



41st

BLOOMIN' BIRDATHON

Let's Do This! Nature is Counting on Us.

April 15 – May 31, 2021

Let's count for a great cause!

WHAT IS THE BLOOMIN' BIRDATHON?

The *Bloomin' Birdathon* is our annual fundraising event that provides an excellent opportunity for you, your family, friends and coworkers to engage with nature in a fun outdoor activity while providing important support for ANS's environmental education and conservation programs.

This year, your participation is more important than ever! Over the past year, ANS has lost significant income. We couldn't run many programs – especially our school programs – so we need your help to bring back our furloughed staff and restart our important environmental programs.

Support of the Bloomin' Birdathon will enable ANS to reopen effectively and provide all our services to protect nature and our natural environment. THANK YOU for helping to make this possible.

BLOOMIN' BIRDATHON GUIDELINES

Participation in this event is easy and open to novice and experienced nature enthusiasts of all ages – you don't have to be an expert to count – and you can count from home, in your yard, on walks around your neighborhood, in nearby parks or do several trips to your favorite natural areas.

- You can count birds and/or blooms (or other species, if you want) over multiple days (April 15 – May 31) but no more than 24 hours in total. Identifying a bird call counts as a sighting, too.
- Feeder counts and Bird Cam counts over a 24-hour period are encouraged for those who don't want to go out.
- Children can count anything and/or use one of our games as often as they want.
- All counters and their sponsors will receive a 20% discount coupon to the ANS shop.

Please use the resources in the packet for a fun experience counting for a cause and, as always, please be sure to follow CDC guidance and government regulations for social distancing.

Register

- Sign up [online](#) or email Jacky Wershbaile at jacky.wershbaile@anshome.org to register.

Raise Funds

- Ask family and friends to sponsor your efforts or just sponsor yourself. Sponsors can pledge an amount for each species you identify or make a fixed donation.
- Use the enclosed email template to invite potential sponsors to support your efforts and raise critical funds for ANS.
- Promote your participation on Facebook or Twitter. Include pictures of what you hope to see during your count.

Audubon Naturalist Society

Woodend Nature Sanctuary, Headquarters | 8940 Jones Mill Road Chevy Chase, MD 20815 | anshome.org

- Tell your sponsors all about your adventure.
- Direct your sponsors to the Bloomin' Birdathon webpage: anshome.org/birdathon-donation to make their donation in support of your count.
- You can also mail your collected pledges and donations to:

Audubon Naturalist Society
Attn: Bloomin' Birdathon
8940 Jones Mill Road
Chevy Chase, MD 20815

Count

- Count birds, blooms or other species over a non-consecutive 24-hour period between April 15 and May 31, 2021.
- Because of social distancing restrictions, we encourage participants to carefully follow CDC and government guidelines regarding where you go to count. We have included materials about Feeder Watches and Bird Cam watches that you can do from your home. Just counting on walks around your neighborhood could be very lucrative.

Want to participate but don't want to solicit sponsors?

- Here's a challenge! See how many birds and/or blooms you can count and send ANS a donation for that amount - or a multiple of that amount!
- Make a direct tax-deductible donation to the ANS *Bloomin' Birdathon* at anshome.org/Birdathon-donation and show your support for our environmental education and conservation programs.

MATERIALS

To help you get started, the following items are enclosed:

- | | |
|--|-------------------------------|
| • Bloomin' Birdathon Sponsor Sheet | • Wildflower Checklist |
| • Donation Form for your Sponsors | • A Guide to Nature ID Apps |
| • Sample Sponsor Request Email/Letter and Facebook Posts | • Feeder Watch Instructions |
| • Birding Checklist | • Bird Cam Watch Instructions |

All forms can be downloaded from our website: anshome.org/birdathon or sent to you via email.

