

BirdNote[®]



BirdNote is taking flight
and we're ready to soar.



Think back to the first time you noticed birds . . .

Remember how every outing suddenly became a treasure hunt?

A search for hidden gems.

Flashes of color.

Notes of song in the air.

You can share that excitement with millions of people every day — tuning them in to nature and inspiring them to care.

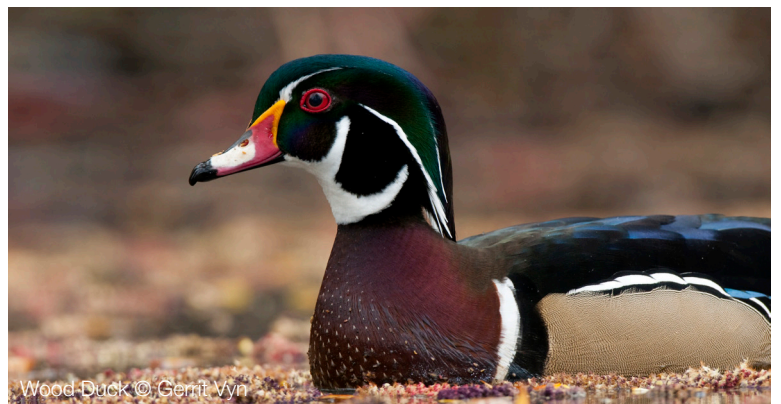
That inspiration begins with BirdNote — and with you.



Northern Cardinal © Gerrit Vyn



Marsh Wren © Gerrit Vyn



Wood Duck © Gerrit Vyn

BirdNote opens the door to conservation



BirdNote is a catalyst for action.

As a result of listening to BirdNote, listeners tell us they are more likely to:

- Advocate protection of bird and wildlife habitats
- Support bird-related and environmental non-profits
- Incorporate native plants in their gardens
- Use fewer pesticides or herbicides
- Be mindful, responsible consumers.

“Birds bring a special joy to my life. What I have learned from BirdNote has pushed me to become more involved in birding and conservation. In fact, thanks to BirdNote and to gaining extra knowledge about birds and birding, both my wife and I have become trained and certified Texas Master Naturalists.”

— Peter D., Mission, TX

BirdNote is a powerful voice and an effective partner.

BirdNote complements and advances the missions of multiple bird conservation and environmental organizations, including Audubon, The Bobolink Foundation, American Bird Conservancy, and many others.

BirdNote speaks to many.

BirdNote not only bridges the gap between individuals with differing viewpoints on the environment, but also engages those who are less aware of the need for conservation.

BirdNote is accessible to all.

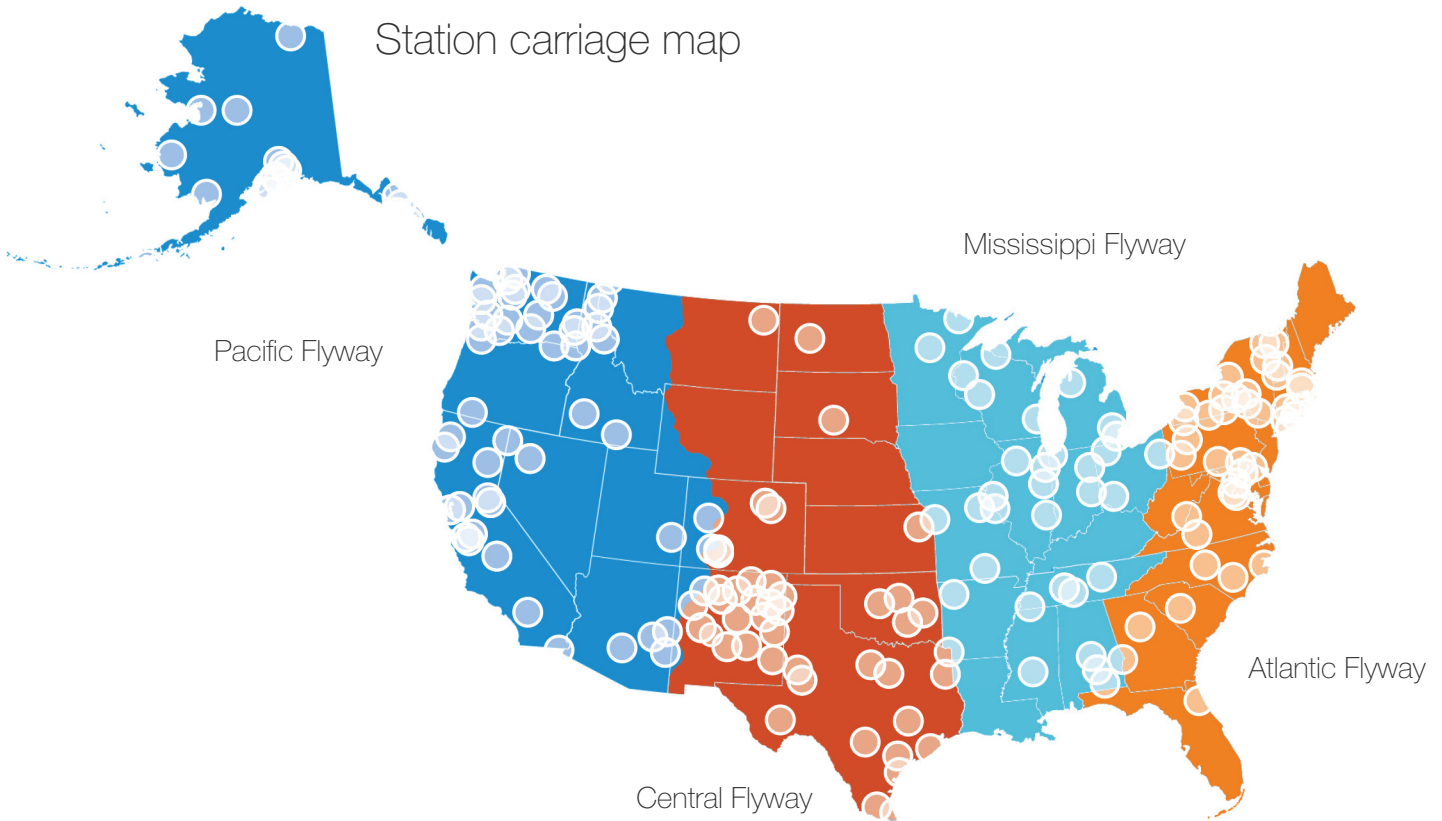
We provide our stories at no charge via radio and online distribution. Our archive now numbers more than 1,200 scientifically vetted shows, featuring everything from migration patterns, to grassland habitat protection, to sugar preferences in hummingbirds.



