

# International Migratory Bird Day 2016

*Spread Your Wings for Bird Conservation*

## Organizing Your 2016 International Migratory Bird Day Event

Presented by

Rachel Levin (USFWS)

Sue Bonfield (EFTA)



# International Migratory Bird Day

## Purpose of this Webinar

- Share information about the Centennial and International Migratory Bird Day 2016
- Help you engage people at your site
- Unify our voices for conservation!



# International Migratory Bird Day

## Our Goals

- Make it simple for you to host a bird-focused event;
- Get people engaged in learning about birds, birdwatching, and bird conservation;
- Share a conservation theme that focuses your event and benefits migratory birds;
- Help you grow your event each year.



# International Migratory Bird Day FAQs

- When is International Migratory Bird Day?
- *Because birds don't migrate on a single day, you choose the date that works for you and the birds!*
- Who coordinates International Migratory Bird Day?
- *Environment for the Americas*
- How many International Migratory Bird Day events are there?
- *700 and growing*



# International Migratory Bird Day 2016

## The Conservation Theme



# International Migratory Bird Day 2016

## The Conservation Theme

### *Spread Your Wings for Bird*

### *Conservation*

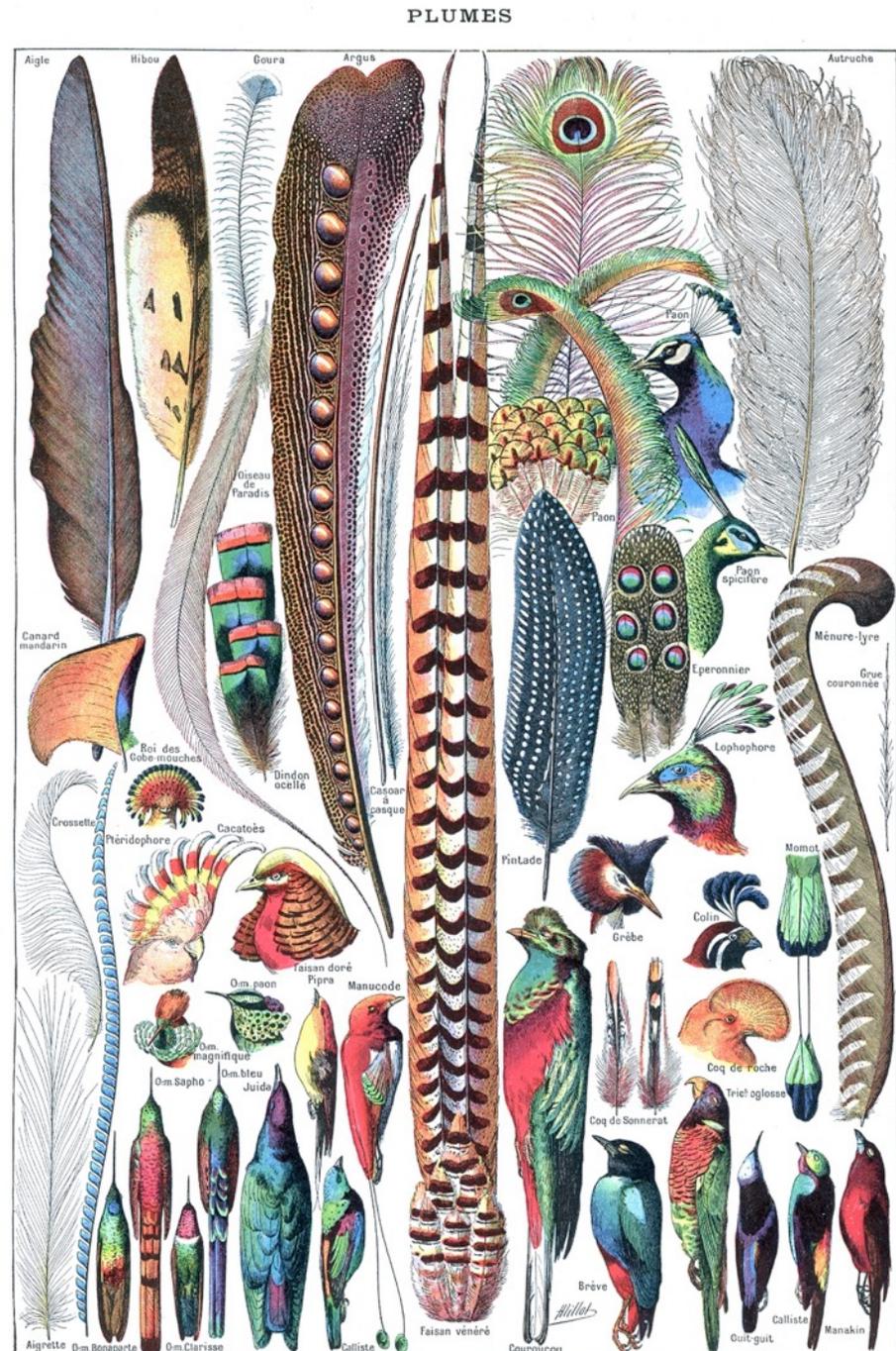
IMBD 2016 recognizes the capacity of citizens of every country to support programs and laws that protect birds and their habitats, including a landmark treaty that, for the last century, has protected nearly all migratory bird species in the U.S. and Canada – The Migratory Bird Treaty



# International Migratory Bird Day 2016

## Unify our Voices for Bird Conservation!

- 1910 Shea White Plumage Act protected egrets herons, gulls, and terns from feather hunting.
- 1913 Spring shooting, night shooting, and interstate sale of migratory birds banned



# International Migratory Bird Day 2016

## Spread Your Wings for Bird Conservation

### Highlighting the Laws that Protect Migratory Birds

# NEW GAME BIRD LAW BARS POT HUNTING

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Under Canada Treaty No Mi-  
gratory Bird May Now Be  
Sold or Offered for Sale.

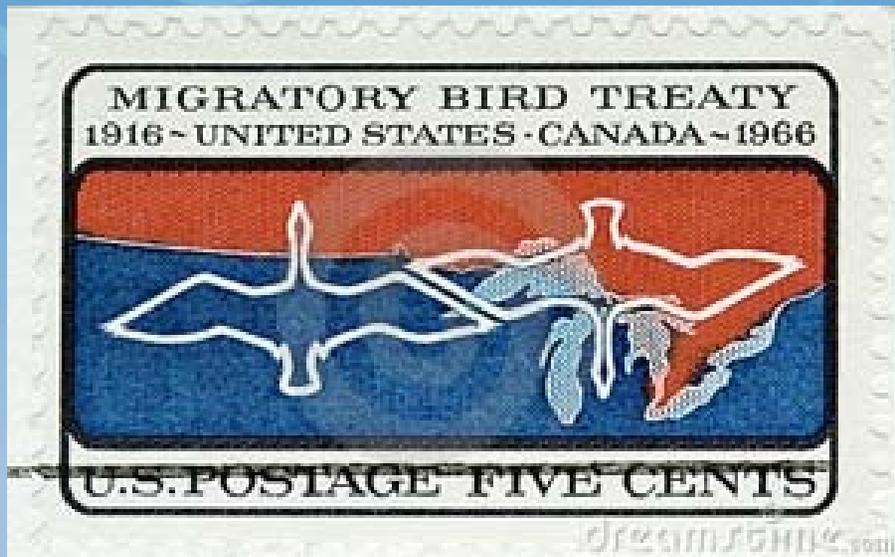
# International Migratory Bird Day 2016

## Unify our Voices for Bird Conservation!

### *Highlighting the Migratory Bird Treaty*

1916 Migratory Bird Treaty signed by the United States and Great Britain (for Canada), forming a cornerstone in efforts to conserve birds