If you need more bird seed or materials to help identify species, our Naturalist Shop is open for online ordering and delivery: <https://audubon-naturalist-society.square.site/>

You'll want to start by setting a fundraising goal. We suggest a minimum of \$100 per person. Aim high – think about all the creative ways in which you can raise money and have fun with it!

You are the key to the success of the Bloomin' Birdathon, and to everything ANS hopes to accomplish. We thank you for your commitment to nature and the natural world around us.

QUESTIONS?

Please contact Jacky Wershale at: jacky.wershale@anshome.org or 301-652-9188 x31



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SPONSOR TRACKING SHEET

Use this sheet to track your sponsors. Please send this report to ANS after completing your count.

Name/Team Name: _____

Email: _____ Phone: _____

Street Address: _____

City/State: _____ Zip: _____

TOTALS Birds: _____ Trees: _____ Flowers: _____ Butterflies: _____ Other: _____

Location(s): _____

*All donations to the Audubon Naturalist Society are tax-deductible to the fullest extent of the law.
All sponsors will receive a thank you letter for tax purposes.*

Track donation on the form below

Sponsor's Name	Address, Phone, and/or Email	Pledge	Paid

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SPONSOR FORM

Name of counter/s:

Thank you for choosing to support the Audubon Naturalist Society as a Bloomin' Birdathon Sponsor.

Sponsor Name: _____

Address: _____

Phone: _____

Email: _____

DONATE: You may sponsor a counter or make a general donation in support of the *Bloomin' Birdathon*.

Name of Individual or Family: _____

General Donation in support of the *Bloomin' Birdathon* \$ _____

DONATION AMOUNT:

\$ _____ per species pledge **OR** \$ _____ fixed donation

Donations and pledge payments can be made online or by check. (Remember to mention who you are sponsoring.)

Online donation and pledge payments: anshome.org/birdathon-donation

Checks made payable to: Audubon Naturalist Society

Mail to: Audubon Naturalist Society
Attn: Bloomin' Birdathon
8940 Jones Mill Rd
Chevy Chase, MD 20815

All donations to ANS are tax-deductible to the fullest extent of the law.

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SAMPLE SPONSOR REQUEST EMAIL/LETTER

Share your love of nature with your friends, family and coworkers. Invite them to sponsor you in the 41st Annual Bloomin' Birdathon! Personal emails, letters and phone calls go along way when asking for support. Make a list of potential sponsors and email or call at least 5 potential sponsors a week. You'll reach your fundraising goal in no time!

The following is a sample email/letter to use when soliciting sponsors. Remember, the more personal you make it, the more effective it will be.

Dear _____,

Aren't you glad that this terrible pandemic is almost behind us? Thank goodness for nature. Over the past year, I have found tremendous solace in my daily walks around my neighborhood/working in my garden/watching birds at my feeder. Nature has given me so much and I want to do my part to protect it.

I have decided to do that by participating in Audubon Naturalist Society's (ANS) special Bloomin' Birdathon. ANS works to protect our region's natural environment and provides environmental educational programs for children and adults.

I have set a personal goal of raising \$_____ to help ANS's work.

You can protect nature, too, by donating funds to help me reach my goal.

On my walks over the next few weeks, I am hoping to see at least ___ different type of bird species [or wildflowers or flowering trees] (insert what you are going to count). Personally, I'm hoping to see a _____ -- my favorite bird [tree in bloom etc.]

I'd love to have your support! Please complete the enclosed Sponsor form to support me. After I have finished my count, I will let you know my results. PLUS – all my sponsors will receive a 20% discount coupon the ANS shop which has lots of wonderful natural history books and gifts for all ages.

If you would like to donate online, [you can do so here](#). You may also donate by check. Please make your check out to the Audubon Naturalist Society and mail it to the Audubon Naturalist Society Attn: Bloomin Birdathon 8940 Jones Mill Road Chevy Chase, MD 20815. Don't forget to include my name in the "memo" portion of the check!

