

## Eastside Audubon Birdathon Letter Guidelines

### Request Letter

*Use these talking points to craft your own personalized donation request letter. Or, customize one of the sample letters on the website.*

- Greeting
- Signs of spring (relating to birds) in your yard/neighborhood
- Why you're involved with EAS and/or why birds and the environment are important to you
- Why they should support Birdathon:
  - EAS' biggest fundraiser of the year
  - EAS supports conservation, education for children and adults, birding field trips
- EAS' Mission: to protect, preserve, and enhance natural ecosystems and our communities for the benefit of the birds, other wildlife and people.
- Instructions for pledging
  - by the species or flat dollar amount
  - email pledge amount or print and mail back pledge form OR pledge online via [www.eastsideaudubon.org](http://www.eastsideaudubon.org)
- How you'll give them your Birdathon results
- Thank you!

### Follow Up Letter

- Provide a summary of the trip including places visited, the weather, number of birders on your team, etc.
- Give number of species seen and a species list
- Attach a picture if you have one.
- Thank you!