- This Migratory Bird Treaty and the three that followed - with Mexico, Japan and Russia - form the cornerstones of efforts to conserve birds that migrate across international borders
- Treaties compelled world leaders and ordinary citizens to take action and prioritize migratory bird conservation
- The treaties connect the many partners who work toward conserving, protecting, and managing migratory bird populations and their habitats

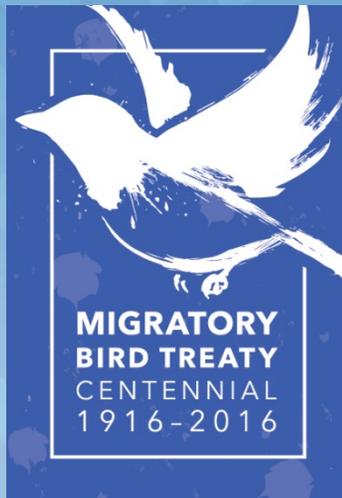


# Migratory Bird Treaty Centennial

## *Campaign Goals*

*Create **awareness**, promote key **actions**, increase **support**, and expand opportunities for **engagement** in the conservation of migratory birds.*

<http://www.fws.gov/birds/MBTreaty100/index.php>



# Migratory Bird Treaty Centennial

## *Campaign Goals*

- Celebrate the remarkable gains we have made in protecting migratory birds and their habitats
- Engage our partners, Service programs, Congress and the public to increase support and everyday actions for bird conservation across the nation and beyond our borders
- Galvanize efforts to protect migratory birds for generations to come
- Focus of the celebration is the Treaty, not the Act

# Migratory Bird Treaty Centennial

## *Key Messages to IMBD Partners*

- The Migratory Bird Treaty exemplifies our long history of cooperative conservation of shared resources
- Highlighting the Centennial is one way to build a unified voice for bird conservation
- There are many ways to celebrate & promote the Centennial at IMBD events and beyond
- We have tools to help you:  
<http://www.fws.gov/birds/MBTreaty100/nestbox.php>
- Leverage Centennial goals and messages to widen event appeal
- It is easy for everyone to participate!

# International Migratory Bird Day 2016

## Use the Conservation Theme

“The willet has lately deserted many of its former haunts. It has **vanished as a breeding bird**, not only from Nova Scotia and New England, but also from the Atlantic coast north of Virginia.”

Forbush, 1912

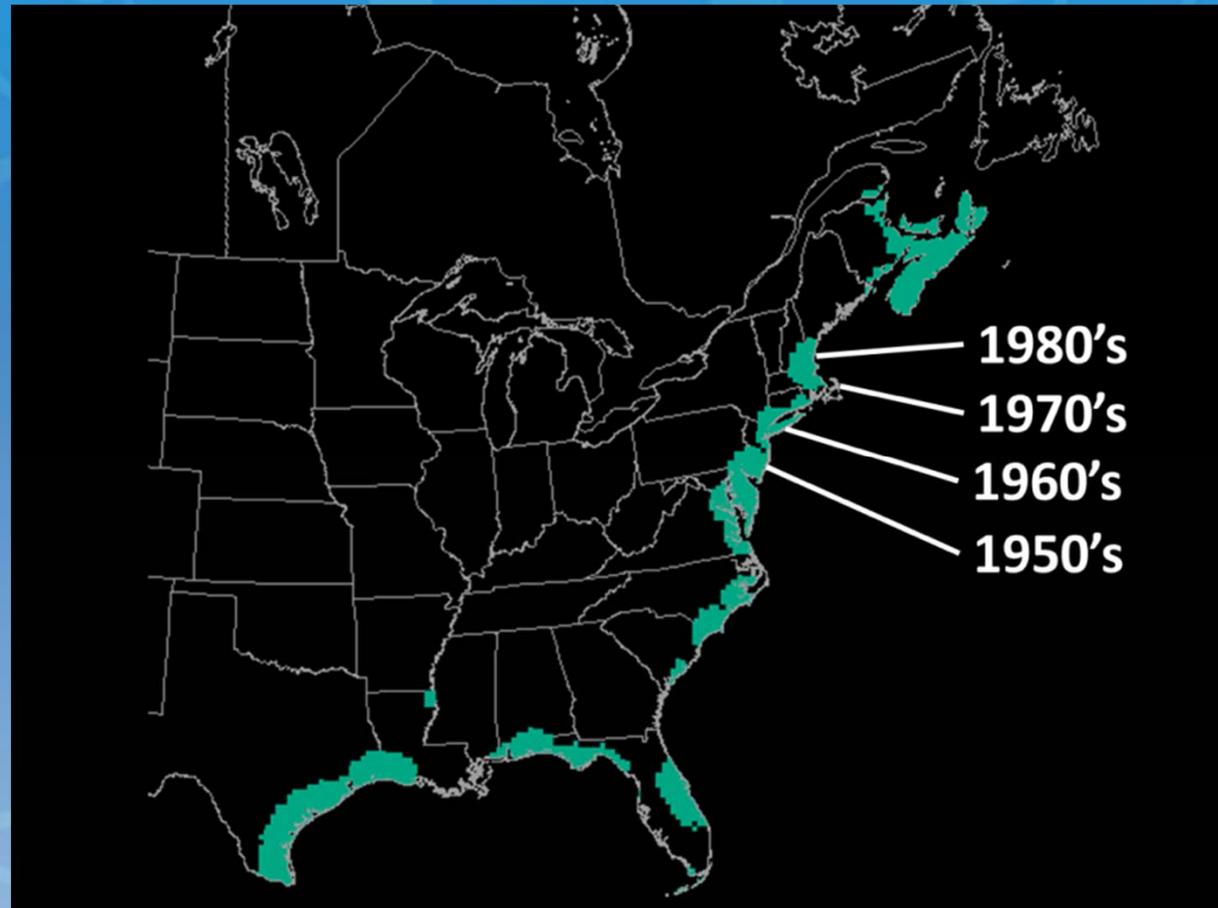


# International Migratory Bird Day 2016

## Spread Your Wings for Bird Conservation

### Share Your Story!

- What birds are in your area?
- Which species are protected?



