



SIGN-UP SPONSORS

HOW

The “Ask” — There are four ways to ask for pledges (in order of effectiveness): (i) in person (ii) through social media (iii) on the phone (iv) by personal letter or email. Make the “Ask” as personal as possible. If you choose to write to prospective sponsors, include a self-addressed stamped envelope and a personalized note.

WHAT

Causes — Tell your sponsors what the Birdathon is for and what the money will benefit. Be sure to explain why our causes are important to them and the community – Don’t forget to mention the significance of Derby Hill. Use articles and other printed materials about OAS to distribute with your pledge forms and sign-up sheets. Encourage donors to visit the OnondagaAudubon.com web site.

Ask for a Specified Amount — Suggest the option of giving a flat donation, the choice of pledging a specific amount per species, or get creative. It all depends on the people you solicit and the different levels of giving they can offer.

WHY

New Members — Use this as a way to bring new faces into the chapter, tell first-time sponsors about the benefits of joining the National Audubon and OAS. Membership benefits include a subscription to AUDUBON magazine, as well as the *Kestrel*.

Outreach — Use Birdathon as an opportunity to tell people about Audubon’s mission of conservation, environmental education and advocacy on local and national levels.

WHO

People You Know — People give to those they know and trust. Supporting a worthy cause for a trusted loved one makes people feel good. These people include: spouse, parent, sibling, best friend, cousin, neighbor, and co-worker. Don’t forget to circulate a sponsor sheet at work and make sure that your own pledge is the first. Sharing a paypal link online is an easy way to get many friends to pledge a small amount and those donations can add up.

Your “Personal Public” — Ask your associates and the people you do business with each day. From your physician, lawyer and accountant to veterinarian, dry cleaner, and insurance agent, anyone you come in contact with is fair game.

Matching Donations — Ask your donors if their employer will match their Birdathon donation(s). Be sure to mention that OAS is a 501(c)(3) nonprofit organization and that contributions are tax-deductible.

FUNDRAISING TIPS

It would appear that our most successful fundraisers tap family, friends, co-workers, and other groups to which they belong for sponsors. A sign-up sheet that can be posted on the wall in break rooms, lobbies, etc., (where ever people in your organization collect) has been very effective. You will find copies of a version attached, or else feel free to make your own.

Some employers offer matching donations. Hence if you can sign up a bunch of people at work by hanging the sign up sheet next to the coffee maker or near your desk, your employer may match the donations. If your employer offers this, please try to take advantage of it.

Ultimately, a non-profit, volunteer-based organization such as ours is faced with the reality of funding its conservation and education programs, which are very important for the future of birds and other wildlife. Also, through Derby Hill's spring hawk count, OAS is conducting significant research on raptor migration. This research has never been more alive and vital than it is today (please visit us at Derby Hill to find out more). Please emphasize to potential sponsors the importance of OAS's mission of conservation, education, and research.

Participating in Birdathon always is a lot of fun, and fundraising can make even more rewarding. Good luck, and as always, your efforts are greatly appreciated by the coordinators and the Onondaga Audubon Society Board of Trustees.

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