



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:

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| • 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