# International Migratory Bird Day 2016

## Spread Your Wings for Bird Conservation

### Share a Story!

- Loss of the Carolina Parakeet



# International Migratory Bird Day 2016

## Spread Your Wings for Bird Conservation

### Share a Story!

- Loss of the Carolina Parakeet



# International Migratory Bird Day 2016

## Spread Your Wings for Bird Conservation

### **Share a Story!**

- The Millinery Trade



# International Migratory Bird Day 2016

## Spread Your Wings for Bird Conservation

### \* **Activity Idea** \*

- Hands-on activity about feather use today



# International Migratory Bird Day 2016

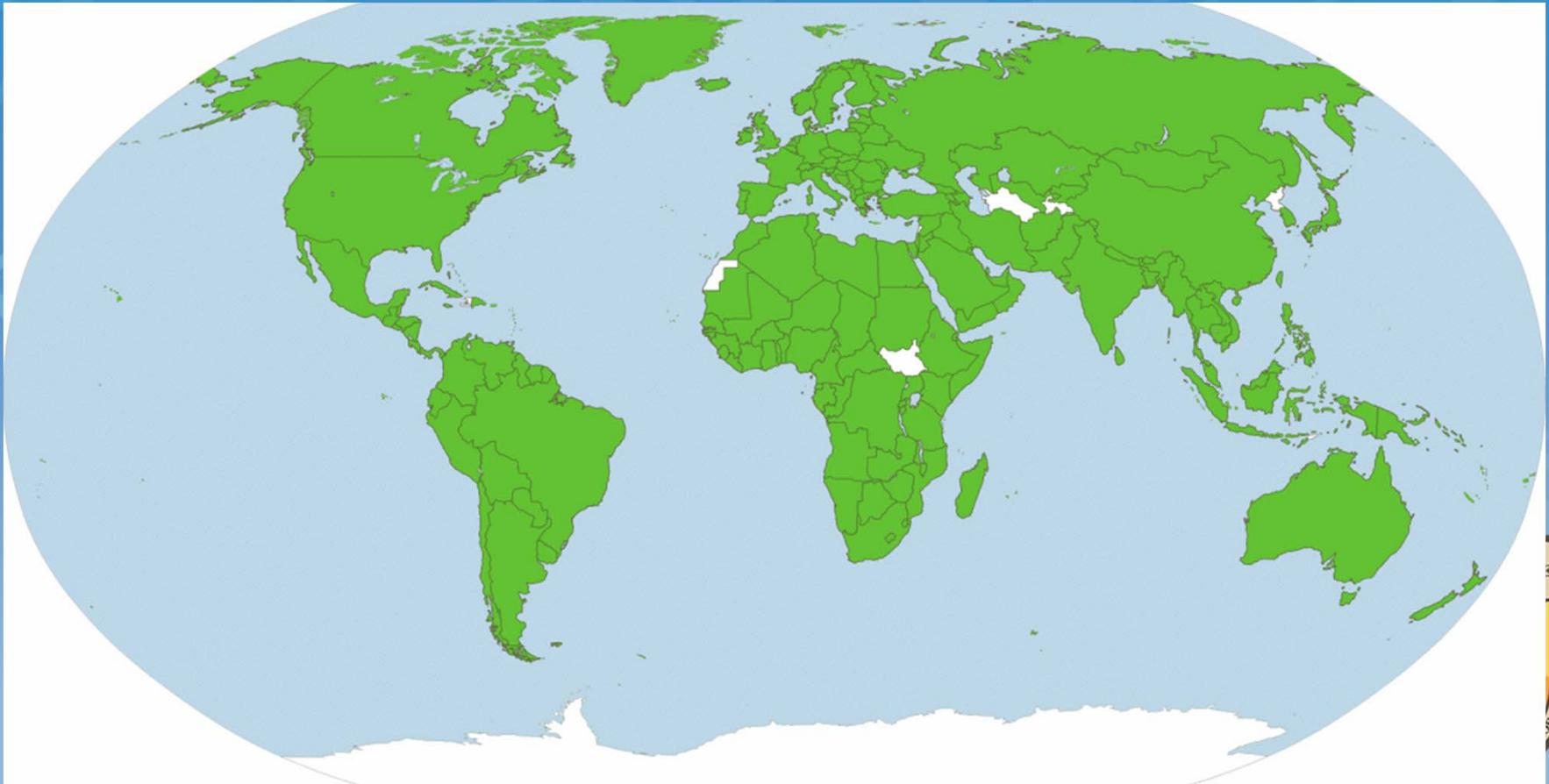
What About Countries Beyond  
the U.S. & Canada?



# International Migratory Bird Day 2016

## Use the Conservation Theme

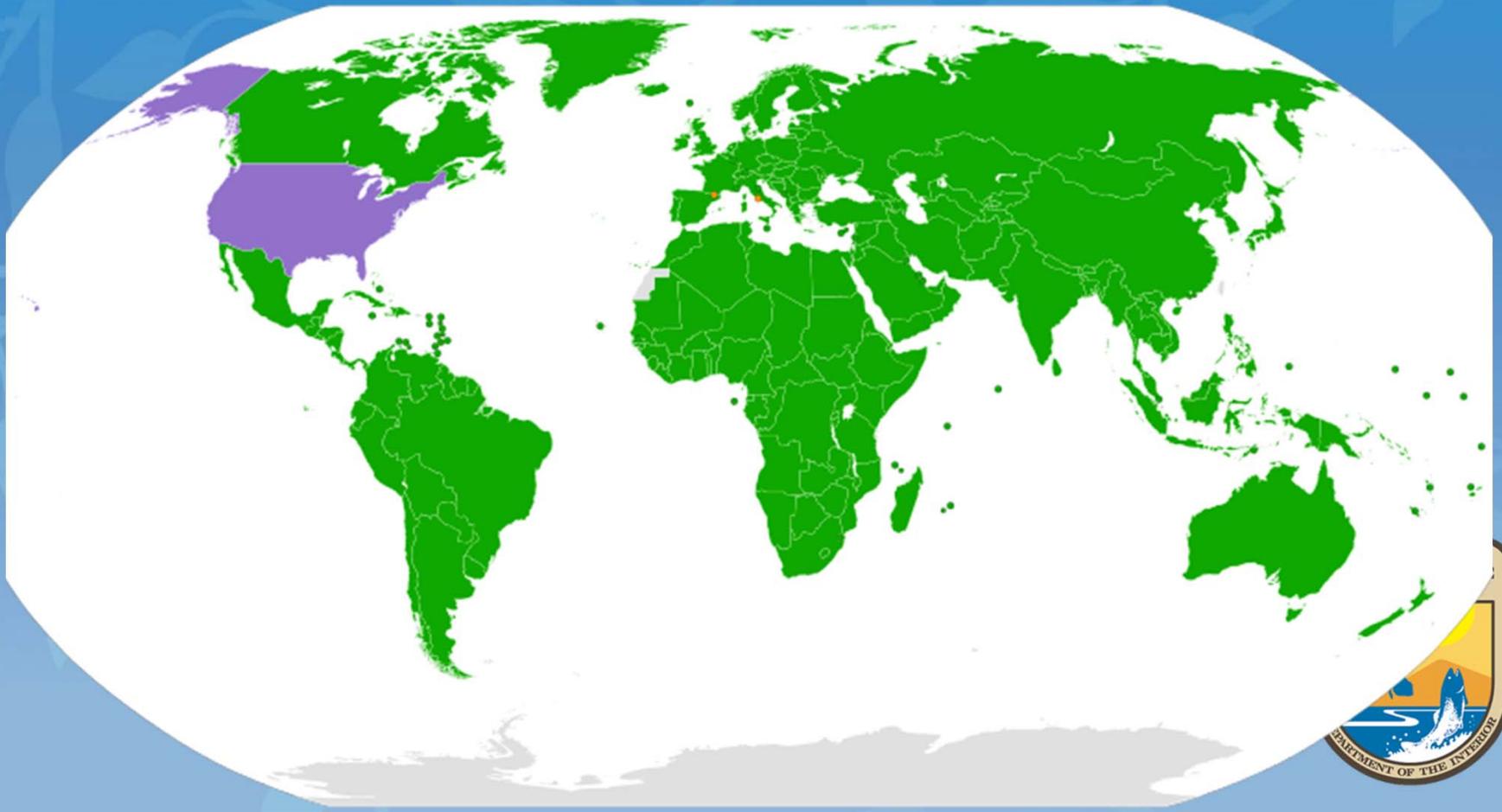
1963: Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) ~ 181 parties protecting 35,000 species



