



Fundraising Tips for Birdathon

Need help getting started with fundraising? Here is some information about the important work that Denver Audubon does, ideas on how to ask for pledges, and templates for email and social media.

Your participation in Birdathon raises money for Denver Audubon and our education and conservation programs. For over fifty years, Denver Audubon has passionately worked to inspire conservation actions and to connect our vast network of supporters, advocates, nature enthusiasts, and partners to nature through our diverse programs. These programs help unite us through our passion for birds, other wildlife, and the outdoor spaces these animals call home. Our incredible community continues to work together for the birds and for each other. This year, our Birdathon is more important than ever as Denver Audubon faces major challenges related to COVID-19, including cancelled programs that produce revenue we rely upon.



Ask your friends and family to pledge to you because Denver Audubon:

- Protects birds, other native wildlife, and habitats throughout Denver, from our urban neighborhoods to our numerous open spaces. When we protect birds, we protect all life, and that includes people. Also, birds are cool and we know you love birds.
- Educates over 8,000 adults and children every year about conservation and nature topics through classes, field trips, events, and programs.
- Offers family-friendly experiences in nature at the Audubon Nature Center at Chatfield State Park.

A new tax deduction for charitable gifts is available to all donors this year. The COVID-19 relief bill passed by Congress allows for a new deduction for all charitable gifts.

Charitable Giving Incentive: Includes an above-the-line deduction (universal or non-itemizer deduction that applies to all taxpayers) for total charitable contributions of up to \$300. The incentive applies to contributions made in 2020 and would be claimed on tax forms next year.

How to Ask for Pledges

Tell Your Story

How did you get involved in Denver Audubon? How do you volunteer and in what ways has your involvement enriched your life? How have you seen Denver Audubon's programs benefit your community and the natural places that surround us? Tell donors about the birds you hope to see and include photos from past trips. They will support Denver Audubon because you have such a deep passion for the work and mission.

Be Creative

Here are just a few ways to involve others in your fundraising.

- Ask for donations in lieu of gifts for an upcoming birthday, wedding, anniversary, or retirement.
- Get together virtually with friends and family. Livestream your birding, have a watch party of a nature documentary...however you like to have fun, use the virtual event to raise funds for Birdathon.

Incentivize Your Donors.

Offer a print of one of your bird photos, or handmade goods as a “thank you” for donations.

Use Social Media Including Facebook, Instagram, or Twitter.

Talk about your campaign and goals and include a link to your personal fundraising page. On Twitter? Tweet about your fundraising and use #BirdathonDenver to connect with other volunteers.

Keep Everyone Posted on Your Fundraising Goal

Your friends, family, and coworkers want to see you succeed. In fact, some may donate again if they know you are close to reaching your goal. Share updates on the status of your goal and increase when you reach it.

Email template

Dear _____,

Birdathon is one of Denver Audubon’s biggest fundraisers. Though it won’t be the celebration that Denver Audubon had hoped for, it’s more important than ever as Denver Audubon faces major challenges from having to cancel vital programs. Our goal this year is to raise \$25,000. The money raised is used to carry out Denver Audubon’s mission to “inspire actions that protect birds, other wildlife, and their habitats through education, conservation, and research.” This includes funding for our outreach efforts to inspire and educate about the natural world. For more information, visit audubondenver.org.

I will be participating in Birdathon by _____. Denver Audubon’s mission is important to me because _____. During the current pandemic, it is critical that we continue to protect wildlife and their habitats. That is why I am asking you to support my Birdathon efforts with a gift today.

The easiest way to support my Birdathon effort:

1. Go directly to my pledge page via the following link: (Insert your page link here)
2. Click on the DONATE NOW button and follow directions. Note that you can renew a membership with a minimum \$50 pledge.

The alternative method:

1. Write a check payable to Denver Audubon.
2. In the memo line, write Birdathon, and write my name, so they know who it is you are sponsoring.
3. Mail the check to Denver Audubon % Birdathon, 9308 S. Wadsworth Blvd., Littleton CO 80128.

Thank you so much for your support!

Social Media Template

I’m asking my friends and family to support me as I participate in Birdathon, Denver Audubon's biggest fundraiser. Birdathon supports education and conservation work throughout the Denver region. This year, Birdathon is more important than ever as Denver Audubon faces major challenges related to

COVID-19, including lost revenue from canceled program and events, including bird banding. I will be participating in Birdathon by _____. Denver Audubon's mission is important to me because _____. During the current pandemic it is critical that we continue to protect birds, other wildlife and their habitats. That is why I am asking you to support my Birdathon efforts with a gift today. Follow the link to my fundraising page to make a tax-deductible donation. Thank you!