

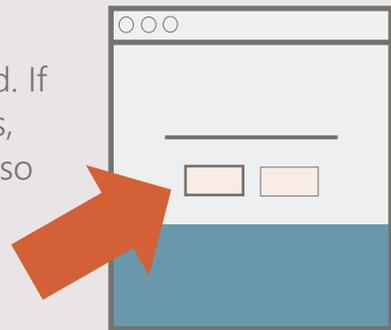
Step up your Birdathon Fundraising!

You love birds, birdwatching, and you want to help Seattle Audubon. Birdathon is a no-brainer, but how do you fundraise? Follow these 4 steps to become a successful fundraiser.



1 Create a donation page and make it your own.

Go to our [Birdathon page](#) and click "Become a Fundraiser" to get started. If you need further help, check out our [Sign-up Guide](#). Add photos, videos, etc. You'll likely be asking for donations from people you already know, so while our mission is important, they want to know why YOU care about Seattle Audubon and why you're participating in Birdathon.



2 Make a donation to your own page.

Yeah, it may sound strange, but other people are more likely to donate when they see someone else has already contributed. Donating to your own page gets rid of the "I don't want to be the first" feeling and shows that you're serious about raising money.

3 Time for the hard part – the ask.

Don't worry, the Tree Ring Method will help! Think of your fundraising strategy like the rings of a tree, working from the inside out. Start with your closest contacts and progressively work outward to your more distant contacts.



Why does the Tree Ring Method work?

Your closest contacts are the ones who are most likely to donate. Starting with them builds a solid foundation of donations.

Studies show that the closer you are to your goal, the more likely people are to donate.

By the time your outer circle sees your page, they'll want to join the "movement" and donate too!

So you now know WHO to ask, but what should you say?

Emails

Knowing exactly what to say or write to get someone to donate is difficult, but you can find templates on your Birdathon Fundraising page to help you out (Manage > Emails). The most important thing to remember is to be yourself. Our templates can act as a guide but at the end of the day, your contacts want to hear from you. Make it personal and tailor the message to each person or group you're asking.

Social media

Post with the same frequency that you typically do. If you only share once a week, don't post Birdathon multiple times a day.

It is always a good idea to share new milestones in your fundraising goal. We will be posting regularly on our social media accounts so feel free to share, repost, or retweet anything we put up, but be sure to include your personal donation page with it!

Insider tip: Most people need to be asked **three times** before giving to a cause they care about. Feel free to mix up your approach, just don't give up after one ask!

4 Finally, follow up!

Don't be afraid to send a second or third email. Like we said before, asking three times is very normal! For those who haven't responded, update them on your progress and ask for help reaching a quarter, halfway, or three-quarter point in your goal. For those who have, make sure to update them on your progress, your bird count, and species list!

Good luck with your fundraising! Remember, I'm always here to answer any and all questions!

For the birds,



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