

Bird City Wisconsin and the Great Wisconsin Birdathon: **Working Together to Raise Money for Birds**

Do you like watching birds? How about supporting conservation? Did you know that you can do both at the same time? It's true! All you have to do is sign up for the [Great Wisconsin Birdathon](#).

Last year's top Bird City team was the Muirland Merlins (Marquette County) who raised an outstanding \$1,317. Overall, the 2015 Birdathon raised \$57,000. Our goal for 2016 is \$70,000 – **please help us reach it!**

How Does It Work?

Think of this as a walkathon with binoculars and a bird book. Participants will spend one day bird watching between April 15 and June 15. Before heading out that day, participants collect pledges, either for the day as a whole or for each species seen, spend the day birding, and report the number of species seen so that the pledges can be collected. It's that simple! We have a web site to do all the rest of the work and bookkeeping.



Where Does the Money Go?

50% of the funds your team raises will go to a local environmental organization, conservation club, birding or education group, or to support your local Bird City Wisconsin efforts. These funds can also be donated directly to Bird City Wisconsin (through the Milwaukee Audubon Society) if you would like to support the organization that has done so much for birds and people across the state and the region.

The other half of the money you raise goes to the Bird Protection Fund (BPF) of the Natural Resources Foundation. The BPF is a vital source of funding for conservation projects in Wisconsin, and without its annual support Bird City Wisconsin might not be here today.

Where Can I Go Birding?

You can bird anywhere: your back yard, an urban park, at work, or anywhere else where you can find birds. Some teams put on a lot of miles and see an incredible number of species. Please don't let this intimidate you – the twin goals of the Great Wisconsin Birdathon are to enjoy birding and raise money for conservation -- so please go birding wherever you will have the most fun.



How Do I Sign Up?

You can participate either as an individual or you can form a team.

If you want to participate as an individual, you will still need to join a team to be able to register on the website. However, Bird City Wisconsin has already created 96 teams, one for each Bird City, so just join the team from your community and you are all set!

If you would like to be your community's team captain, something that we highly encourage, please send us an email at birdcitywisconsin@gmail.com and we will take care of it.

➤ **To join a team, fill out the information [on the Great Wisconsin Birdathon's website](#).**

Select your community from the drop down menu on the upper right under "Fundraising" that asks "Which team would you like to join?" If you would like the local 50% of the funds you raise to go directly to Bird City Wisconsin, please enter Milwaukee Audubon Society in that space.

If you need some help convincing your friends, please feel free to show them [these slides](#) to get them interested in participating!

Please send us an email if you have any questions (birdcitywisconsin@gmail.com).

Bird City Prizes

In addition to your community getting to keep **HALF** of the money that your team raises, Bird City Wisconsin is going to sweeten the pot by providing special prizes for the most active teams:

- If you raise over \$2,500 your community will receive a new Bird City Wisconsin street sign.
- If you raise between \$1,000 and \$2,500 your community will receive a new Bird City Wisconsin flag.
- If you raise between \$500 and \$1,000 your community will receive one Bird City Wisconsin mini-sign.