



How to Bird-a-Thon

The Manomet Board, Staff, and Banding Lab are extremely grateful for your support! This document contains all the information you will need to have a successful Bird-a-Thon and a great time birding. All Bird-a-Thon forms are available online at www.manomet.org/bird-thon.

The 2016 Bird-a-Thon takes place on September 17 & 18

For more information contact Justin Barrett, Development Operations Manager, at jbarrett@manomet.org or 508-224-6521 ext. 237

Here is a quick breakdown of all of the resources available to you:

Donation Card: where people can make offline donations for Bird-a-Thon

Sponsorship Levels of Giving: a breakdown of sponsorship levels and associated benefits for corporate sponsorships

About Manomet: an overview of Manomet for corporate sponsorships or for people otherwise unfamiliar with Manomet's programs and mission

Donation Tracking & Summary Form: where to keep track of multiple donations and pledges

There are also resources available for individuals or teams who wish to fundraise online. These options are outlined below.

STEP 1: FIND SUPPORTERS

You can choose to fundraise online or in-person...or both!

For people or teams who wish to fundraise online, we have a peer-to-peer fundraising platform called WeDidIt that makes online fundraising easier than ever. Here are some videos that show how to use the WeDidIt platform.

Instructional video for individuals fundraising online

Instructional video for teams fundraising online

For in-person fundraising, you can begin by giving a **Donation Card** to all your friends, family, co-workers, neighbors and local business owners. Have them fill it out and give it back to you with their donation. Be sure that you and your team name are included on the card, so that you and your team will get credit for the funds you raise.



For corporations or people who you think can give larger donations, use the **Sponsorship Levels of Giving & About Manomet** forms. Don't be afraid to ask for the big dollars! Each Corporate Sponsor receives benefits that are good for their business while they support bird conservation. It's a Win/Win!

Share the **About Manomet** flyer with all your potential sponsors. This fact sheet details vital programs supported by Bird-a-Thon.

Record your donations on the **Donation Tracking & Summary Form**.

STEP 2: GO BIRDING

You may bird in any location for up to 48 consecutive hours during the period of September 17 through September 18, 2016. Record as many species of birds as you can positively identify either by sight or sound. Be sure to record your total count on your **Donation Tracking & Summary Form**.

STEP 3: SEND YOUR REPORT TO ALL YOUR SPONSORS

1. Provide all your sponsors with a list of the birds you identified and some highlights from your day of birding.
2. Thank them for their support and/or ask for final donations. Contact Justin Barrett, Manager at jbarrett@manomet.org or 508-224-6521 ext. 237 if you would like to see an example of a Bird-a-Thon report.

STEP 4: COLLECT ALL OUTSTANDING DONATIONS

Many people—especially those who have pledged per species—will donate once they receive your Bird-a-Thon report and hear about your BIG DAY! Your report will also be a reminder to your larger sponsors that may not have replied to your **Sponsorship with Levels of Giving**.

STEP 5: RETURN DONATIONS & COMPLETED FORMS TO MANOMET

Make copies of the **Donation Tracking & Summary Form** and submit an updated version of it every time you send collected donations to Manomet—we suggest weekly. Please do not hold on to donations for more than a week.

Once your Bird-a-Thon is complete and all monies collected, mail the following to Manomet:

1. Your final **Donation Tracking & Summary Form**
2. Your remaining **Donation Cards** with corresponding checks from your sponsors
3. A copy of your Bird-a-Thon report and species list that you sent to your contacts
4. Send all of the above to:
Manomet Bird-a-Thon
P.O. Box 1770
Manomet, MA 02345