



Birdathon Rules

I. Competition Date and Deadline

- A. Birdathon Competition Dates: Teams can participate any day during Saturday, April 29 to Sunday, May 21, 2023. BirdCast can help you pick an ideal day (<https://birdcast.info>).
- B. Teams may register as a Field Birdathon Team (\$250/team fundraising minimum) or Backyard Birdathon Team (individual or household only; \$100/team fundraising minimum). Turn in your team's registration form and team photo to the Birdathon Coordinator by April 15 (dan.scheiman@audubon.org). This gives Audubon time to build your team's webpage. The sooner you submit your information, the sooner your webpage will be ready for action. Teams will receive free t-shirts, stickers, and car magnets.
- C. Fun, creative, punny, birdy team names are highly encouraged, e.g. Tireless Turnstones, Three Shrikes and You're Out, No Egrets, Owl Be Darned, Accipiterrific, Veery Good Time.
- D. Teams may bird for a 24-hr period (12am-11:59pm) on the day of your birdathon. You can bird anywhere in the state
- E. Pledge sheets and checklists for your team must be in by 5pm on Monday, May 22.
- F. Team reports, ideally with photos from the field of your team and good birds, are due Thursday, June 1. We'll use these to write articles about BirdAR.
- G. BirdAR Bird Bash will be held virtually on Wednesday, May 24, at 7pm via Zoom. Prizes will be awarded for Most Species (Field Team), Most Species (Backyard Team), and Most Money Raised.

II. Competition Objectives

- A. Raise money for Audubon Delta to support our bird conservation and environmental education work in Arkansas.
- B. Identify as many bird species as possible during the count period.
- C. Expand community involvement and increase public awareness of birds and birding.

III. Competition Rules

- A. Two to five participants constitute a Field Birdathon Team. An individual or household constitutes a Backyard Birdathon Team. An individual cannot bird for more than one team.
- B. Field Team members must bird together, carpooling as a social pod or in socially distanced caravans. When not driving all team members must stay within hearing distance of one another. No solo birding. Birds reported must be identified by at least two team members. For teams

consisting of only two members, both must see or hear each species.

C. Birds can be identified by sight or sound.

D. Birds must be alive, wild, and unrestrained, including those attracted by audio recordings or feeders. Injured birds may be counted if wild and unrestrained. Eggs do not count as birds. Neither ornamental waterfowl nor escaped cage birds can be counted.

E. Count only full species; no slash or spuh taxa. Enter your team's compiled species list on the spreadsheet provided upon registration. Use an X to indicate species detected. Write-ins are added at the bottom. Enter your team name at the top. Email to dan.scheiman@audubon.org. Please also email Dan a brief summary of your birding by June 1 for him incorporate into a news article. If you are going to write a longer summary of your day to your donors, which we encourage, share this with Dan and he'll extract highlights.

F. Each team must raise or contribute a minimum of \$250 (Field) or \$100 (Backyard) to be eligible for prizes. Supporters can contribute prior to the Birdathon (online on the team's web page, check/cash via mail to 4500 Springer Blvd., Little Rock, AR 72206) or pledge to contribute after the Birdathon by filling out a team's pledge sheet. Online donations are preferred. Teams will periodically be informed of donations received via mail. Teams should note all donations and pledges on their pledgesheet(s).

G. Each participant should strive to maintain proper birding ethics at all times. Follow the American Birding Association's Code of Birding Ethics. Abide by all endangered or threatened species laws and regulations. Obey posted propertyrules.

H. You are encouraged to use social media to share your sightings during the event. Use #BIRDAR to tag your posts.

Birdathon Coordinator: Contact Dan Scheiman at dan.scheiman@audubon.org or 501-244-2229.



BIRDATHON 2023 REGISTRATION FORM

April 29-May 21, 2023

BIRDAR

Select one:

Field Team

Backyard Team

Team Name: _____

Team Captain: _____

<i>Team Members</i>	<i>Address, City, State and Zip</i>	<i>Phone</i>	<i>Email</i>	<i>Tshirt Size</i>	<i>Car Magnet Y/N</i>

Team Description* A few fun facts about your team. Why are you participating? Why do you love birds? Attach separate page, if needed.

E-mail a team photo along with this form. If no photo is provided, a BIRDAR logo will be used in its place.

Your team's fundraising goal
(Backyard/\$100 min.; Field/\$250 min.): _____

Your team's species goal: _____

Please return this form before April 15, 2022 to Dan Scheiman at dan.scheiman@audubon.org or mail to 4500 Springer Blvd., Little Rock, AR 72206.

*Team name, description, and bird/fundraising goals will be uploaded to the BirdAR-Birdathon website.



ar.audubon.org

4500 Springer Blvd., Little Rock, AR 72206 (501)-244-2229 - (501) 244-2231 (fax)



BIRDATHON 2023 Pledge Tracker

Team Name _____

Page _____ of _____

PLEASE PRINT LEGIBLY

Sponsor's Name _____ Phone _____
 Email _____ Amt Pledged \$ _____ Per species Set pledge
 Address _____ Amount Owed \$ _____ Amount Paid \$ _____
 City, St Zip _____ By: Check Cash On-line Date Paid _____
 -Office Use Only- Confirmed Payment: _____

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Total amount due from this page: _____

Total amount collected from this page: _____

IMPORTANT! To be eligible for prizes, you must turn in ALL FORMS to Audubon via email, mail, or in-person by 5:00pm, Monday, May 22, 2023.

Online donations are preferred and should be submitted to each team's donation page.

Instructions: 1) Record all pledges and donations here. Download additional forms at ar.audubon.org/bird-lr or contact dan.scheiman@audubon.org. Collect as much information as you can. 2) Checks (made out to Audubon Delta, BirdAR in memo) should be mailed to 4500 Springer Blvd., Little Rock, AR 72206. Call or email to make arrangements for cash, 3) Keep a copy for your records.



