

Fundraising Tips

Your friends and family love to support your passions and want to see you succeed! Make your appeals personal and show them how much it means to you and how excited you are about it!



Ask them to pledge to you because Pilchuck Audubon:

- Protects birds and other native wildlife in your local communities
- Educates adults and children every year about conservation through classes, events, programs, and trips
- Participates in several community science projects, both locally and nationally, that contribute valuable data to scientists
- Provides classroom conservation grants to local schools for nature- and wildlife-themed projects

And don't forget the birds! It's critical to conserve birds because:

- Birds touch every landscape, from ocean to urban to forest
- Birds are often the first wildlife we're introduced to in our lives and sometimes the only wildlife we see in our daily lives
- Birds play vital roles in every ecosystem on earth including seed dispersal, predator/prey interactions, and nutrient cycling
- And when we protect birds, we protect all life, and that includes people

1. **Keep everyone posted on how close you are to reaching your fundraising goal.** Your friends, family, and coworkers want to see you succeed. In fact, some may donate again if they know you're close to reaching your goal. Share updates on the status of your goal and increase it when you reach it. Then, update your donors and challenge them to help you reach the next level.
2. **Tell your story.** How did you get involved in Pilchuck Audubon? How do you volunteer and in what ways has your involvement enriched your life? How have you seen Pilchuck Audubon's programs and campaigns benefit your community and the natural places that surround us?
3. **Keep sharing.** Send out updates on your fundraising achievements. Sharing stories makes donors feel a part of your efforts. You may even inspire some of your friends to join your team or to advocate for your campaign.
4. **Be creative!** Here are just a few ways to involve others in your campaign:
Enlist Your Friend Circle: If you work in an office, live in a dorm, participate in a club, or play on a team, convince the whole group to raise funds to make even more of a difference. When you reach out to your separate social networks, the possibilities are endless!
Make Birthdays More Meaningful: Are you or someone you know about to celebrate a milestone birthday? Ask your friends to donate the amount of the age instead of a gift.
Recognize Mother's Day/Special Events: Ask for donations in lieu of gifts for an upcoming wedding, anniversary, retirement, or other special day.
5. **Use social media sites including Facebook, Instagram, and Twitter.** Talk about your campaign and goals and include a link to your fundraising page. Use social media to share your stories and make others feel more involved in your Birdathon. [Create your own Facebook fundraiser for Pilchuck Audubon.](#) Be sure to tag Pilchuck Audubon in all of your Birdathon posts so we can share it, too!

Birdathon Pledge Email Template #1

Dear _____,

It's no secret I love birds and the natural world. As a resident of one of the best places in the country to be a birder and nature lover, every year I like to give back by raising funds to support Pilchuck Audubon. Since 1973, Pilchuck Audubon has been advocating for birds and protecting the habitats they need to thrive in Washington state.

I'm writing to you because I know that you, like me, are concerned about the environment and what problems like climate change, habitat loss, and pollution mean for wildlife and for people. That's why I'm asking you to support me in this year's [Birdathon](#), Pilchuck Audubon's most exciting fundraiser. It's like a walk-a-thon, but instead of getting pledges per mile walked, we ask for pledges per bird species seen.

This May, I will be seeking out as many species as I can find, while following social distancing and stay-at-home orders. This is where you come in! Please donate a flat amount or pledge a certain amount per species to help me raise critical funds that support Pilchuck Audubon's work! Just imagine, with each bird I see, we'll be raising funds to protect habitat, give voice to the birds, and provide educational programs to our local communities. My goal this year is to see ____ species of birds and raise \$____!

I would appreciate your support by [donating to my Birdathon team](#). Each donation is tax deductible, secure, and funds nature-based education programs, important bird surveys, and conservation advocacy.

Your friend in conservation,

[YOUR NAME]

Birdathon Pledge Email Template #2

Hi _____,

As I'm sure you know, birdwatching is a favorite hobby of mine. During the month of May, I am going to put that passion to work helping an organization I value. I will be participating in an event called [Birdathon](#) where I'm able to birdwatch to support the Pilchuck Audubon Society.

Birdathon is a friendly fundraising competition between teams to see who can see the most bird species and raise the most money. This is where you come in! While our team will do the birding, we need sponsors to donate a flat amount to our team or make a pledge to donate a certain amount per species seen. For example, a sponsor pledging \$1.00 per bird species would contribute \$50.00 if our team finds 50 species.

I've set a goal this year to see ____ species of birds and raise \$____. I'm asking you to support me and help protect birds by [donating to my team](#) or making a pledge.

Pilchuck Audubon is a 501(c)3, non-profit organization whose mission is to conserve and restore natural ecosystems focusing on birds and other wildlife for the benefit of the earth's biological diversity. Each donation is fully tax deductible and goes toward nature-based education programs, important bird surveys, and protecting the birds that we all love.

Please feel free to ask me any questions about my birding adventure or Birdathon in general and thank you for your support!

Your friend,
[YOUR NAME]