



BIRD-A-THON FUNDRAISING

Asking people for money can seem daunting, but once you get started, it's not all that hard. Here are tips on how to make YOUR Bird-a-thon fundraising easy.

What to do:

1. **Make a list** of everyone you know: Neighbors, friends near and far, co-workers, old college roommates, cousins, grandparents, other parents in your child's preschool....
2. **Cast a wide net.** Not everyone will give. But the more people you ask, the more "yesses" you'll get.
3. **Think of people whose causes you've supported.** Did you sponsor them in their charity bike ride last year or donate to their food drive? These folks are more likely to sponsor you in the Bird-a-thon.
4. **Don't feel embarrassed.** Most people will respect you for caring enough about birds and wildlife conservation to put your time and effort into the Bird-a-thon.
5. **Approach people!** Send them a personal email with a link to your team's page on the GBBO website. Call them up. Write them a personal note. Personal calls, notes, emails and conversations are **much more likely** to get a response than a mass posting on Facebook. (Your friends are welcome to mail a check to GBBO if they prefer, rather than donate online, just be sure they include your team name in the byline!)
6. **Develop talking points** (see below)—one or two reasons why GBBO, Pinyon Jays, and habitat conservation are important to you. Do you want your grandchildren to be able to see and enjoy Pinyon Jays and Brewer's Sparrows when they grow up??
7. **Give them the donation link for your team.** If you want their donation to be credited to your team for the fundraising competition, they need to donate specifically to your team either through your team's page, or with a check specifically referencing your team's name. You can find links to all the team pages [HERE](#): scroll down to your team, and give them the link for that page.
8. **Remember you can ask for a per-species pledge!** For instance, 25 cents or \$1 for every species spotted by your team. This will get them invested in the count, and also add to your own competitive fun. Just keep in mind that afterwards it will be your responsibility to let your donors know how many species you tallied and how much they should donate.

9. **TALK ABOUT the Bird-a-thon.** During your next family Zoom, on a walk to the water cooler, on social media.... Tell people how much you're looking forward to the Nevada Bird-a-thon, what species you hope to find, what team you hope to beat, etc.

10. **Be open and sincere.** If you let people know you have an ambitious fundraising goal, that you really believe in, but you're nervous about how to reach it, some of them will step up to help. Wouldn't you do the same?

11. **Be persistent.** If someone doesn't respond to your first email, don't be discouraged, try again and say something like, "Hi, I just wanted to make sure my earlier note didn't get lost in cyberspace." People's inboxes get full and their lives are hectic and they may have inadvertently overlooked your first request. It's worth trying again.

12. **Thank your donors!** Acknowledge their contribution as soon as you find out about it. Tell them you will let them know your success in the count and will send photos from count day. If they don't decide on the spot to support you, thank them for thinking about it.

Again, **TALK ABOUT** the Bird-a-thon. People will probably respond in kind to your enthusiasm for birds, nature, and Great Basin Bird Observatory. Tell the world. Who knows... you might inspire them not just to donate to the Bird-a-thon, but to try birding or come on a GBBO field trip for themselves.

TALKING POINTS

Prepare ahead. Develop a script. Here are some points you can include, but the most important thing is to make it your own:

- GBBO is seriously invested in protecting Nevada's bird life. Since day one that has been our priority, but we need your help. Direct potential donors to our website, talk about which projects we are doing that you are excited about. Each year, our surveyors are out there collecting data, but Nevada is a big place with a lot of ground to cover. Our Pinyon Jay Community Science project is a great example of what we can do with your help.
- GBBO has been researching and monitoring birds since 1997. It started with the first Nevada Breeding Bird Atlas, and our director's passion has kept the mission alive for the past 25 years.
- Climate change and ongoing loss of habitat are taking a toll on birds everywhere, especially in desert environments. For example, riparian habitat is very rare in the Great Basin, yet these habitats support a huge diversity of species; small impacts here affect large numbers of birds. A [2019 REPORT BY NATIONAL AUDUBON](#) predicted that 2/3 of North American bird species are at risk from climate change. We need organizations like GBBO to continue to be a strong voice for protecting birds and natural habitats and to have enough funds to carry out this mission for years to come.
- All funds raised by the Bird-a-thon go directly to Great Basin Bird Observatory with the express purpose of funding Pinyon Jay conservation work. The money stays right here in Nevada to help Pinyon Jays survive and thrive, and to inspire and educate current and future generations about the wonders of our natural world. [LEARN MORE ABOUT PINYON JAY CONSERVATION IN THE GREAT BASIN](#). GBBO is a 501c3 non-profit so all donations are tax-deductible.