By telling compelling stories about the amazing lives of birds, BirdNote encourages people to notice, to care about, and to protect birds and their habitats.



BirdNote reaches across the country



Over the past ten years, BirdNote has grown from a fledgling start-up to a highly successful storytelling powerhouse:

- Airing on more than 200 radio stations in 40 states nationwide
- Reaching more than 1.3 million daily listeners
- Inspiring tens of thousands through our website, podcast, and social media channels.

With this track record of growth and impact, and with your support, BirdNote is ready to soar.



Brown Pelicans © Gerrit Vyn

BirdNote's flight plan

For conservation to succeed, we must introduce the widest possible audience to the wonders of nature and inspire them to act.

A significant majority of Americans share deeply held conservation values — we just don't all articulate them in the same ways. BirdNote is in a unique position to share a multitude of different voices and perspectives, telling stories of the transformative power of nature from communities across the nation.

With more people living in cities and an ever-changing demographic, America is as varied as the birds we feature in our stories. Over the next three years, we will pursue the twin goals of doubling our listenership and reaching an audience that represents our country's full racial, geographical, generational, and economic diversity.

To meet these goals, we will:

- Continue to invest in BirdNote's core radio program — renowned for its powerful storytelling and rigorous science — and pursue carriage on major market public radio stations with content that engages and inspires a diverse listenership.
- Capitalize upon the dynamic 21st century media landscape to extend BirdNote's reach by investing in key aspects of our online output: our website, social media presence, podcast and video production.
- Develop BirdNote's existing talent and bring new talent onto our team.
- Create a reserve fund to ensure BirdNote's long-term sustainability.

Through this focused approach and with your support, BirdNote will grow to share the wonder of birds and nature with a broad and inclusive community of listeners.



“If we can connect and care, then we can conserve.”

— J. Drew Lanham, PhD,
ecologist and BirdNote board member
(pictured left, leading a bird walk as shown in the video titled “Behind the Binoculars” on BirdNote’s website and Facebook page)



Soar with BirdNote

BirdNote is an independently produced and funded program that relies wholly on contributions from individuals, foundations and corporate donors to meet our annual expenses of \$450,000.

Your continued gifts to our Annual Fund assure that our radio program and our core operations are maintained.

To support BirdNote's expansion into new markets, new formats, and new methods of distribution, and to provide BirdNote with reserve funds necessary for sustainable expansion, the board has set an additional goal of \$1.15 million to be raised over the next three years.

Today, we invite you to continue your support of our Annual Fund and to make a three-year stretch pledge to the BirdNote Soars Campaign.



BirdNote Soars Campaign

Thank you for considering a three-year pledge to the BirdNote Soars Campaign. Your generous investment will help BirdNote build a larger and more inclusive constituency for conservation.

Double our audience: \$350,000

- Research and develop new content for major markets
- Expand social media presence, adding new platforms
- Double our marketing capacity

Diversify our audience: \$350,000

- Engage wide range of communities in story production through new partnerships
- Double production of podcast and video content

Fund our future: \$450,000

- Grow a healthy reserve to ensure and sustain BirdNote's growth
- Increase our capacity to diversify, support, and manage growth

Your gift will help BirdNote . . . soar!

Thank you!

For more information about the BirdNote Soars Campaign or giving to BirdNote, please contact Kate Godman, Director of Development, at (206) 779-3024 or kateg@birdnote.org.

BirdNote inspires listeners of all ages
to care about the natural world —
and take steps to protect it.



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www.birdnote.org

P.O. Box 99456
Seattle, WA 98139