

STEP-BY-STEP SUGGESTIONS for a successful Bird-A-Thon



Dear PRBO Bird-A-Thon counter,

On behalf of the PRBO staff and Bird-A-Thon committee, I would like to thank you for participating in the 34th annual Bird-A-Thon. The included Bird-A-Thon counter forms are intended to help make your individual or team Bird-A-Thon as successful as possible. Please let me know if you have any questions about these forms or about the Bird-A-Thon. Thanks again and happy birding! ~Emily Sanborn

COUNTER PACKET CONTENTS:

- 6 - Pledge Cards
- 1 - Fundraising Letter
- 1 - Donation Submission Form
- 1 - PRBO Project Highlights
- 1 - Sponsor Tracking Form
- 1 - Counter Summary Form

ADDITIONAL COUNTER FORMS

All Bird-A-Thon counter forms are available for download at www.prbo.org/birdathon. Forms in Excel and Word can be saved as templates and completed on your personal computer. Forms in PDF format can be printed and completed by hand. Additional printed pledge cards and printed forms can be mailed to you at your request, and counters may copy any forms as needed.

ONLINE FUNDRAISING THROUGH FIRSTGIVING

Teams and individuals may raise Bird-A-Thon funds online using the FirstGiving website: www.firstgiving.com/prbo. Online fundraising can be done instead of or in addition to collecting donations by mail and phone.

STEP 1: FIND SPONSORS

- Send a **Pledge Card** to all friends, family, co-workers, neighbors and local business owners. Be sure that your name is included in the blank space provided on the pledge card. This will enable PRBO staff to identify your pledges or donations when they come into the office directly from donors.
- Share with potential sponsors **PRBO Project Highlights** detailing several projects supported by Bird-A-Thon.
- A **Sample Fundraising Letter** is also enclosed for you to adapt as you wish and send with your pledge card to potential sponsors.
- Record your sponsors, donations and pledges on the **Sponsor Tracking Form** to help you track donations. Note that new contributors donating \$50 or more receive a one-year PRBO membership unless otherwise specified.

STEP 2: GO BIRDING

You may bird in any location for up to 24 consecutive hours during the period of September 1 through October 15, 2011. Find as many species of birds as you can positively identify, either by sight or sound, and remember to record your total count on your **Counter Summary Form**.

STEP 3: THANK YOUR SPONSORS

Provide your sponsors with a list of the birds you identified and some highlights from your day of birding. Thank them for their support, remind them of their pledge, and collect final donations. If you would like a supply of the Royal Tern cards to use for thank you's, please let PRBO staff know how many.

STEP 4: RETURN DONATIONS & COMPLETED FORMS TO PRBO

- Use the **Donation Submission Form** every time you send collected donations to PRBO. Please do not hold onto donations for more than 2 weeks.
- **Once your Bird-A-Thon is complete and all monies collected, mail the following to PRBO** (address below):
 - ✓ Counter Summary
 - ✓ Checks and Pledge Cards
 - ✓ Sponsor Tracking Form
 - ✓ A copy of the Bird-A-Thon report and species list that you sent to your sponsors
 - ✓ Donation Submission Form (if turning in final donations)

STEP 5: MARK YOUR CALENDAR to attend the **2011 Bird-A-Thon Awards Event** **Saturday, January 21, 2012** at PRBO Headquarters in Petaluma!