other special day.

Party with a Purpose: Get together with friends and family! Share a meal, attend a concert, have a game night, organize a high-stakes poker, bowling or bridge tournament. However you like to have fun, use the event to raise funds for Portland Audubon.

Garage Sales: Host a garage sale with your neighbors and donate a portion of each person's proceeds toward your fundraising goal.

5. Use social media sites including Facebook and Twitter.

On Facebook, Pinterest, or Instagram? Talk about your campaign and goals and include a link to your personal fundraising page. On Twitter? Tweet about your fundraising and use [#BirdathonPDX](#) to connect with other volunteers.

Sample Birdathon Pledge Letter #1



Dear _____,

Relentless from the start, my team, the _____, and I are focused on identifying as many bird species as possible in a __-hour period on May __. For every species we identify, we get donations from our pledgers with the goal of raising money for Portland Audubon’s conservation programs. We join 300 other Birdathoners in obtaining pledges from over 2,000 people in Portland Audubon’s largest annual **fundraiser, Birdathon 2019**.

Birds are everywhere! Whether it’s your neighborhood Black-capped Chickadee or the elusive Northern Spotted Owl, birds connect all of us to the environment. Yet, I’m concerned about the birds and other wildlife because of habitat loss, the introduction of invasive plants and animals, pollutants, collisions with buildings, cars and power lines and more. By working to protect birds, Portland Audubon helps save the lives and habitats of all native wildlife across the state, creating a greener more sustainable place for us all to live – birds and humans alike.

If you love birds and Oregon’s natural areas as I do, **please pledge me this year** by clicking here (LINK), or emailing your pledge amount, either per species or a flat amount, to _____. Or call me at _____. I hope to personally identify __ species this year and raise \$____. Thank you for your help!

Your friend in conservation,

Sample Birdathon Pledge Letter #2



Dear _____,

If you’re like me, you enjoy watching birds in your backyard and marvel at the variety of species in our region. Did you know that over 200 bird species are regularly seen in Oregon? Our state ranks fifth in the nation for bird diversity. Yet many bird species face declining populations due to habitat loss, pollution, invasive plants and other threats.

In order to help protect these remarkable animals, every spring, Portland Audubon embarks on its **largest fundraiser, Birdathon**. Participants like me gather pledges from friends and family, and then try to find as many species of birds as possible. As a member of the _____ team, on May __, my teammates and I will explore _____, counting as many species of birds as possible in a __-hour period. I expect to identify about __ species on this trip!

This is where you come in - **please donate and help me raise critical funds that support Portland Audubon’s work**. You can donate a flat amount or pledge on a per species basis. Any amount you give will be put to good use and is tax deductible! Please click here to make your pledge: LINK

Portland Audubon is one of the most effective conservation groups in the country. This year, Portland Audubon’s programs, classes, camps and trips will serve an estimated 20,000 adults and children helping them to understand, enjoy and protect birds and other wildlife. And their conservation initiatives continue to help protect our forest, ocean, desert and urban natural spaces, helping to keep Oregon great for people and wildlife.

Please stand up and be counted for birds! Thank you for your help.

Your birding friend,

Sample Birdathon Pledge Email #3



Dear _____,

It's time for Portland Audubon's **Birdathon**, their biggest **fundraiser** of the year! A Birdathon is similar to a walkathon but rather than raising funds per mile, we raise funds per bird species! On _____, my team, _____, and I will count as many bird species as possible during a ___-hour period.

This is where **you** come in! Please **pledge** an amount per species or a flat donation by clicking here: [LINK](#). After our adventure, I will let you know how many species we counted. This year, I expect to see approximately ___ species. Your contribution is tax deductible and goes toward a great cause!

Portland Audubon is one of the oldest conservation organizations in our area, focusing on important regional wildlife conservation initiatives, environmental education and wildlife rehabilitation. Through their education work alone they reach 20,000 adults and children each year through programs, classes, camps and trips. Please help me help Portland Audubon protect native birds, animals and their habitats. Thank you!

Sample Birdathon Pledge Email #4



Dear _____,

It's no secret I love birds, other native wildlife, and the natural world. As a resident of one of the best places in the country to be a birder and nature lover, every year I like to give back by raising funds to support Portland Audubon, one of the oldest and most effective conservation organizations in the state.

I'm writing to you because I know that you, like me, are concerned about the environment and what problems like climate change, habitat loss, and pollution mean for wildlife and for people. That's why I'm asking you to support me in this year's Birdathon, Portland Audubon's biggest fundraiser. It's like a walk-a-thon, but instead of counting miles, we count birds.

On _____, I will go out with _____ and see how many species I can find! You can either pledge a flat amount or pledge a certain amount per species. Just imagine, with each bird I see, we'll be raising funds to protect their habitat. And on this trip, I anticipate spotting about _____ of species of birds!

The truth is, Oregon wouldn't be the Oregon we know and love without Portland Audubon. From early successes like helping to establish the Malheur, Klamath and Three Arch Rocks National Wildlife Refuges to more recent triumphs including helping to pass the Portland Clean Energy Initiative in Portland or establishing the first marine reserves, Portland Audubon has helped preserve this great state's natural heritage for over a century. Please make a pledge today and help save the birds and simultaneously, help save our planet.

Your friend,

NAME