

Birdathon Fundraising Email Template

[This message can also be adapted for social media posts.]

As I'm sure you know, birdwatching is a favorite hobby of mine. I am going to put that passion into action by helping an organization I value. This spring, I will be participating in an event called "Birdathon" [as part of Team _____]. I[we] will be birdwatching to support Central New Mexico Audubon to benefit the restoration of Whifield Wildlife Conservation Area.

A year ago, the Big Hole fire swept through Whifield, destroying more than 1000 trees, and burning 75% of the conservation lands. The Valencia Soil and Water Conservation District has been working with the Friends of Whitfield and other partners on restoration plans, which include developing a plant list of climate-adapted species that can reduce the likelihood of another catastrophic fire while restoring vital habitat for birds. Funds that we raise this year will go to support this important work.

I've set a goal of _____ species seen and \$_____ raised. Will you pledge your support, either in an amount per species raised or a lump sum? Each donation is fully tax deductible and will help fund this important work.

I will report back to you on how many species I saw. You can make your donation online at <http://cnmas.newmexicoaudubon.org/>

Please feel free to ask me any questions about my Birdathon birding adventure and thank you for your support!

[YOUR NAME]