

[Date]

Dear [Name] -

Well, it's that time of year again – Birdation fundraiser time for the Audubon Society. This year, I've hooked up with [name of team]. Our plan is to spend all the daylight hours of [date], looking for more than 100 species of birds for Birdathon in [location].

Why would we do this? Birdathon is the largest annual fundraiser for the Audubon Society. Teams from across the country are challenged to identify as many species of birds as possible in a 24-hour period in May. It's the support of people like you, who agree to pledge, that provides approximately 40% of our chapter's funding for the year in order to further its mission: ***to protect, preserve, and enhance natural ecosystems and our communities for the benefit of birds, other wildlife and people.***

I've become increasingly involved with this group over the past year [describe your involvement or what you get out of the chapter personally]. The chapter does a lot of great work: funding nature camp scholarships for kids and college scholarships for environmental studies students, working on environmental causes on the Eastside, creating a Bird Loop interpretive trail at Marymoor Park, and putting on membership programs, birding trips, and adult education classes just to name a few.

Can I count on you for a pledge? If you'd like to pledge per species, for now just let me know how much you'd like to pledge and I'll get back to you after my Birdathon trip to let you know how many species we saw. Or, if you'd like to donate a flat amount, you can send a check made out to Eastside Audubon directly to me, or donate online now at www.eastsideaudubon.org. Either way, I'll also email you with a full account of our trip – where we went, what species we saw, and a picture or two.

I'm looking forward to a long, but fun day. Please let me know if you have any questions. Thanks in advance for your support – it is much appreciated