



2009 Bird-A-Thon **STEP-BY-STEP Suggestions for Using Enclosed Forms**

Please note that you may also raise funds for Bird-A-Thon ONLINE at www.firstgiving.com/prbo. You may use the online Bird-A-Thon instead of or in addition to contacting your sponsors by mail or phone. You will note that there is a fee deducted from the donation for an online gift; however, many online gifts are larger, so the total donated to PRBO is often the same or more.

If you need additional printed forms, you may print them at www.prbo.org/birdathon. If you would like fill-in Counter Report Forms and Sponsor Tracking Forms, select the Excel versions. If you would like to download the Sample Letter, select the Word version. We are also happy to send more printed forms. Please call 707.781.2555 x320 or email grecords@prbo.org.

- ❶ **Your Counter Packet Includes:** Pledge Card/Brochures (a new, simpler format this year), Sponsor Tracking Form, and your Counter Report Form. The pledge cards may be all you need to make your request to sponsors, but if you'd also like to send a letter, a sample is enclosed for you to adapt as you wish. The PRBO information sheet will give you more information to share with your potential sponsors. These forms are all available for download at www.prbo.org/birdathon.
- ❷ **Find sponsors to pledge support for your 2009 Bird-A-Thon:** Send pledge cards (or cards and letters) to your friends, family, co-workers, neighbors and local business owners. You may want to include a Bird-A-Thon PRBO background sheet for those that don't know about PRBO. Tell them that the money you raise will be used to protect birds and the environment. Let us know if you need more Pledge Cards.
- ❸ **Fill out your Sponsor List:** Any sponsors that contribute \$40 or more will receive an honorary one-year PRBO membership. Sponsors who do not wish to receive a PRBO membership should be marked accordingly on your Sponsor List.
- ❹ **Go Birding:** You may bird in any location for up to 24 consecutive hours during the period of September 1 through October 15, 2009. 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 Report Form.
- ❺ **Send a letter to your sponsors to thank them for their support:** Provide your sponsors with a list of the birds you identified and some highlights from your day of birding. Thank them for their support and remind them of their pledge, based on your final count. If you would like a supply of the Royal Tern cards to use for your thank you's, please let us know how many.
- ❻ **Complete and return your Counter Report Form:** Mail your checks, Counter Report, Sponsor List, a copy of the letter you sent to your sponsors and a copy of the list of species you identified to PRBO. Please do not hold checks more than two weeks. Submit a new batch with a copy of the Counter Report form. Please be sure that all checks are marked with your name & "BAT09."
- ❼ **Attend the 2009 Bird-A-Thon Awards Event on January 23, 2010 at PRBO.** A hold the date card is enclosed.

If you have any questions, please contact Glenna Records, Membership & Events Manager, at 707.781.2555 x320 or email grecords@prbo.org.