

# Natural Resources Foundation of Wisconsin





# Bird Protection Fund

\$920,000 to 14 bird conservation projects since 2008



Trumpeter Swans



Golden-winged  
Warblers



Project Snowstorm

- Program grants and contributions
- Fundraising Field trips
- Great Wisconsin Birdathon



# Great Wisconsin Birdathon

Like a walkathon, with bird species instead of miles  
Any day from April 15-June 15

Start a team of friends and family  
Collect pledges and donations  
Bird your backyard, neighborhood, local park or public land  
Find as many birds as you can



Barb Barzen



# Great Wisconsin Birdathon 2016

A joint effort of the Natural Resources Foundation of Wisconsin and the Wisconsin Bird Conservation Initiative.



## Planning Team

Barb Barzen  
Ryan Brady  
Karen Etter Hale  
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Carl Schwartz  
Jim Shurts

## Advisory Team

David Clutter  
Lisa Gaumnitz  
Chuck Hagner  
Ben Lizdas  
Bill Mueller  
Matt Reetz  
Ruth Oppedahl

## Partners



## Sponsors



Frautschi Foundation, Brookby Foundation





# Great Wisconsin Birdathon

Nearly \$200,000 raised since 2012

- Wisconsin Breeding Bird Atlas II
- Kirtland's Warbler monitoring
- Whooping Crane reintroduction
- Bird City Wisconsin
- Wisconsin Bird Monitoring Program
- Reforestation in Osa Peninsula
- Wisconsin Southern Forest Initiative
- Wisconsin Stopover Initiative
- Monitoring mercury in Common Loons





# Great Wisconsin Birdathon

In 2015, 66 teams raised \$57,000



Tod Highsmith



Emily Meier

## Top Five Fundraisers

- Madison Green Team \$7,474
- Cutright's Old Coots \$6,535
- The Long Walk For Birds \$4,759
- Lake Superior eBirders \$4,560
- Finch Gang \$2,691

## Top Five Species Tallies

- Muirland Merlins 166
- Arctic Adventurers 165
- Cutright's Old Coots 165
- WSO Signature Team 163
- Lake Superior eBirders 161



# Great Wisconsin Birdathon

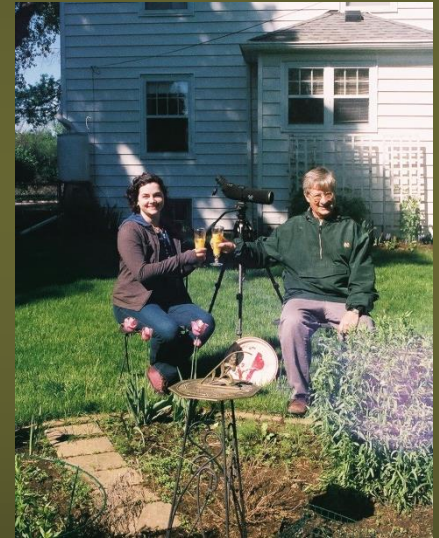
So many ways. . .



On the road



Hiking



In the back yard



Biking



# Great Wisconsin Birdathon

Organizations--Do your own fundraising through our event!

Bird clubs  
Garden clubs  
Bird Cities  
Nature centers  
Friends groups

We provide:

- Website with custom team and individual fundraising pages
- Processing for donations and pledges by credit card or check
- Receipts automatically sent to donors
- Donor contact info for your records
- A check for half the total funds you raise

The screenshot shows the website for the Great Wisconsin Birdathon 2016. The header includes the event title and a navigation menu with links for Home, About, Donate, Participate, How To, Organizational Fundraising, Participant Kit, and Log In. The main content area features a fundraising page for the Northern Highlands ICOR Team. This page includes a 'Donate Now' button, a list of donation amounts (\$25, \$50, \$100, \$250, \$500, and Other), and buttons for 'Donate by Credit Card' and 'Donate by Check'. There is also a 'Join Northern Highlands ICOR Team' button and a 'Team Members' section listing John Bates. A 'Share This Page' section includes social media icons for Facebook, Twitter, Email, and a general share icon. A progress bar shows that \$0 has been raised so far out of a \$1,000 goal.





# Great Wisconsin Birdathon

## Organizational Fundraising

- Endorse Wisconsin Bird Conservation Initiative (free)
- Read guidelines
- Send us your information
- Start a team
- Go birding!

Start an Organizational Team



Madison Audubon Society's Flossin' Phalaropes team (Photo by Carolyn Byers).

We encourage any organization involved in bird conservation or education to do a Birdathon to raise funds for your own work! We will send you half of the funds you raise and the other half will go to the Bird Protection Fund to support our statewide priority projects.

Attract more funds and friends to your organization with this fun and easy fundraising event. We provide online donation processing, you collect pledges and one check from us!