# International Migratory Bird Day 2016

## Use the Conservation Theme

1988: Convention on Biological Diversity addresses biodiversity across the globe



# International Migratory Bird Day 2016

## Artist & Art



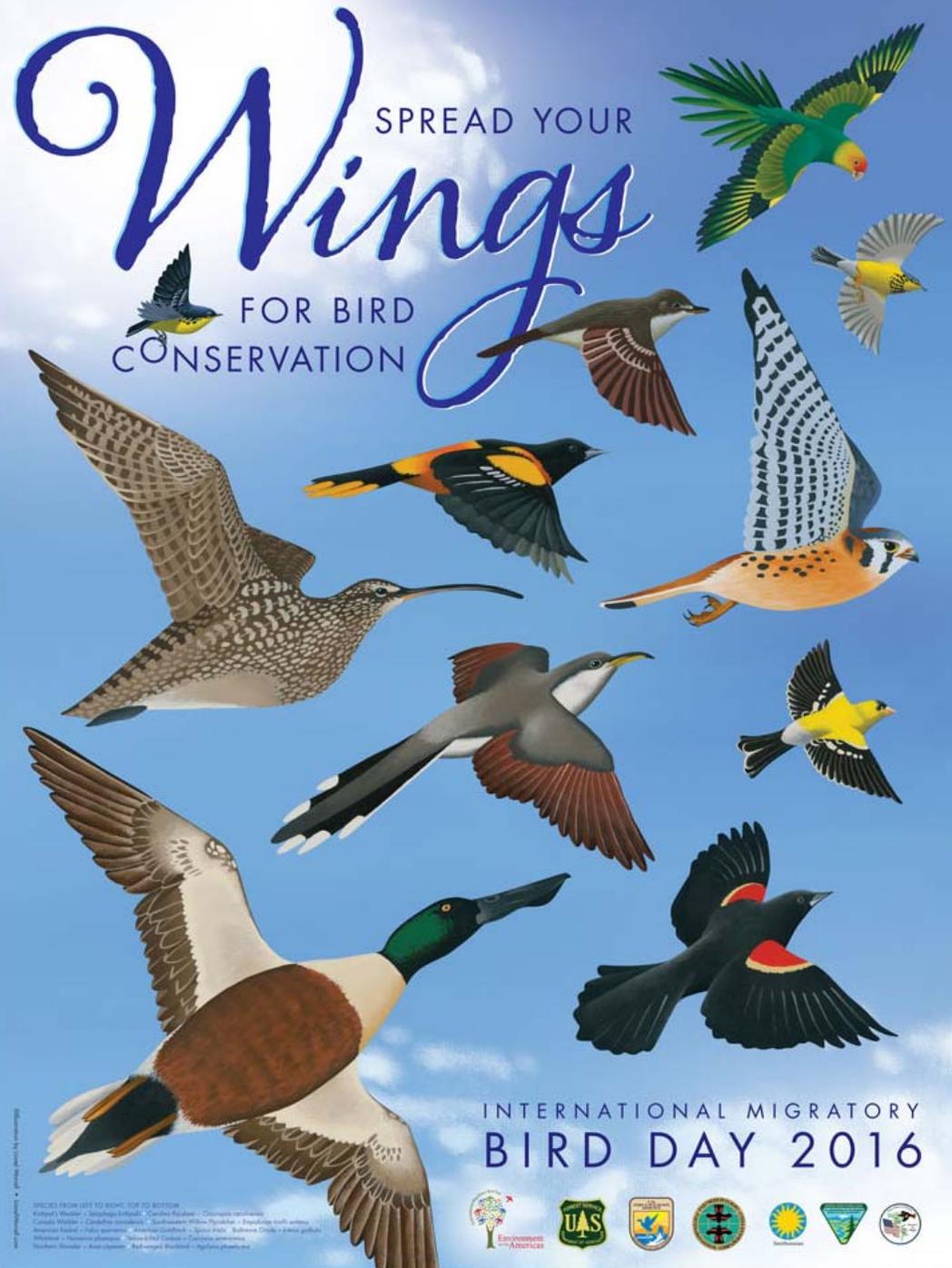
# International Migratory Bird Day 2016

Artist – Lionel Worrell



# International Migratory Bird Day 2016

Artist –  
Lionel Worrell



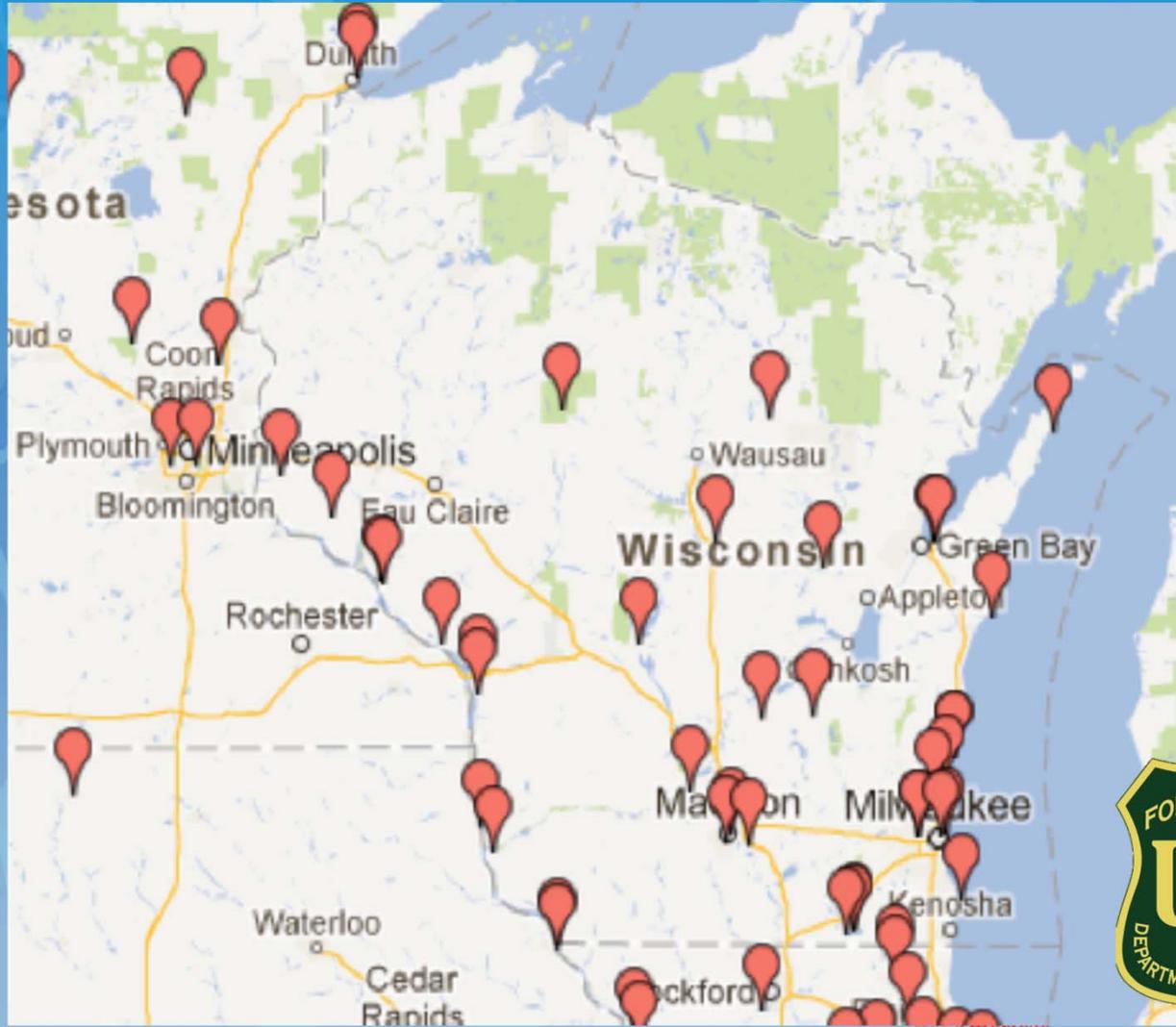
# International Migratory Bird Day 2016

## Registering Your Event



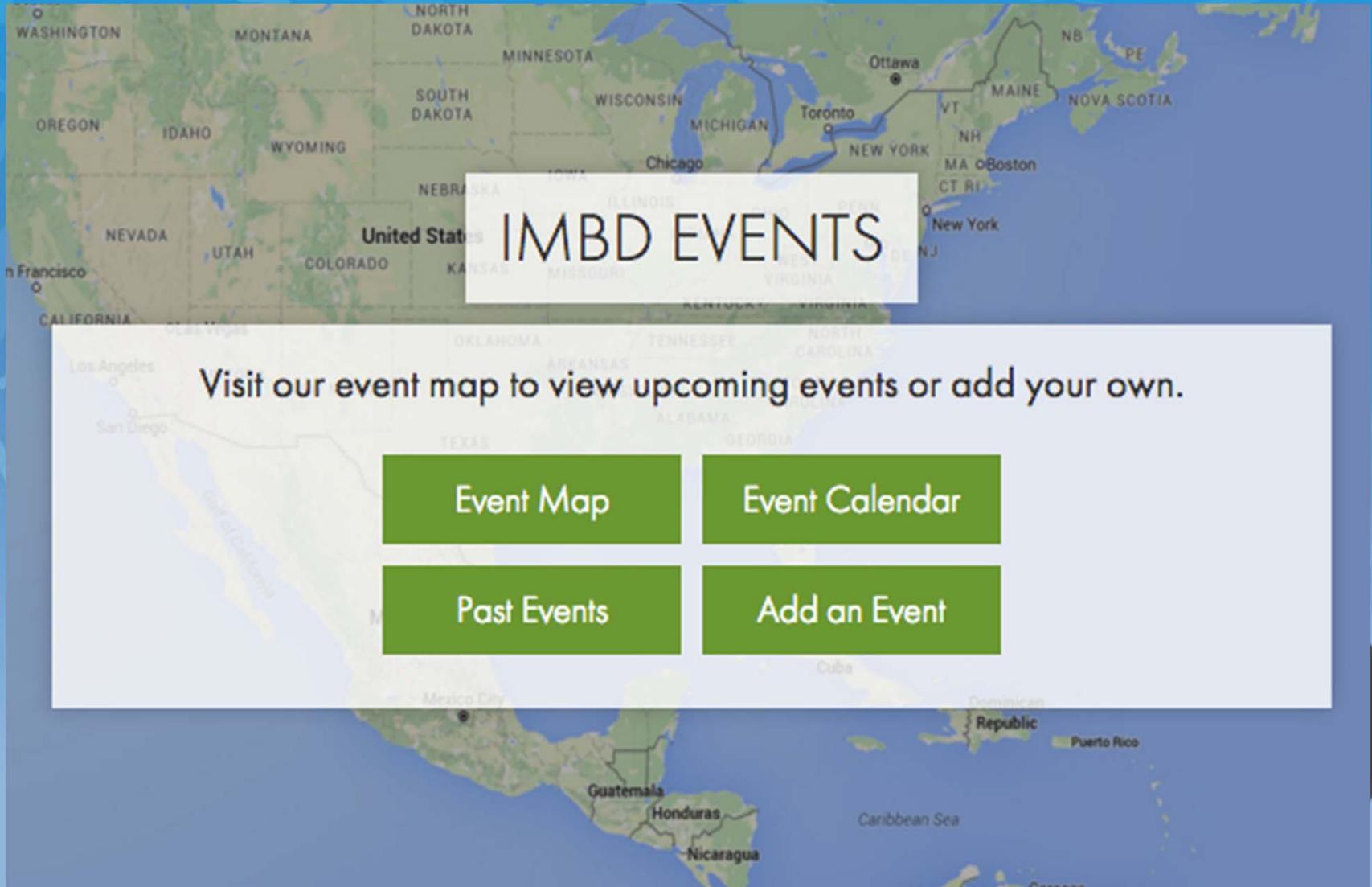
# International Migratory Bird Day 2016

## Consider the Schedule



# International Migratory Bird Day 2016

## Register Your Event!!



The image shows a screenshot of the International Migratory Bird Day (IMBD) Events website. The background is a map of North America, including the United States, Canada, and parts of Mexico and the Caribbean. Overlaid on the map is a white rectangular box containing the text "IMBD EVENTS". Below this box is another white rectangular box with the text "Visit our event map to view upcoming events or add your own." and four green buttons: "Event Map", "Event Calendar", "Past Events", and "Add an Event".

IMBD EVENTS

Visit our event map to view upcoming events or add your own.

Event Map

Event Calendar

Past Events