I'm looking forward to [meeting up with you again soon and] telling you all about my adventures. Thank you in advance for your support and stay safe and healthy!

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Sample Social Media Posts

Social Media platforms like Facebook, Twitter and Instagram are ideal for sharing your enthusiasm for birds, nature and Audubon Naturalist Society. Not only will your posts keep sponsors and supporters up-to-date on your progress, you might just inspire them to want to learn more about nature themselves.

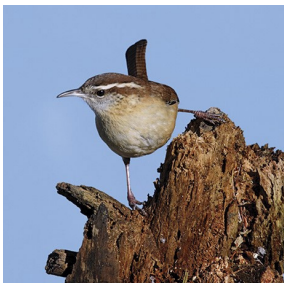
One of the most important elements for creating compelling social media posts is to convey excitement and emotion. Be sure to let people know why you are excited about participating in the ANS Birdathon and why you are passionate about nature. And good photos are a must! Posts with a photo (or video) tend to get more attention from your friends and followers.

Please tag us so that we can share your posts!

Facebook: @AudubonNaturalistSociety • Twitter: @ANSTweets • Instagram: @ansnature

Hashtag: #ANSBirdathon

SAMPLE POSTS



This Carolina Wren is going on my count list for the #ANSBirdathon. It's so great to get outside and help support nature education and conservation at the same time! You can help, too, at anshome.org/birdathon-donation



It's my first #ANSBirdathon and this Carolina Wren is the first bird on my count list! I love being outside right now. You can join the fun AND support conservation and nature education from your own backyard! Learn how at anshome.org/birdathon



This beautiful Virginia Bluebell is going on my list of blooms for the @ANSTweets #ANSBirdathon. You can enjoy the outdoors and support nature education and conservation, too: anshome.org/birdathon



The 2021 #ANSBirdathon is more fun than ever. I don't know much about birds so I'm counting wildflowers like these Virginia Bluebells. Or you can count trees. Or butterflies. Whatever you count helps @ANSTweets conservation & nature education programs: anshome.org/birdathon



Woodend Sanctuary (ANS Headquarters) | 8940 Jones Mill Rd, Chevy Chase, MD 20815

Rust Nature Sanctuary | 802 Children's Center Rd, SW, Leesburg, VA 20175



anshome.org/birdathon



Black-bellied Whistling Duck*		
Fulvous Whistling Duck		
Pink-footed Goose*		
Greater White-fronted Goose		
Snow Goose		
Ross's Goose		
Brant		
Barnacle Goose*		
Cackling Goose		
Canada Goose		
Mute Swan		
Trumpeter Swan*		
Tundra Swan		
Wood Duck		
Gadwall		
Eurasian Wigeon		
American Wigeon		
American Black Duck		
Mallard		
Blue-winged Teal		
Cinnamon Teal*		
Northern Shoveler		
Northern Pintail		
Green-winged Teal		
Canvasback		
Redhead		
Ring-necked Duck		
Tufted Duck*		
Greater Scaup		
Lesser Scaup		
King Eider**		
Common Eider**		
Harlequin Duck**		
Surf Scoter		
White-winged Scoter		
Black Scoter		
Long-tailed Duck		
Bufflehead		
Common Goldeneye		
Barrow's Goldeneye*		
Hooded Merganser		
Common Merganser		
Red-breasted Merganser		
Masked Duck*		
Ruddy Duck		
Northern Bobwhite		
Ring-necked Pheasant		
Ruffed Grouse		
Wild Turkey		
Red-throated Loon		
Pacific Loon*		
Common Loon		

