

SAMPLE EMAIL TO COPY, PASTE, AND SHARE:

Hello **NAME/FRIENDS & FAMILY**,

Did you know that 29% of birds, around 3 billion, have disappeared from North American since 1970? I have decided to do something about this and will be **participating in the Great Wisconsin Birdathon this year!**

The Birdathon is an annual walkathon-style fundraiser put on by the Natural Resources Foundation of Wisconsin that has united thousands of birders, conservationists, and people across Wisconsin since starting in 2012.

Each year individuals and organizations create teams to find as many bird species as possible on a single day while raising funds for to support priority bird conservation projects. I am joining **TEAM NAME HERE** and we will be hosting our birding event on **DATE OF BIRDING**. In light of COVID-19, we are getting creative this year by **PLANS FOR YOUR BIRDATHON**.

Our team is hoping to:

- **HOW MANY BIRDS WILL YOU SPOT?**
- **WHAT IS YOUR FUNDRAISING GOAL?**
- **ANY OTHER GOALS?**

I would love for you to donate or pledge to our team! To support us, head to our team page on the Birdathon site (linked below), click “donate now” and follow the payment directions. There is also a donation form online you can print and mail in.

LINK TO DONATE TO YOUR TEAM

Unable to donate? No worries at all! I hope that this email inspires you to take a walk outside, breathe in some fresh air, and listen to the birds around you. Connection is so important, especially right now! This year’s Birdathon is encouraging participants (and their loved ones) to connect with birds, connect with local spaces, and most importantly connect with one another safely.

The Birdathon has raised over \$500,000 to support bird conservation and research since its creation in 2012. Funds raised go to the Bird Protection Fund, supporting priority projects like Bird City Wisconsin, conservation of piping plovers, whooping crane reintroduction, and many more.

If you have any questions about the Birdathon or want to create a team yourself, their website is [linked here](#).

With love,

YOUR NAME

YOUR TEAM NAME

2019 EXAMPLE FROM A TEAM - THE SCAN DA AVIANS:

"Hallo friends,

OK, so our Great Wisconsin Birdathon team, the Scan da Avians, is ready to head out birding to raise much needed money for important statewide bird conservation projects. Like the Breeding Bird Atlas, bird monitoring, Migratory Bird Stopover Initiative, endangered species recovery, Bird City Wisconsin, and more.

We would love to have your support, given the increasing challenges that birds and the conservation world face these days.

Sometime around Mother's Day weekend, we will do a birding blitz through the full 92 miles of the Lower Wisconsin State Riverway, starting at Wyalusing at 6 pm and ending at the Prairie du Sac dam at 6 pm the next day.

If the lefse, limpa, and coffee do their job, we'll do our darndest to:

- Raise at least \$3,000;
- Find 126 bird species, to beat last year's total of 125; and
- Add to the list of 146 birds we have seen during our first two birdathons (red shouldered hawk and yellow-throated warbler top our most-wanted list).

Our team is Jeb Barzen, Arlyne Johnson, Mike Hedemark, Dan Jergens, and me. Mike and Arlyne have something like 4,500 species on their life list, which is pretty good. They added long-tailed duck to the list recently when one showed up at Bakkens Pond in March – a rare find in Wisconsin outside of the Great Lakes.

To support the Scan da Avians again, head to our team page, click "donate now", and follow directions. If you don't like to spend money online, there is a donation form there to print and mail.

We will tell you about our day in the Riverway post-birdathon. We're excited to get back at it and would greatly appreciate your support.

Mange takk!

Barb"

2019 EXAMPLE FROM A TEAM - THE LAKE SUPERIOR EBIRDERS:

“Dear friends,

Let’s face it – it was a long winter! But spring is finally springing, and in the weeks ahead millions of birds will return to Wisconsin, including some of our beloved favorites like orioles, grosbeaks, hummingbirds, warblers, and more. The magic of May is underway, and with it comes the joy of seeing old friends, hearing a melodious dawn chorus, and escaping the troubles of everyday life.

Unfortunately, the migratory journey for many of these species, like the above Connecticut Warbler, gets more difficult every year. Challenged by habitat loss, depredation by outdoor cats, collisions with windows & towers, pesticide use, and even unregulated harvest on tropical wintering grounds, birds face year-round threats that if left unmitigated will lead to fewer feathered friends at our feeders, silencing of the songs that enrich our lives, and a great reduction in the valuable services birds provide, like pollination, insect control, and seed dispersal. Simply put, birds need our help.

This is exactly why I’m again leading the Lake Superior eBirders in the 2019 Great Wisconsin Birdathon, a walkathon-style fundraiser for the protection of Wisconsin’s birds. This year the Birdathon aims to raise at least \$90,000 for the conservation of Wisconsin’s birds. In years past you graciously supported our team, and now, as the conservation challenges continue to grow, we ask for your support again this year. Your donation will make possible key projects on Kirtland’s Warblers, Piping Plovers, and Whooping Cranes, the Wisconsin Breeding Bird Atlas, Bird City Wisconsin, stopover habitat in Central America, and much more.

Donate by check or credit today!

About three weeks from today myself, Nick Anich, and Erik Bruhnke will rise at 2am and set out to find as many species as possible in a single day. Last year we tallied 163 species, second only to our record-setting 2017 effort that yielded 171 species, all within a 20-mile radius circle spanning only two Lake Superior counties. Check out our recaps of those 2017 and 2018 big days, and expect more of the same strategy, surprises, and fun this year!

Regardless of how the birding plays out the true measure of our success will be in dollars raised. So please help us reach our goal and ensure that future generations have opportunity to enjoy the birds that mean so much to us today.

Thank you!

Ryan Brady

On behalf of the Lake Superior eBirders (and birds everywhere...)”