Add an Event

# International Migratory Bird Day 2016



## Event Map

### Upcoming Events

**December 7, 2015 - December 31, 2016**

**All working days All Day**

### IMBD Headquarters

**Boulder, Colorado**

**3034991950**

IMBD Events / Migratory Bird Treaty Centennial Celebrations

**Email**  
info@environmentamericas.org

**Organization Name**



**May 12, 2016**

**12:00 AM**

### State of North America's Birds

**Ottawa, ON, Canada**

Migratory Bird Treaty Centennial Celebrations

**Email**  
rachel\_levin@fws.gov

**Number of Participants**  
100



# International Migratory Bird Day 2016

## Register Your Event!!

[www.migratorybirdday.org/events/add-an-event/](http://www.migratorybirdday.org/events/add-an-event/)

### + Add Event

Title

Event Description

#### Category

IMBD Events  Migratory Bird Treaty Centennial Celebrations

#### Start Date

2015-12-08



#### End Date



#### Start Time

AM

00

#### End Time

--

--

Set if the event is all the day.

#### Upload an Image (optional)



Link (optional)

Location (optional)

Phone (optional)

Email for Event

Number of participants expected

Organization Name

SUBMIT FOR REVIEW

# International Migratory Bird Day 2016

## Event Calendar

[+ Add Event](#)

MAY 2016 « PREV MONTH NEXT MONTH »

View all events All Categories Search...

