



FOURTH ANNUAL **THE BIG SIT!**

Wasatch Audubon Society (WAS) will hold a fund raiser (**The Big Sit!**) on October 7, 2017, at Ladyfinger Point, on the north end of Antelope Island State Park. This is an international event promoted each year by Bird Watcher's Digest. Birders sit or stand in a 17-foot circle for at least 15 minutes and keep track of every bird species seen or heard from the circle. Our event runs from 4:00 a.m. until 8:00 p.m. You are invited to come out and help us spot the birds – and enjoy the opportunity to visit with others who are supporting this event. Be sure to bring a chair, binoculars, water, snacks, and a spotting scope, if you have one. This is a fee area; however, if you plan to join us in the circle and do not have a season pass, you will not be charged the entrance fee if you mention Wasatch Audubon Society and the fact that you are a participant in the fund raiser.

Since this is a fund raiser, we encourage everyone to pledge their support by committing to a “per species spotted amount” or a “fixed” donation. Pledge forms and additional information can be found below. If you can't come out to Antelope Island to join us, we would appreciate your support by collecting pledges from your friends and neighbors. Funds received from this event will be used to continue our education and bird feeder programs.

Pledge forms and money should be mailed to: Wasatch Audubon Society, P.O. Box 3211, Ogden, UT 84409-1211.

If you have questions, please contact John Bellmon by telephone at 801-444-3704, or by email at: bellmonj@comcast.net





“I want to participate in Wasatch Audubon’s 2017 ‘The Big Sit!’ What do I do next?”

Action Plan and Helpful Tips

1. **Save the date: October 7!** Invite friends and family along for a fun day.
2. **Decide** whether to support the fundraiser through raising donations and obtaining pledges or by enjoying the camaraderie and birding on October 7, during The Big Sit! -- or both!
3. **Make a list** of potential sponsors and determine your strategy.
4. **Set a goal** for yourself based on how much you want to raise. For example, if your goal is \$250 and we expect to see 50 species at the site on Antelope Island, you will need about 10 sponsors, with each sponsor pledging an average of \$0.50 per species, or 20 sponsors at \$0.25 per species.
5. **Finds sponsors to support you!**
Use social media, email, and the telephone to invite your friends to join you in The Big Sit! circle, or to sponsor your birding efforts. Talk to neighbors and your family about enlisting their support. As your sponsors make pledges, fill out the sponsor pledge form. You can collect pledges up to the day of The Big Sit!. *** TIP: Giving your sponsors the option of making a fixed donation, instead of a per-species pledge, can make your fundraising easier! ***
6. **The day of The Big Sit: Have a great time!** Our event is Saturday, October 7, from 4:00 a.m. to 8:00 p.m. at Ladyfinger Point on the north end of Antelope Island State Park. Our sit circle will be near the parking lot. Restrooms are a short walk from the circle. You can count birds for 15 minutes – or longer! Bring lawn chairs, bug spray, water, and snacks. Don’t forget binoculars and spotting scopes!
7. **After The Big Sit!** Contact your sponsors and **thank them for their support.** Let them know how the event went. Then remind them of their commitment. Encourage them to get their contributions to you within two weeks of The Big Sit! Wasatch Audubon will send each of your sponsors a formal acknowledgement of their gift when it is received, but it is a good idea to personally let them know how much you appreciate their support. Tell them the total amount you raised and let them know that they helped!
8. **Send your sponsorship checks, with the sponsorship pledge form, to:**
Wasatch Audubon
P. O. Box 3211
Ogden, UT 84409-1211



HELPFUL TIPS:

- Start soliciting sponsors well in advance.
- The idea of sponsoring The Big Sit! may seem unusual to some people. If people say no, don't push so hard that they feel uncomfortable. Instead, keep them informed of your experience with The Big Sit! and ask them for their support again next year.
- Let sponsors know their contributions help support the more than 60 free field trips, special events, and community educational programs. Additionally Wasatch Audubon Society (WAS) participates in Citizen Science projects, including the Christmas Bird Count, the Great Backyard Bird Count, and the Utah Eagle Count.
- Asking for a straight donation instead of a per-species pledge can make things easier for you both!
- Solicit friends and family first. Consider talking to neighbors, your doctor or dentist. What about people from church?
- Solicit potential donors in person, if possible. Social media works too – your friends can see who else is sponsoring you.
- Always remember – your sponsors are your partners! Don't start the conversation with a question. Try a statement, such as, "I'd really appreciate your help on a project."
- All of us have been solicited for causes by someone. Remember all of those individuals to whom you have donated for causes, and solicit them right back!
- Solicit small businesses that you patronize. Be pleasant but persistent – after all, you help support them on a regular basis.
- Challenging sponsors to match each other can be lots of fun for everyone. Joe's Java Shop may be more likely to donate if they know that Theresa's Teahouse is also considering a pledge.
- The average donation for most people is \$15.00 to \$25.00, but always show gratitude for any amount, no matter how small.
- Remind your sponsors that their donations are 100% TAX-DEDUCTIBLE! This will be confirmed in the formal acknowledgement letter that Wasatch Audubon will send once their gift is received. This is especially meaningful to small business owners.

Send contributions to: *Wasatch Audubon Society, P.O. Box 3211, Ogden, UT 84409-1211*

Questions? Contact:

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