

FUNDRAISING TIPS & TRICKS

Although asking for donations can be uncomfortable, especially if you've never done it before, **Birdathon is one of the easiest and most enjoyable fundraisers to participate in!** Please read through these tips & tricks to feel more prepared.



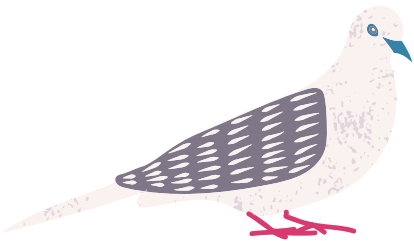
Birdathon is a great way to engage your friends and family in what you are passionate about. Invite them to join your team and/or donate. **People like supporting those they love!**

Make it personal! Tell your story about how you got involved in Tucson Audubon and why you choose to support the mission.

Make sure your supporters know your team name so they donate to the right one.

Many people are eager to help but will not do so unless asked. Think about reaching out to people whose efforts you've supported in the past. Are there people you know who share your passion for birds and conservation?

Check out this **[Birdathon Pledge Email Template](#)** to get started!



Remember, you are raising money for a great cause! You are giving people the opportunity to have a hand in ensuring Tucson Audubon's conservation, restoration, advocacy, and outreach efforts continue well into the future.

Think of all the ways you stay connected to friends, family, and colleagues (email, phone, Instagram, TikTok, LinkedIn, etc). Use multiple forms of communication to let as many people as possible know about Birdathon. **Please tag us on Instagram and Facebook @TucsonAudubon #birdathon2024**

Acknowledge contributions as soon as you receive them. Follow up with your supporters to show how successful your Birdathon was and consider sharing photos, bird lists, or a highlight.

