

Help Celebrate the
5th Great Backyard Bird Count
February 15 – 18, 2002

Greetings,

It's time to start preparing for the Great Backyard Bird Count. Our 5th count will be held from **February 15 – 18, 2002**. Enclosed, you will find materials (posters and brochures) to help promote the count. This year, we've teamed up with the Membership Department to create a special *Chapter Challenge* program. We created this program to encourage Audubon Chapters to participate in this great national event and to help Chapters recruit new members.

We are excited to be entering our fifth year of the GBBC. We've come a long way from our first count in February of 1998, when we had a simple list of 100 common species for all of North America. We now have refined our lists for each State and Province, and have even developed lists for participants in several locations in Latin America. The data collected by GBBC participants has documented some interesting winters, and will only get more valuable as we move forward. With your help, we can continue to track the expansion of species like the Eurasian Collared-Dove and Red-bellied Woodpecker and other interesting "bird stories" from across the continent. Visit our website <http://www.birdsource.org/GBBC> to see results from your area, and to read about our latest findings. With your help, we can also introduce many new people to the variety of birds that can be found in their communities, even in the dead of winter.

Enclosed are GBBC brochures and posters for you to distribute to your Chapter members. Please read the attached program information carefully and feel free to contact us with any program questions, assistance with event ideas and/or GBBC stories or to order additional promotional materials.

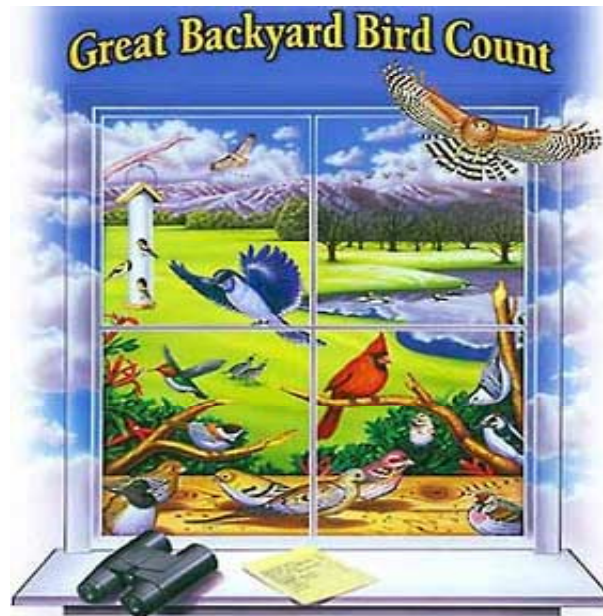
We look forward to your participation in this year's GBBC/*Chapter Challenge*.

Best regards,

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Audubon Chapters Celebrate the 5th Annual



February 15-18, 2002

Help celebrate the fifth anniversary of the Great Backyard Bird Count (GBBC), February 15 through 18, 2002. To promote this great National event, the Membership Department and Science Department have teamed up to create a special Chapter Incentive Program –

GBBC Chapter Challenge 2002

- *Host a GBBC event in your community*
- *Attract new members*
- *Help us promote the GBBC with FREE promotional materials provided by Audubon*
- *Win prizes*

We would like to invite all Chapters to take advantage of this special program and celebrate the Fifth Anniversary of the GBBC by hosting an event in your local community. Most participants learn about the GBBC through their local newspaper and/or Audubon Chapter, so your help is essential to making the Count a success. Organizing a special event and inviting your community to help count birds during the GBBC is also a great way to introduce your programs to new people, and recruit new members! Plus, if you recruit lots of new members, your Chapter could be eligible to win prizes as part of our Chapter Challenge.

Want to participate in the GBBC Chapter Challenge? Here are the details...

GBBC Chapter Challenge

Participate in the GBBC Chapter Challenge and recruit new members. Use the GBBC brochures to help recruit new members. The top three Chapters recruiting the greatest number of new members as a percentage of their current membership (with a minimum of 10 new members recruited) will be eligible to win the following:

Grand Prize

Cash prize of \$1500 and 10 copies of the *Sibley Guide to Bird Life & Behavior*.

Second Prize

Cash prize of \$500 and 8 copies of the *Sibley Guide to Bird Life & Behaviour*.

Third Prize

Cash prize of \$200 and 4 copies of the *Sibley Guide to Bird Life & Behavior*.

Program Details

First, fill out the attached form attached to let us know your Chapter will participate (required to be eligible for prizes). Once we receive your confirmation form, we will send you:

- Additional GBBC brochures, including a membership application
- Additional GBBC posters for distribution;
- Free gifts to giveaway at your event (travel mugs, cooler bags, wrist watches, umbrellas)
- A sample press release and information on how best to contact local media to promote the event and your Chapter event.
- Ideas of how to make the most of the GBBC event.
- Complete Contest Rules

Plan a GBBC Event

Many GBBC participants write to us after the Count asking for information about other Audubon programs they can take part in. Based on our user surveys, we've also found that most GBBC participants are not Audubon members. Hosting an event during the run-up to the Great Backyard Bird Count can be a great way to introduce people to the range of programs and activities at your Chapter, and to recruit new members. Here are some suggestions for what you can do:

- Organize a "Winter Bird" slide show, backyard habitat workshop or other bird/natural history talk. Invite all of your members, announce the event in your local paper, and contact local youth groups and schools. Take this opportunity to introduce your Chapter to the community.
- Choose a day during the GBBC weekend and invite Chapter members, friends, family and co-workers to join your Chapter and count birds. Pick an area(s) in your community where the group can monitor birds, such as an Audubon Center, Sanctuary, Park, Schoolyard, and/or favorite birding spot.

- Distribute information about your event and the GBBC to:

Nurseries and garden centers
Nature centers
Public libraries
Pet shops/pet supply stores
Town Hall

Camping/Outdoors/Sporting goods stores
Recreation centers/Gyms
Houses of worship
Supermarket "Community Bulletin Boards"