Pied-billed Grebe		
Horned Grebe		
Red-necked Grebe		
Eared Grebe		
Western Grebe*		
American Flamingo*		
Yellow-nosed Albatross*		
Northern Fulmar**		
Herald Petrel*		
Black-capped Petrel*		
Cory's Shearwater**		
Cape Verde Shearwater*		
Great Shearwater**		
Sooty Shearwater**		
Manx Shearwater**		
Audubon's Shearwater**		
Wilson's Storm-Petrel**		
White-faced Storm-Petrel*		
Leach's Storm-Petrel**		
Band-rumped Storm-Petrel*		
White-tailed Tropicbird*		
Wood Stork*		
Magnificent Frigatebird*		
Brown Booby*		
Northern Gannet**		
Neotropic Cormorant*		
Double-crested Cormorant		
Great Cormorant**		
Anhinga		
American White Pelican		
Brown Pelican**		
American Bittern		
Least Bittern		
Great Blue Heron		
Great Egret		
Snowy Egret		
Little Blue Heron		
Tricolored Heron**		
Reddish Egret*		
Cattle Egret		
Green Heron		
Black-crowned Night-Heron		
Yellow-crowned Night-Heron		
White Ibis		
Glossy Ibis		
White-faced Ibis**		
Roseate Spoonbill*		
Black Vulture		
Turkey Vulture		
Osprey		
Swallow-tailed Kite		
White-tailed Kite*		
Mississippi Kite		
Bald Eagle		

Northern Harrier		
Sharp-shinned Hawk		
Cooper's Hawk		
Eared Grebe		
Northern Goshawk*		
Red-shouldered Hawk		
Broad-winged Hawk		
Swainson's Hawk*		
Red-tailed Hawk		
Rough-legged Hawk		
Golden Eagle		
Yellow Rail*		
Black Rail**		
Corn Crane*		
Clapper Rail**		
King Rail		
Virginia Rail		
Sora		
Purple Gallinule*		
Common Gallinule		
American Coot		
Limpkin*		
Sandhill Crane		
Black-necked Stilt**		
American Avocet		
American Oystercatcher**		
Northern Lapwing*		
Black-bellied Plover		
American Golden-Plover		
Wilson's Plover*		
Semipalmated Plover		
Piping Plover**		
Killdeer		
Spotted Sandpiper		
Solitary Sandpiper		
Greater Yellowlegs		
Willet		
Lesser Yellowlegs		
Upland Sandpiper		
Eskimo Curlew*		
Whimbrel**		
Long-billed Curlew*		
Hudsonian Godwit**		
Marbled Godwit**		
Ruddy Turnstone		
Red Knot		
Ruff**		
Stilt Sandpiper		
Curlew Sandpiper*		
Red-necked Stint*		
Sanderling		
Dunlin		
Purple Sandpiper**		
Baird's Sandpiper		
Little Stint*		

Least Sandpiper		
White-rumped Sandpiper		
Buff-breasted Sandpiper		
Pectoral Sandpiper		
Semipalmated Sandpiper		
Western Sandpiper		
Short-billed Dowitcher		
Long-billed Dowitcher		
Wilson's Snipe		
American Woodcock		
Wilson's Phalarope		
Red-necked Phalarope		
Red Phalarope**		
Great Skua*		
South Polar Skua*		
Pomarine Jaeger**		
Parasitic Jaeger**		
Long-tailed Jaeger*		
Dovekie**		
Common Murre**		
Thick-billed Murre*		
Razorbill**		
guillemot, species*		
Atlantic Puffin**		
Black-legged Kittiwake**		
Sabine's Gull*		
Bonaparte's Gull		
Black-headed Gull**		
Little Gull**		
Ross's Gull*		
Laughing Gull**		
Franklin's Gull**		
Black-tailed Gull*		
Mew Gull*		
Ring-billed Gull		
California Gull*		
Herring Gull		
Yellow-legged Gull*		
Thayer's Gull**		
Iceland Gull**		
Lesser Black-backed Gull**		
Glaucous Gull**		
Great Black-backed Gull**		
Kelp Gull*		
Sooty Tern**		
Bridled Tern**		
Least Tern**		
Gull-billed Tern**		
Caspian Tern		
Black Tern		
Roseate Tern*		
Common Tern		
Arctic Tern*		
Forster's Tern		