Tips for Getting Birdathon Donations

Asking people for money can seem daunting, but once you get started, it's not all that hard. Here are tips on how to make YOUR Birdathon fundraising easy.

1. **Make a list** of everyone you know: Neighbors, friends near and far, co-workers, old college roommates, acquaintances from the gym, other parents in your child's school....
2. **Cast a wide net.** Not everyone will give. But the more people you ask, the more "yeses" you'll get.
3. **Think of people whose causes you've supported.** Did you sponsor them in a fundraising walk last year? They'll be more likely to sponsor you in Birdathon.
4. **Don't feel embarrassed.** Most people will respect you for caring enough about birds and wildlife conservation to put your time and effort into the Birdathon.
5. **Approach people!** Share your team's fundraising page through Facebook, email etc. Write them a personal note. Call them. Or better yet, meet them in person for coffee, lunch, glass of wine, or dinner.
6. **Develop talking points** (see below) and tell them why Audubon Arkansas is important to you. Did you attend an event at the Little Rock Audubon Center? Have you learned something from Audubon staff? Do you want your grandchildren to be able to see swifts and warblers when they grow up?
7. **Offer Bird Bash tickets as an incentive.** "For a donation of \$\$ you can enjoy free food and drink while celebrating birds with me and our fellow birders."
8. **Follow up.** If you don't hear a response, email them a second and third time saying, "I want to make sure you got my note about Birdathon." If you are worried about being too pushy, remember how crowded people's inboxes are – the first time, they may not have seen your note, and the second time they may have intended to make a donation but forgot. Third time's a charm!
9. **TALK ABOUT Birdathon.** During your coffee break at work, or in the locker room at the gym, or on your Facebook page, or over lunch with a friend. Tell people how much you're looking forward to the exciting Birdathon big day you're planning.

10. **Be open and serious.** If you let people know you have a fundraising goal, and that you're nervous about how to reach it, some of them will step up to help. Wouldn't you do the same for a friend?

11. **Thank your donors!** Acknowledge their contribution as soon as you receive it. Tell them you will let them know your success in the Birdathon and will send pictures from your field trip. If they don't decide on the spot to support you, thank them for thinking about it.

Again, TALK ABOUT Birdathon. People will respond to your enthusiasm for birds, nature and Audubon. Tell the world. Who knows... you might inspire them not just to donate, but to learn more about their backyard birds or try birding.

Talking Points

Prepare ahead. Develop a script. Here are some points you can include, but the important thing is to make it your own:

- With a very small staff and dedicated volunteers, Audubon Arkansas leads environmental education field trips at the Little Rock Audubon Center (LRAC) for K-12 students, offers bird-related program and resources, and hosts an after-school and summer program at the LRAC for underserved students from Little Rock's Granite Mountain community.
- Audubon Arkansas has been advocating for birds, restoring vital habitat, and educating people of all ages about birds and other wildlife since 2000. People equate Audubon with birds and birds with Audubon.
- Climate change and ongoing loss of habitat are taking a toll on birds everywhere, no less in Arkansas where 152 of our bird species are threatened by climate change. We need Audubon Arkansas to continue to be a strong voice for protecting birds and natural habitats and to have enough funds to carry out its mission for years to come.
- All funds raised by the Birdathon go directly to Audubon Arkansas. The money stays right here in Arkansas to help our native bird populations survive and thrive, and to inspire and educate current and future generations about the wonders of our natural world. Audubon Arkansas is a 501c3 non-profit so your donations are tax-deductible.
- Birds mean a lot to me because...



eBirding Your Birdathon

You are not required to enter your Birdathon list into eBird. All we need is the spreadsheet with your species checked.

If you are going to eBird some or all of it, please remember the following:

- 1) eBird prefers location specificity. Keeping track of sightings for each place that you bird throughout the day provides far better information on the birds of an area than a single day-long list entered at the county level. The preferred approach is a separate checklist (with time and effort) for each location you bird, e.g. Two Rivers Park, Frazier Pike, Lake Maumelle--Vista Point, Highway 300, with birds seen in between those areas entered at the City level or County level depending on whether you are inside or outside a city's limits. Don't feel obligated to continuously create checklists all day long.
- 2) At a minimum, keep a separate list for each county. County boundaries are important for eBird so a single checklist that includes birds from multiple counties is not acceptable. Each time you cross a county line start a new county-level checklist (with a new start time and effort).
- 3) If using the eBird app in the field, appropriate hotspots can be found under the option to **Choose a location/Nearby/Recommended**. Otherwise create a new personal location and give it a meaningful name.
- 4) Most of your checklists will be traveling counts with accurate mileage and duration. You should subtract your miles spent backtracking. eBird just wants the one way distance of the mileage you covered. For example, if you walk two miles along a trail to check a lake, and then return on the same trail, the total mileage should be 2 (not 4) and the duration should be the entire time spent for the out-and-back trip.
- 5) Be sure to keep your nocturnal (owling/railing) list separate from your other checklists, even if you are covering the exact same site. eBird prefers to keep nocturnal birding efforts distinct from diurnal efforts since there is a great difference in the species you find.
- 6) After all your lists are in eBird (and you've shared those lists with your teammates), it is easy to compile your species' tallies for the day. In the iPhone version of the app, under Checklists tap Trip Summaries, then Today, then at the bottom of the screen tap Email Checklist. If you don't use an iPhone and/or you want to compile checklists from multiple people you can use the Trip Reports tool under My eBird at eBird.org, or use this web-based compiler: <https://www.faintlake.com/eBird/compiler>

Questions? Contact Dan Scheiman at dan.scheiman@audubon.org.