

Suggested Fundraising Tips and Language

Why People Give

Often people feel hesitant about “fundraising”, but when you are representing a worthwhile cause and giving people the opportunity to make a difference for something they care about, they will respond. People give to people. Why would someone’s Uncle Virgil who lives in Virginia donate to the Foundation birding team in Wisconsin? Because he knows someone on the team and he cares about them. Trust that people who know and care about you, also care about what is important to you. They want to support you and help you do your good work.

Wisconsin ranks #2 in birding. One-in-three people watch birds. Give the people in your personal and social network the opportunity to express and support their love of birds by involving them in the Great Wisconsin Birdathon.

Fundraising Tips

Ask people to “sponsor” you in your quest to find as many birds as you can. You can distance yourself a bit by using social media. We’ve seen a Facebook post, repeated once in the season, generate over \$1,000 in donations. Share a request or video on Facebook, Twitter, or Instagram.

Ask everyone! Family, friends, classmates. As said before, people give to people. Tell your personal story about why birds are important to you, and why you are involved in the Birdathon. Talk about people or events that inspire you, whether an author like Aldo Leopold, a trip you took where you discovered birds, or a family member such as a birdwatching friend or relative. Include pictures of yourself birding, or your favorite birds. To make it easy for people to donate online, include the link to your personal or team fundraising page.

And don't forget to send your donors a personal thank you and report of your Birdathon day!

Sample Fundraising Language to Use in Solicitations

We believe that birds are important and that they need our help. Birds serve as bellwethers of our environment’s health. Their well-being and survival reflect the state of our prairies, wetlands, forests and savannas. The Great Wisconsin Birdathon exists to help protect Wisconsin’s birds, many of which are currently threatened or imperiled. Your gift to the Birdathon will directly help Wisconsin’s birds by funding important projects like Whooping Crane and Kirtland’s Warbler conservation, bird monitoring and research, and more. Birds matter. To help Wisconsin’s birds today, visit WIBirdathon.org to make a gift.