



41st

BLOOMIN' BIRDATHON

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

April 15 – May 31, 2021

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!

Audubon Naturalist Society

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