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 All Day IMBD Headquarters	3 All Day IMBD Headquarters	4 All Day IMBD Headquarters	5 All Day IMBD Headquarters	6 All Day IMBD Headquarters	7
8	9 All Day IMBD Headquarters	10 All Day IMBD Headquarters	11 All Day IMBD Headquarters	12 12:00 AM State of North America's Birds All Day IMBD Headquarters	13 All Day IMBD Headquarters	14
15	16 All Day IMBD Headquarters	17 All Day IMBD Headquarters	18 All Day IMBD Headquarters	19 All Day IMBD Headquarters	20 All Day IMBD Headquarters	21
22	23 All Day IMBD Headquarters	24 All Day IMBD Headquarters	25 All Day IMBD Headquarters	26 All Day IMBD Headquarters	27 All Day IMBD Headquarters	28
29	30 All Day IMBD Headquarters	31 All Day IMBD Headquarters	1	2	3	4





November 28  
2015

# View Past Events

🕒 09:30 AM

## Excursión Birdwatching

📍 Humedal el Culebrón, Playa Changa, Coquimbo, Chile

IMBD Events

Excursión de avistamiento de aves en el Humedal El Culebrón, Playa Changa, Coquimbo, Chile. Organizado por RED AVES.  
campocosmico@gmail.com [MORE](#)



November 27  
2015

🕒 06:00 PM

## Café Literario (En Vuelo)

📍 Universidad Católica del Norte

# International Migratory Bird Day 2016

## Planning Your Day





**Go WILD  
Go Birding!**

**Fetch!**  
with Ruff Ruffman

*International Migratory  
Bird Day 2011*

*Saturday,  
May 14<sup>th</sup>*

Watch FETCH! on



8:30 -10:00 am

Guided Bird Walk on McCoy Trail

10:00 -11:00 am

Best San Diego Birding  
Areas for Families  
San Diego Audubon Society



11:00 -12:00 pm

Guided Nature Walk

11:00 - 2:00 pm

Go WILD! Go Birding! Learn  
the Basics of Birding with these  
FETCH! with Ruff Ruffman  
inspired birding activities.

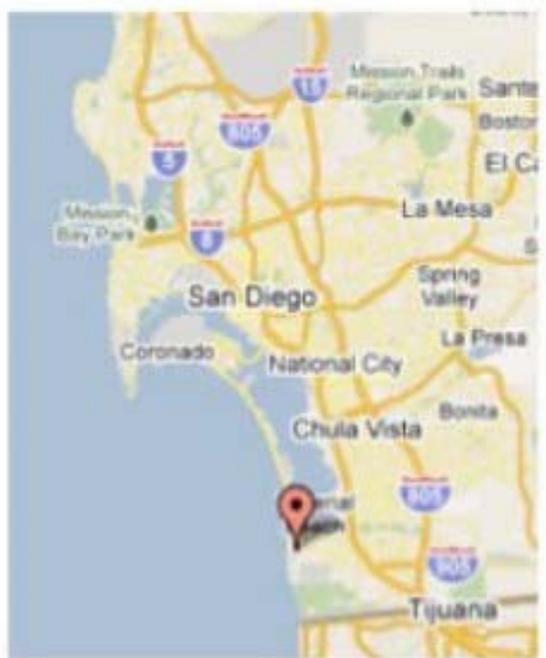
**FREE!**



**Tijuana Estuary Visitor Center**  
301 Caspian Way, Imperial Beach, CA 91832  
(619) 575-3613 • www.TRNERR.org

Search

Our Location



Tijuana Estuary Visitor Center



**Wednesday  
through  
Sunday  
10am-5pm**

Border Field State Park

# International Migratory Bird Day

Restore Habitat, Restore Birds



## Saturday, May 9

**8:30am - 10am**

**Guided Family Bird Walk**

**9:30am - 11:30am**

**Habitat Restoration:** get your hands dirty for the birds! Did you know that habitat loss and destruction are the primary threats to birds

**11am - 12pm**

**Guided Nature Walk**

**11am - 2pm**

**Craft & Activity Stations:** take home a souvenir, learn more about our local birds and how you can help.

# FREE!

**Tijuana Estuary Visitor Center**

301 Caspian Way, Imperial Beach, CA 91932

(619) 575-3613 • [www.TRNERR.org](http://www.TRNERR.org)

© Amelia Hansen for Environment for the Americas  
International Migratory Bird Day

**SAVE-THE-DATE** Wednesday, June 10 • 5-7pm

Discovery Lab! Mudflat Madness



# International Migratory Bird Day 2016 Setting the Schedule



International Migratory Bird Day  
Saturday, May 17 Why Birds Matter

Kodiak Refuge Visitor Center, 402 Center Avenue

10:30 - 11:30 Bird Feeder Building

11:30 - 12:00 Viewing of Bird Photo Exhibits

12:00 - 1:00 Photo Exhibit Awards, followed by Live Bird Program featuring:



**Crawford the Raven**

and

**DeAnne Sabol** from the Alaska Bird Treatment and Learning Center

For information call 487-2626



FREE EVENT!



International Migratory Bird Day 2016  
Setting the Schedule

# International Migratory Bird Day

Restore Habitat, Restore Birds



## Saturday, May 16, 2015

7:00 a.m. – 12:00 p.m.

West Canyon Park Pavilion  
151 South 400 East  
Cedar City, Utah 84720

**Come and learn about Migratory Birds**  
**Fun activities and events for every age**



### Poster Contest

Entry Deadline: May 1, 2015

*(one entry per person)*

**3 Poster Entries this year!**

Kindergarten  
1st - 3rd grade  
4th - 6th grade

*Please include name, telephone number, grade,  
and school name on back of entry*

#### **Submit entries to:**

Bureau of Land Management  
Attention: Sheri Whitfield  
176 East D.L. Sargent Drive  
Cedar City, Utah 84721

### 2014 Winners



For more information please contact:

Sheri Whitfield at (435) 865-3065 or visit [www.birdday.org](http://www.birdday.org)

**WE WILL BE BANDING BIRDS AGAIN THIS YEAR – STARTING AT 6:30 A.M.**



# International Migratory Bird Day 2016 Setting the Schedule



Environment  
for the Americas



# Share Your Art

## Engaging Youth



# 2015 Contest Winners Gallery

Congratulations to the winners of the 2015 Get to Know Contest!

## Share Your Art

<http://www.get-to-know.org/gallery/>

« Previous 1 2 3 4 ... 12 Next »

Sort: Random Date Likes



**Eyes of the Owl** #44100  
By Nicole Han, age... [Tweet](#) [Like](#) 0  
From Yorba Linda, ...  
Inspiration: Animals and plants were brought into the...



**Perch** #44082  
By Lulu Wang, age... [Tweet](#) [Like](#) 0  
From Calgary, AB  
Inspiration: Banff National Park



**Rain Waltz** #44010  
By Austin Wang, a... [Tweet](#) [Like](#) 3  
From Vancouver, BC  
Inspiration: Gordon Park

# International Migratory Bird Day 2016

## Where to Find Information

<http://www.fws.gov/birds/MBTreaty100/nestbox.php>

<http://resources.migratorybirdday.org/>



# Migratory Bird Treaty Centennial Tools You Can Use

## Nestbox

- <http://www.fws.gov/birds/MBTreaty100/nestbox.php>
- Key messages
- Talking points
- Templates
- Multimedia content
- And much more!
- Adaptable, customizable and free



## Regional USFWS Centennial Contacts

- <http://www.fws.gov/birds/MBTreaty100/contacts.php>



# International Migratory Bird Day 2016

IMBD RESOURCES

all

education

promotion

2016

## 2016 IMBD POSTER

images

Use the IMBD 2016 poster image to advertise your program or event.

