



TUCSON AUDUBON BIRDATHON 2020

TUCSON AUDUBON SOCIETY BIRDATHON FUNDRAISING TIPS AND TOOLS

MAKE “THE ASK” EASIER BY REMEMBERING SOME SIMPLE POINTERS!

✓ **BE INCLUSIVE** – Talk to everyone! Be open and committed to your cause!

Make a list of everyone you know. Neighbors, friends near and far, coworkers, old college roommates, acquaintances from the gym, other parents in your child’s school...Don’t underestimate your influence as a friend!

Cast a wide net. Not everyone will give. But the more people you ask, the more people will say “yes”!

Bring it up in conversation. During your coffee break, lunch break, on your Facebook page, at happy hour! Tell people about the amazing field trip you are going on, how you put together your own team or are doing your Birdathon with an expert birder, how nervous you are about trying to raise \$1000 . . . !!

Who have you supported in their cause? They are more likely to support you.

✓ **BE FEARLESS** – Don’t be afraid or embarrassed to ask for pledges!

Most people are more than happy to donate money to worthy environmental causes like ours. People feel good about helping a worthy organization (don’t you?). The #1 reason that people do not donate to an organization is: They have not been asked!

Be the first name on your pledge sheet. Prove that you support your Tucson Audubon Society with financial contributions as well as with your time and energy.

Follow up with those that you have approached – they might have missed the text or email the first time around – second or third time is a charm!

Remind people they can pledge either a fixed amount or on a per-species basis. Collect fixed pledges on the spot to make it more convenient for you and your donors. Encourage folks to pledge what they are personally comfortable with.

Does your donor have a matching gift program? If so, collect the proper information.

✓ **BE INFORMED** – Know **WHAT** Tucson Audubon is all about, and **WHY** you support the Society.

Many people will want to know specifically what their donation will support. Tell them about our recreation, conservation, education, and restoration programs. Tell them about the birds you love. Share with them the story about how and why you got involved with us.

- ✓ **BE PROUD** – You and your donors make good things happen for birds by supporting Tucson Audubon’s work.

People like you and your supporters have formed the heart of Tucson Audubon for 67 years! Be proud of your role in bringing the joy of birds and the importance of their protection to southeast Arizona.

- ✓ **BE PREPARED** – Think ahead about what you are going to say when you approach your donors. Set up your fundraising campaign early.

Develop a script. Use our talking points below to make your message personal and informed. Think about having a lead donor (this could be YOU!) already signed up. Let them know that their donation may be tax-deductible to the full extent of the law! (Tucson Audubon is a 501c3, non-profit, tax exempt organization).

Setting up your fundraising page is super easy! See our website for guidance. Direct people there or send them a letter directly.

- ✓ **BE SOCIAL** – Tweet!

Take this opportunity to use social media to share stories about why birds, Birdathon, and Tucson Audubon are so important to your life! In fact, veteran Birdathoners report this as the key to past success. Use email Facebook, Instagram, or Twitter to build some excitement about the big day and share the link to your personal fundraising page. Post photos during your Birdathon!

- ✓ **BE GRATEFUL** – Thank your donors and keep them in the loop!

Acknowledge their contribution as soon as you receive it. Tell them you will let them know how successful your Birdathon was and will send pictures from your field trip/s. If they don’t decide on the spot to support you, thank them for thinking about it.

Include a thank you to participants! ***And thank you for participating!***

TALKING POINTS: ABOUT TUCSON AUDUBON SOCIETY

- Tucson Audubon has been protecting birds, preserving natural habitats and open space, and educating people of all ages about birds and other wildlife for 69 years. It is one of the oldest continuously functioning wildlife organizations in Arizona.
- Reduction of surface and groundwater flows and ongoing loss of habitat are taking a toll on birds everywhere, especially southeast Arizona. We need Tucson Audubon to continue to be a strong voice for protecting birds and natural habitats and to have enough funds to carry out its mission for years to come.
- All funds raised by the Birdathon go directly to Tucson Audubon. The money stays right here in southeast Arizona to help our native bird populations survive and thrive, and to inspire and educate current and future generations about the wonders of our natural world. Tucson Audubon is a 501c3 non-profit so your friends’ donations may be tax-deductible to the fullest extent of the law.