

# Sample

Dear Friend,

It's Birdathon time once again. As you may remember, this is Apalachee Audubon's major fund raiser so it is important that we do well both in the field and in soliciting supporters. Our team will include \_\_\_\_\_ and me once again.

Our Birdathon Day will begin Saturday, April 18 at 6 pm and conclude at 6 pm Sunday, April 19. **I hope you will want to sponsor us.** By pledging 10, 25 or even 50 cents per bird, you will feel more like you are participating in the action—a **Very Important Participant**. To help you decide, last year we saw/heard 124 birds. At \$0.10 a bird your commitment would have been \$12.40. At \$.50 per bird, it would be \$62. However, some sponsors prefer to pledge a flat amount (\$10, \$25, \$50, \$100) or whatever suits the individual budget).

The money raised during the Birdathon goes directly to the Apalachee Audubon chapter to help pay for environmental education programs such as *Audubon Adventures*. These kits are developed by National Audubon for elementary school classrooms and they include ideas for teachers, classroom posters and individual reading materials. Audubon works with state academic achievement standards to assure that students can develop appropriate academic skills through the nature content of the kits. The theme changes every year. Last year "Feats of Nature" emphasized how animals defend themselves, migrate and build and how plants rule the world. For more information about this program see <http://www.audubon.org/educate/aa/index.html>.

One *Audubon Adventures* subscription package for 35 students costs approximately \$45. This year we were able to fund kits for 77 classrooms in 30 Leon, Jefferson and Wakulla county schools. We would love to be able to expand the program. It seems obvious that helping the next generation to understand nature and the interconnectedness of all life is at least as important as trying to influence today's leaders.

**We pledge to you** that 100% of your contribution stays in our region for local projects. We may also fund a scholarship(s) for one or more teachers to attend an Audubon Field Environmental Education Camp, help with Apalachee Audubon's monthly programs, field trips, workshops or local habitat restoration projects. After the Birdathon, we will report our sightings and collect the pledges.

Birding in some of the most beautiful wild places in the Big Bend makes our role in this partnership extremely rewarding. Your commitment would make it even better. Please fill out the enclosed pledge form and return it to me. Your gift is tax deductible as we are a 501(c)3 organization and no goods or services are exchanged for your contribution. I look forward to hearing from you. Thank you.

Sincerely,