## 2016 IMBD FLYERS

flyers

These flyers, featuring the 2016 IMBD art, can be adapted to your event.

## PRESS RELEASE

press release

Personalize this press release and get the word out about your IMBD event.

## FACEBOOK COVER PHOTOS

social media

These images, featuring art by Lionel Worrell, are formatted to fit Facebook Cover photos.

## CONSERVATION CHALLENGE

activity

Motivate kids to take action to protect birds with this "growth chart" style challenge.

2015

- Conservation Pin & MORE!

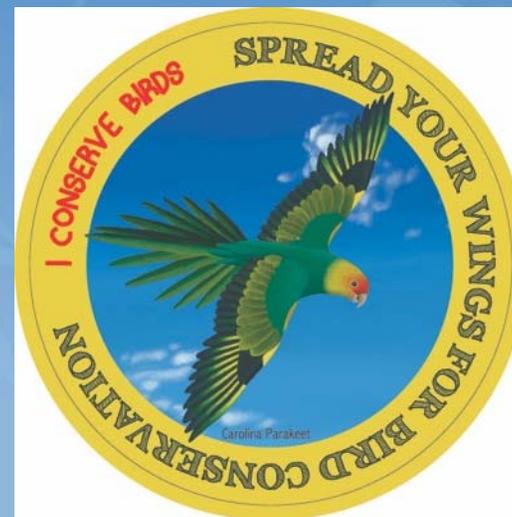
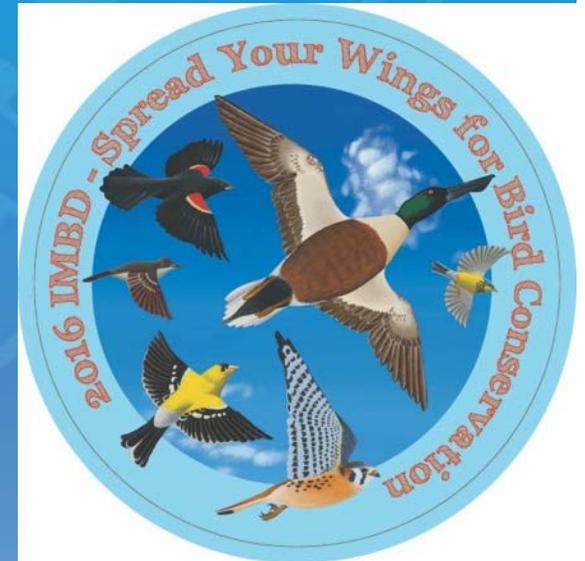
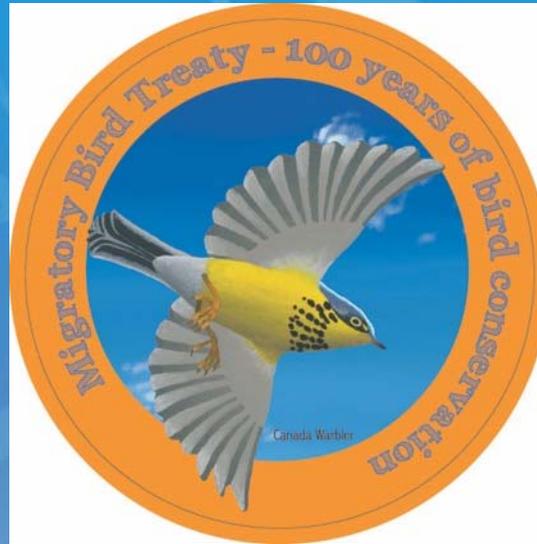


# International Migratory Bird Day 2016

## Resources & Materials

### Just for You!

- Social Media Materials
- Education Activities (print & downloadable)
- Press Release
- Loaded Flash Drive
- Annual Poster & Shirt
- Conservation Pledge
- Conservation Pin
- & MORE!



# International Migratory Bird Day 2016

## Receiving Updates



# Centennial & IMBD Websites

## GET INVOLVED

MIGRATORY BIRD TREATY  
CENTENNIAL 1916-2016

NESTBOX

CONTACTS

TIMELINE

PARTNERS

## Migratory Bird Treaty Centennial 1916-2016

CELEBRATING 100 YEARS OF MIGRATORY BIRD CONSERVATION

### Why Celebrate the Migratory Bird Treaty?

The year 2016 marks the centennial of the Convention between the United States and Great Britain (for Canada) for the Protection of Migratory Birds (also called the Migratory Bird Treaty), signed on Aug. 16, 1916. The Migratory Bird Treaty, and three others that followed, form the cornerstones of our efforts to conserve birds that migrate across international borders.

### Our Goal

Create awareness, promote key actions, increase support, and expand opportunities for engagement in the conservation of migratory birds

The Treaty connects the U.S. Fish & Wildlife Service with our federal, state, private



# Social Media



USFWS\_MigratoryBirds  
Environment for the Americas



USFWSBirds  
EFTA\_BirdDay



EFTA\_BirdDay



# NEWSLETTE R



International Migratory Bird Day 2015

## Environment for the Americas



News from the Flyway  
December 3, 2015



### Spread Your Wings for Bird Conservation



American Goldfinch from the 2016 IMBD art by Lionel Worrell.

Prior to the development of carbon monoxide detectors coal miners' lives depended on finches. Miners brought finches into the mine to alert them to the presence of dangerous carbon monoxide levels. If the bird fell off its perch, the miners would return to the surface.

**Like finches, birds continue to serve as indicators of environmental health.**

**The 2016 IMBD theme, Spread Your Wings For Bird Conservation, will focus on a century of bird conservation laws designed to preserve these important indicators.**

Agreements between the United States and Canada began along country borders. Over the last century, additional laws were enacted to protect birds throughout their entire ranges. The 2016 IMBD educational materials will highlight these laws along with actions everyone can take to help conserve birds.

join our newsletter



Join us for a webinar with details about the 2016 event!

# Questions

Rachel Levin

[Rachel\\_Levin@fws.gov](mailto:Rachel_Levin@fws.gov)

Susan Bonfield

[sbonfield@environmentamericas.org](mailto:sbonfield@environmentamericas.org)



