

Apalachee Audubon Instructions for 2011 (April 1-30) Birdathon Teams

If you are an experienced Birdathoner, you know what to do.

Please report the following to the coordinator identified below:

- 1) Who is on your team?
- 2) Do you have room for more, and how many?
- 3) Your Birdathon date;
- 4) Team name if you have one;
- 5) Any special features of your team;
- 6) **If you intend to solicit from AAS members**, contact Karen Wensing kwensing@fsu.edu or phone 850-386-7766 or cell 850-566-4564 for a list. You will be asked to work out conflicts with other teams claiming the same member. This is to avoid duplicate solicitations;
- 7) See below to review for any gaps in your memory or suggestions for new approaches.

New AAS Birdathoners:

You can ask to be assigned to an existing team. We will do our best, however, in the past we have experienced some difficulty in matching people up because of conflicting available dates. Please be patient with us. Here's another possibility--form your own new team. You do not need to be an expert birder. If you can convince your friends and associates that you aren't likely to list a lot of birds, perhaps they will be willing to pledge more per bird. The goal is to have a good time and raise as much money as we can.

Forming a new team:

1. Two to six members is best (preferably, whatever will fit in one vehicle).
2. Select a team name. Have fun with this--it will identify your group and *maybe* there will be a prize
3. Request a list of AAS members from Karen Wensing (kwensing@fsu.edu). Select names from the list and return it to Karen. Duplicate requests will need to be resolved.
4. Supplement your list of prospects with relatives, friends, co-workers and business associates who are not Audubon members, if you wish.
5. Fundraisers say that there are three ways to ask for pledges (in order of effectiveness):
 - a. in person,
 - b. on the phone,
 - c. by letter.Email is also a possibility, but probably ranks below a letter in effectiveness.
Your available time will, however, dictate your communication method.
6. See the sample letter on the chapter web page. Writing your own letter to explain your Birdathon strategy will be more effective. You may also use this text for in person, phone or email requests. Fill out a pledge form for each donor (also on the web page) or include it with a self-addressed, stamped envelope in your mailing.
7. Your sponsors may contribute a flat amount or pledge an amount per bird species. To encourage the latter, you might estimate the number of species you expect to list.

- 8 Choose your team's strategy, such as:
 - a. going green--birding by bicycle, canoe or kayak (for the young or very active;
 - b. birding from car windows only (option for those with limited mobility);
 - c. birding a single location, such as your yard or nearby park (another option for the mobility challenged);
 - d. for other ideas see <http://chapterservices.audubon.org/chapter-leader-guide/birdathon>
- 9 Select your team's Birdathon date (April 1 to 30) and time. You are limited to 24 successive hours. However, you may bird as many or as few hours as you wish within that 24 hour period and you may pause to eat and/or sleep.
- 10 Keep track of your donors. Team members should be the first ones on your list. Request checks be made payable to Apalachee Audubon. Note that Apalachee Audubon is a nonprofit organization and donations may be claimed as a tax deduction. Turn in cash and checks as soon as possible to our Treasurer,
Apalachee Audubon Society
Post Office Box 1237
Tallahassee, Florida 32302-1237
Attention: Harvey Goldman.
- 11 It is understood that your team will bird together for the most part. Plan for adequate snacks, water and the weather. Don't forget sunscreen and insect repellent. Set a pace that will be comfortable to all. Include a celebratory meal, if appropriate, or whatever activity will help maintain your team's enthusiasm. Remember Audubon Birding Ethics
http://web4.audubon.org/bird/at_home/bird_watching/basics_etiquette.shtml.
- 12 Following your Birdathon, report the results to your sponsors, collect pledges and thank sponsors. Report your team's list of species seen/heard and pledge totals to the Birdathon coordinator.

Questions? Ask:

Birdathon coordinator: Karen Wensing

386-7766

kwensing@fsu.edu