Royal Tern**		
Sandwich Tern**		
Black Skimmer**		
Rock Pigeon		
Eurasian Collared-Dove*		
White-winged Dove*		
Mourning Dove		
Inca Dove*		
Common Ground-Dove*		
Yellow-billed Cuckoo		
Black-billed Cuckoo		
Groove-billed Ani*		
Barn Owl		
Eastern Screech-Owl		
Great Horned Owl		
Snowy Owl		
Burrowing Owl*		
Barred Owl		
Long-eared Owl		
Short-eared Owl		
Northern Saw-whet Owl		
Common Nighthawk		
Chuck-will's-widow		
Eastern Whip-poor-will		
Chimney Swift		
Green Violetear*		
Ruby-throated Hummingbird		
Anna's Hummingbird*		
Rufous Hummingbird		
Allen's Hummingbird*		
Calliope Hummingbird*		
Belted Kingfisher		
Red-headed Woodpecker		
Red-bellied Woodpecker		
Yellow-bellied Sapsucker		
Downy Woodpecker		
Hairy Woodpecker		
Red-cockaded Woodpecker*		
Northern Flicker		
Pileated Woodpecker		
American Kestrel		
Merlin		
Gyrfalcon*		
Peregrine Falcon		
Olive-sided Flycatcher		
Eastern Wood-Pewee		
Yellow-bellied Flycatcher		
Acadian Flycatcher		
Alder Flycatcher		
Willow Flycatcher		
Least Flycatcher		
Hammond's Flycatcher*		
Eastern Phoebe		
Say's Phoebe*		

Vermilion Flycatcher*		
Ash-throated Flycatcher*		
Great Crested Flycatcher		
Tropical Kingbird*		
Western Kingbird		
Eastern Kingbird		
Gray Kingbird*		
Scissor-tailed Flycatcher*		
Fork-tailed Flycatcher*		
Loggerhead Shrike*		
Northern Shrike		
White-eyed Vireo		
Bell's Vireo*		
Yellow-throated Vireo		
Blue-headed Vireo		
Warbling Vireo		
Philadelphia Vireo		
Red-eyed Vireo		
Blue Jay		
American Crow		
Fish Crow		
Common Raven		
Horned Lark		
Purple Martin		
Tree Swallow		
Northern Rough-winged Swallow		
Bank Swallow		
Cliff Swallow		
Cave Swallow		
Barn Swallow		
Carolina Chickadee**		
Black-capped Chickadee		
Boreal Chickadee*		
Tufted Titmouse		
Red-breasted Nuthatch		
White-breasted Nuthatch		
Brown-headed Nuthatch**		
Brown Creeper		
Rock Wren*		
House Wren		
Winter Wren		
Sedge Wren		
Marsh Wren		
Carolina Wren		
Bewick's Wren*		
Blue-gray Gnatcatcher		
Golden-crowned Kinglet		
Ruby-crowned Kinglet		
Northern Wheatear*		
Eastern Bluebird		
Mountain Bluebird*		
Townsend's Solitaire*		
Veery		



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A Guide to Nature ID Apps

The **Audubon Bird Guide** app allows the user to identify a bird based on observations, learn more about bird species through the field guide, explore birding hotspots, share photos, and keep track of all bird sightings. The field guide features over 3,000 photos, over eight hours of audio clips of songs and calls, multi-season range maps, and in-depth text by leading North American bird expert Kenn Kaufman.

The **Merlin Bird ID App** is very useful in helping you identify a bird you see based on its size, colors, where you saw it (trees, flying overhead etc.), time of day, and your location. It acts a field guide with both pictures and sounds, and has numerous catalogs of bird species for specific regions of the world.

