

Fundraising Tips for Birdathon



Need help getting started with fundraising? We've provided you with information about the important work that Portland Audubon does, ideas on how to ask for pledges, and templates for email or social media.

Your participation in Birdathon raises money for Portland Audubon, one of the oldest and most effective conservation organizations in Oregon. Portland Audubon's passionate and growing community has loved and advocated for Oregon's wildlife and wild places for more than 100 years. With the help of our vast network of advocates, nature enthusiasts, and partners, we inspire and connect people to nature through a variety of programs that are grounded in science and learning. The impacts we have made throughout our history are still instrumental today. From the establishment of Malheur, Klamath and Three Arch Rocks National Wildlife Refuges in the early 1900s to adding the Northern Spotted Owl and Marbled Murrelet to the endangered species list in the 1990s to today as we fight for the Elliott State Forest, Greater Sage-Grouse and beyond. And this year, on Portland Audubon's 40th annual Birdathon, it's more important than ever as the organization faces major challenges related to COVID-19, including cancelled camps, ecotours, Outdoor School and other vital programs that produce revenue they rely upon.

Ask your friends and family 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 12,000 adults and children every year about conservation through classes, camps, and trips, events and programs
- Operates the oldest and busiest Wildlife Rehabilitation Center in the region, treating 4,000 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 on earth, 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.

A new tax deduction for charitable gifts is available to all donors this year. The COVID-19 relief bill passed by congress allows for a new deduction for all charitable gifts.

Charitable Giving Incentive: Includes an *above-the-line deduction (universal or non-itemizer deduction that applies to all taxpayers)* for total charitable contributions of up to \$300. The incentive applies to contributions made in 2020 and would be claimed on tax forms next year.

How to ask for pledges:

1. 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? Tell donors about the birds you hope to see and include photos from past trips. They will support Portland Audubon because you have such a deep passion for the work and mission.

2. Be creative!

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

- Ask for donations in lieu of gifts for an upcoming birthday, wedding, anniversary, or retirement.
- Get together virtually with friends and family! Livestream your birding, have a watch party of a nature documentary...however you like to have fun, use the virtual event to raise funds for Birdathon.

3. Incentivize your donors.

Offer a print of one of your bird photos, a pie or other handmade goods as a “thank you” for donations.

4. Use social media including Facebook, Instagram or Twitter.

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.

5. 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.

Email template:

Dear____,

This is the 40th anniversary of Birdathon, Portland Audubon's biggest fundraiser. Though it won't be the celebration that Portland Audubon had hoped for, it's more important than ever as Portland Audubon faces major challenges from having to cancel vital programs. Birdathon's goal remains to raise \$200,000, as we have in past years. The money raised is used to carry out Portland Audubon's mission to “inspire all people to love and protect birds, wildlife, and the natural habitats upon which life depends.” This includes funding for the Wildlife Care Center, which remains open to serve injured birds and other wildlife, our conservation activities, and our outreach efforts to inspire and educate about the natural world. For more information, visit audubonportland.org.

I will be participating in Birdathon by _____. Portland Audubon's mission is important to me because_____. During the current pandemic it is critical that we continue to protect wildlife and their habitats. That is why I am asking you to support my Birdathon efforts with a gift today.

The easiest way to support my Birdathon effort:

1. Go directly to my pledge page via the following link: **(Insert your page link here)**
2. Click on the DONATE NOW button and follow directions.

Note that you can renew a membership with a minimum \$45 pledge.

The alternative method:

1. Write a check payable to Portland Audubon.

2. In the Memo line, write Birdathon, and write my name, so they know who it is you are sponsoring.
3. Mail the check to Portland Audubon % Birdathon, 5151 NW Cornell Road, Portland Oregon 97210.

Thank you so much for your support!

Social media template:

I'm asking my friends and family to support me as I participate in Birdathon, Portland Audubon's biggest fundraiser. Birdathon supports education and conservation work statewide as well as the Wildlife Care Center. This year, Birdathon is more important than ever as Portland Audubon faces major challenges related to COVID-19, including lost revenue from canceled camps and ecotours. I will be participating in Birdathon by _____. Portland Audubon's mission is important to me because _____. During the current pandemic it is critical that we continue to protect wildlife and their habitats. That is why I am asking you to support my Birdathon efforts with a gift today. Follow the link to my fundraising page to make a tax-deductible donation. Thank you!