Tucson Bird Alliance

Birdathon 2026

ALL APRIL

It's like a walk-a-thon, but instead of counting steps, you count bird species!

HOW TO PARTICIPATE

tucsonbirds.org/birdathon

1. Watch the "How to Sign Up" video!
2. Decide how you'd like to participate (i.e. 24-hour period, the month of April, from your backyard, a trip to Mexico...it's up to you!).
3. Have one team member register and create a fundraising page with the team name, a photo, fundraising goal, and team blurb.
4. Promote by sharing your fundraising page with friends and family. Link it on social media and tag us (@tucsonbirdalliance).
5. Go birding and track the number of species you see.
6. Report back to Tucson Bird Alliance and your donors by **May 5**.
7. Attend the wrap-up party **May 12** to celebrate and win prizes!

Note: A team can be an individual or as many people as you'd like!

HOW TO WIN

Big Day	Count as many individual species as possible within a 24 hour period. High species count wins!
Brand New	New to Birdathon? Here's a category for you! Judged loosely using Grand Champ criteria.
Birdathon Beyond AZ	Support our fundraising and conservation efforts from afar.
Grand Champions	Best all-around effort including # species, funds raised, and uniqueness.
Best Bucks for Birds	Aim high! Awarded to the team who raises the most money.

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FUNDRAISING TIPS & TRICKS

Birdathon is one of the easiest and most enjoyable fundraisers to participate in! Here are some tips & tricks to help you feel more prepared.

1. Birdathon is a great way to engage your friends and family in what you're passionate about. Invite them to join your team and/or donate. **People like supporting those they love!**

2. **Make it personal!** Tell your story about how you got involved in Tucson Bird Alliance and why you support our mission. Check out this Birdathon Pledge Email Template to get started!

3. **You are raising money for a great cause!** Donations ensure Tucson Bird Alliance's conservation, restoration, research and outreach efforts continue well into the future.

Note: Make sure your supporters know your team name so they donate to the right one.

4. Use multiple forms of communication to let as many people as possible know about Birdathon. **Tag us on Instagram and Facebook @TucsonBirdAlliance.**

5. **Many people are eager to help but won't unless asked.** Reach out to people whose efforts you've supported in the past. Share with people who share your passion for birds and conservation.

6. **Acknowledge contributions as soon as possible.** Follow up with your supporters about your Birdathon success and consider sharing photos, bird lists, or a highlight.

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SUPPORTING A TEAM (OR MORE!)

Your donations support Tucson Bird Alliance's conservation, restoration, research, and outreach efforts across Southeast Arizona.

HOW TO DONATE

Option 1: Per-Species Pledge

Total = pledge amount x number of species observed

Example:

1. You pledge $1 per species for Team A
2. They report 50 species during Birdathon
3. You donate $50 to Team A

To pledge, visit tucsonbirds.org/birdathon. On the righthand side under quick links, click "Per Species Pledge Form."

Option 2: Fixed Donation

Give a fixed amount anytime during Birdathon

Example:

1. You donate $1,000 to Team A regardless of how many species they see

Donate by visiting
tucsonabirds.org/birdathon
or by scanning the QR code.

Questions? Please email info@tucsonbirds.org