The **e-Bird App** goes hand-in-hand with the Merlin Bird App above and is the official community science app that Cornell Lab of Ornithology uses to track bird populations. As a user, you create a checklist in which you log all of the birds you are able to identify while you are birding and then submit the list when you are done. The app even tracks your personal stats so you can see how many total species you've seen and where you've seen them.

BirdSong ID USA is an app that can automatically identify a bird by its call or song. It focuses on birds of the United States and requires the user to input a recording of the call they hear. The app is available for \$5.

The **iNaturalist** app is another community science app designed to help users identify any and all things nature through pictures or sounds. iNaturalist reinforces user identifications through peer review by experts and other users, giving you more confidence in your observations.

Seek by iNaturalist is an easy-to-use app to identify trees, plants, and animals using image recognition software. Simply hold your camera up to a plant, organism, or leaf and the app will identify it in real-time.

Virginia Tech's VTree uses your location to generate a list of likely trees in your area. Answer a short list of questions to help narrow down the possibilities and identify the tree or woody plant you are examining. Explore different species through detailed fact sheets with pictures of leaves, flowers, fruit, twig, and bark.

The **Flora of Virginia** app is based on the comprehensive book by the same name and covers the flora of Virginia, Maryland, and West Virginia, along with many regions east of the Mississippi. The app has information on nearly 3,200 plant species in nearly 200 families and allows the user to identify a plant using a helpful graphic key. The app is available for \$20.



April 15 – May 31, 2021

GUIDE TO FEEDER WATCHING

Counting birds as they feed at your feeder is a great way to participate in the ANS Bloomin' Birdathon without having to leave your home. Here's how you do it.

- 1) Choose a day on which you are going to count.
- 2) Register as a counter at: <https://anshome.org/birdathon-register>
- 3) Send a letter or email to your family, friends and colleagues asking them to donate a certain amount per species that you see. You can use language from the Sample Sponsor Request Email/Letter in this packet. Be sure to give your sponsors a sense of how many different birds you think you might see.
- 4) Do your count - and good luck!
- 5) Let your sponsors know how many species you saw. Include some fun sightings and stories. Ask your sponsors to make their checks out to Audubon Naturalist Society and note on the check that this is for your Birdathon count.
- 6) Your sponsors can mail their checks directly to Audubon Naturalist Society at:

Audubon Naturalist Society
Bloomin' Birdathon
8940 Jones Mill Road
Chevy Chase, MD 20815

Or they can donate directly online at: <https://anshome.org/Birdathon-donation>

- 7) Watch for your special invitation to a reception later this year recognizing all our Birdathon Counters and their sponsors.

Need more bird seed? The ANS Naturalist Shop is now open 11am – 3pm every day (except Wednesdays and Sundays) and is taking online orders for home delivery. You can order your seeds, suet and bird feeders here: <https://audubon-naturalist-society.square.site>

If you enjoy Feeder Watching, check out Cornell's Feeder Watch Program at: <https://feederwatch.org>

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April 15 – May 31, 2021

GUIDE TO BIRD CAM WATCHING

Counting birds as you watch various Bird Cams online is another great way to participate in the ANS Bloomin' Birdathon without having to leave your home. Here's how you do it.

- 1) Choose a day or a 24-hour (non-consecutive) period on which you are going to count.
- 2) Register as a counter at: <https://anshome.org/birdathon-register>
- 3) Send a letter or email to your family, friends and colleagues asking them to donate a certain amount per species that you see on various bird cams. You can use language from the Sample Sponsor Request Email/Letter in this packet. If you can, try to give your sponsors a sense of how many species of birds you think you might see.
- 4) Do your count by finding and watching bird cams from around the USA and count how many different species you see within your chosen time period. Here's a couple of links to get you started: <https://www.allaboutbirds.org/cams> <https://www.audubon.org/birdcams>
- 5) Let your sponsors know how many species you saw. Include some fun sightings and stories. Ask your sponsors to make their checks out to Audubon Naturalist Society and note on the check that this is for your Birdathon count.
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