Follow these three easy steps:

- If you have not already done so, endorse the **Wisconsin Bird Conservation Initiative**, a coalition of 175+ organizations, agencies, and businesses that pledge to help "protect, restore, and enhance the populations and habitats of Wisconsin's wild birds." **There is no cost.**
- Click [here](#) to print and sign the pledge, and to explore WBCI resources and programs.
- Start a team and follow the simple **Guidelines for Organizations**, found [here](#).
- Fill out the **Organizations and Bird Cities Information Form** and mail it to the Birdathon Coordinator:

Diane Packett, Coordinator

BPF – Birdathon

P.O. Box 2317



# Great Wisconsin Birdathon

## 2015 Top Fundraising Organizational Teams

Madison Audubon Society, 8 teams: \$3,900 (\$1,850 for MAS)

Friends of Glacial Heritage Area: \$2,750 (\$1,675 for the Friends)

Iron County Outdoor Recreation Enthusiasts: \$2,583 (\$1,490 for ICOR)

Bird City: Muirland Merlins: \$1,317 (\$658)



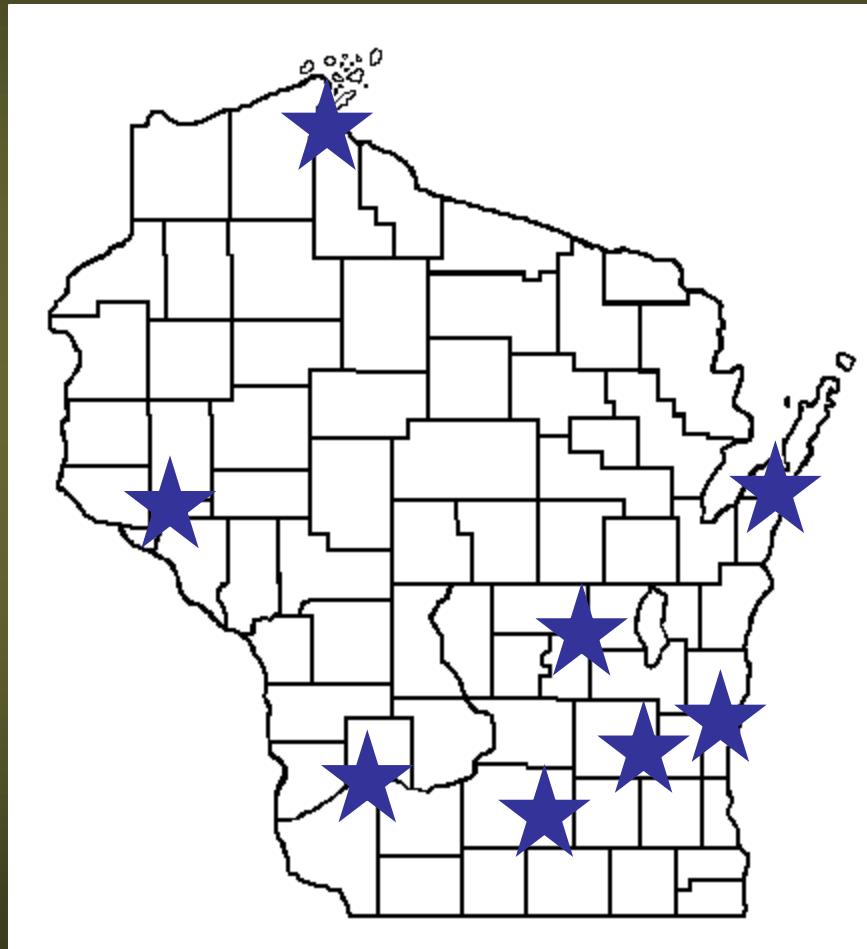
This could be your group!

Visit:  
[www.WIBirdathon.org](http://www.WIBirdathon.org)

Contact:  
[diane.packett@wisconsin.gov](mailto:diane.packett@wisconsin.gov)

The Finch Gang, of Friends of Glacial Heritage Area

# Thanks to our Signature Teams!



# Lake Superior eBirders

Ryan Brady, Nick Anich & Alex Lehner



# Madison Green Team

Sumner Matteson & Tod Highsmith



# Cutright's Old Coots

Carl Schwartz, Tom Uttech, Marilyn Bontly,  
Joan Sommer & Mike Wanger



# Lower Chippewa River Titmouseketeers

Bill Hogseth, Steve Betchkal  
& Anne Geraghty



# The WSO Team

Jeff Baughman, Daryl Tessen  
Tom Schultz & Wendy Schultz





# The Horicon Marsh Team

Bill Volkert



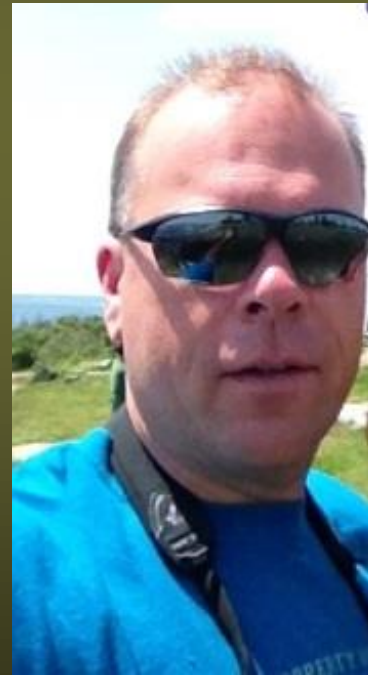
# Curlew & Screech

Randy Hoffman & Al Shea



# The Secretary Birds

Tom Prestby, Quentin Yoerger  
& Mark Korducki





# Natural Resources Foundation of Wisconsin

Connecting generations  
to the wonders of  
Wisconsin's lands,  
waters, and wildlife  
through conservation,  
education, engagement  
and giving.

