



## Fundraising tips to make the most of your

# BIRDATHON

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2021



### Look Far and Wide

You never know who will want to support your Birdathon 2021 efforts, so ask everyone you know! Sometimes people are just waiting to be asked to help. Whose efforts have you supported in the past? Who shares your passion for birds and their homes?



### Be Bold!

You are raising money for a great cause. Be proud of what you're doing. Most people are more than happy to donate money to worthy environmental causes like ours. Be the first name on your own pledge sheet. Remind people they can pledge either a fixed amount or on a per-species basis.



### Know What We're Doing

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. If it helps, develop a script to follow. You can always email us if you need help.



### Take Pride In What You're Doing

You are sharing your love of birds with so many in Southeast Arizona. The funds you raise for Birdathon 2021 ensure that the vital conservation, restoration, and education efforts of Tucson Audubon Society can continue far into the future. Let others know what it is you're making possible!



### Share the Message

Use the variety of platforms you have available. All of the ways you stay connected to friends and family are also great ways to let people know about Birdathon 2021. Your social networks can all be leveraged for support! Don't forget to tag us and use **#tasBirdathon2021** and **#birdathon2021**



### Be Grateful

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