

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. We have made impacts throughout our history and continue to do so 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 the causes of climate change, protect our coastal rocky habitats, work toward equitable access to nature, and beyond.

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 over 8,500 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
- Fields over 10,000 wildlife related inquiries each year
- Offers family-friendly experiences in nature at its 172-acre sanctuary in NW Portland

How to ask for pledges

People pledge you most often because they are your friends or family and they want to support you, so ask your relatives, ask your friends, ask the people you work with, ask your neighbors, and the worst that can happen is they say no — but many will say yes. They won't say yes if you don't ask.

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 potential 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. Incentivize your donors.

This year Portland Audubon is providing access to a virtual **Birdathon Kickoff speaker series** for all those that fundraise or donate at least \$45 by April 23rd! Feel free to add your own fun incentives as well.

3. Use social media including Facebook, Instagram, Tiktok or Twitter.

Talk about your campaign and goals and include a link to your personal fundraising page. Use [#BirdathonPDX](#) to connect with other Birdathoners.

4. 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____,

I am excited to take part in Birdathon, Portland Audubon's biggest fundraiser. Birdathon's goal this year is to raise \$175,000 to support 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, conservation activities, and outreach efforts to inspire and educate about the natural world. For more information, visit audubonportland.org.

My Birdathon team and I will be going out on [date] to find as many species of birds as we can. Portland Audubon's mission is important to me because _____. That is why I am asking you to support my Birdathon efforts with a tax-deductible gift today. My goal is to raise \$___ and you can help me reach it. This year, we are having a virtual Birdathon kickoff speaker series open to everyone who donates or raises at least \$45 by April 23.

Thank you so much for your support!

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 my name, so it is clear who it is you are sponsoring.
3. Mail the check to Portland Audubon % Birdathon, 5151 NW Cornell Road, Portland Oregon 97210.

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. My Birdathon team and I will be going out on [date] to find as many species of birds as we can. Portland Audubon's mission is important to me because _____. 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!