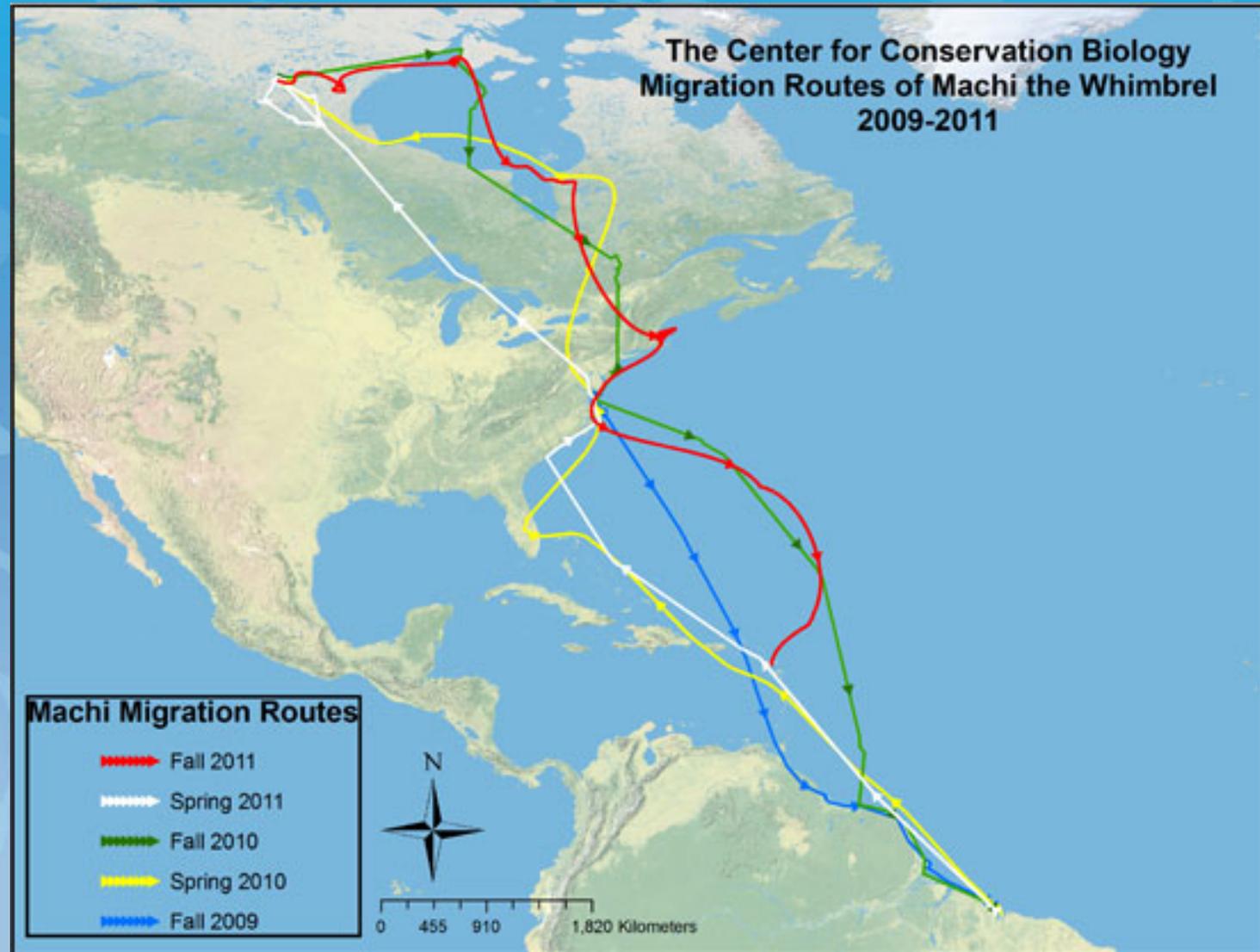
# International Migratory Bird Day 2016

## Ideas for Your Event



# International Migratory Bird Day 2016

## Spread Your Wings for Bird Conservation



# International Migratory Bird Day 2016

## Spread Your Wings for Bird Conservation

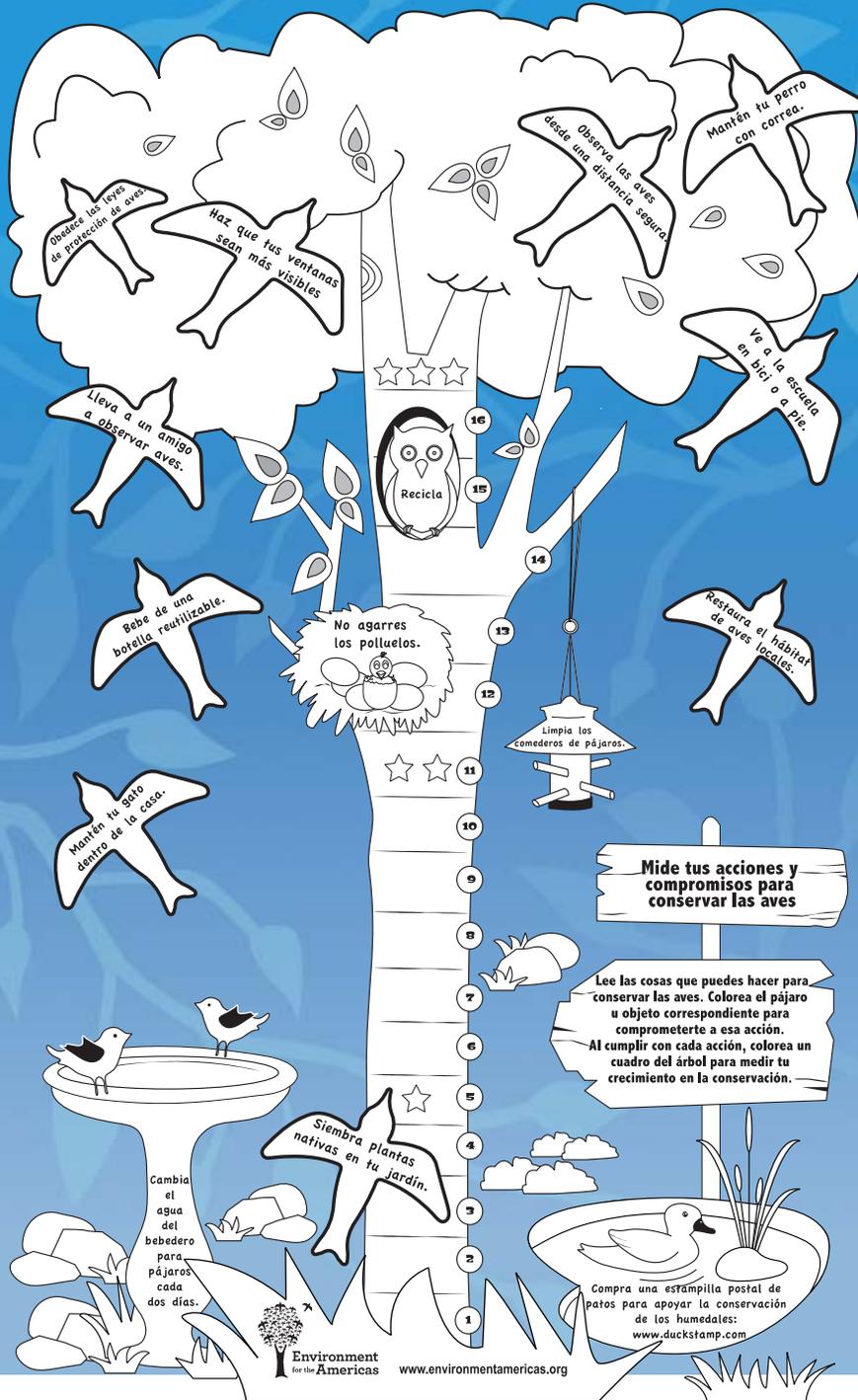
### Share the History

- 1928: All shorebird hunting illegal, except for snipe and woodcock which still have seasons today



# Conservation Growth Chart

Resources.migratorybirdday.org



# Questions

Rachel Levin

[Rachel\\_Levin@fws.gov](mailto:Rachel_Levin@fws.gov)

Susan Bonfield

[sbonfield@environmentamericas.org](mailto:sbonfield@environmentamericas.org)



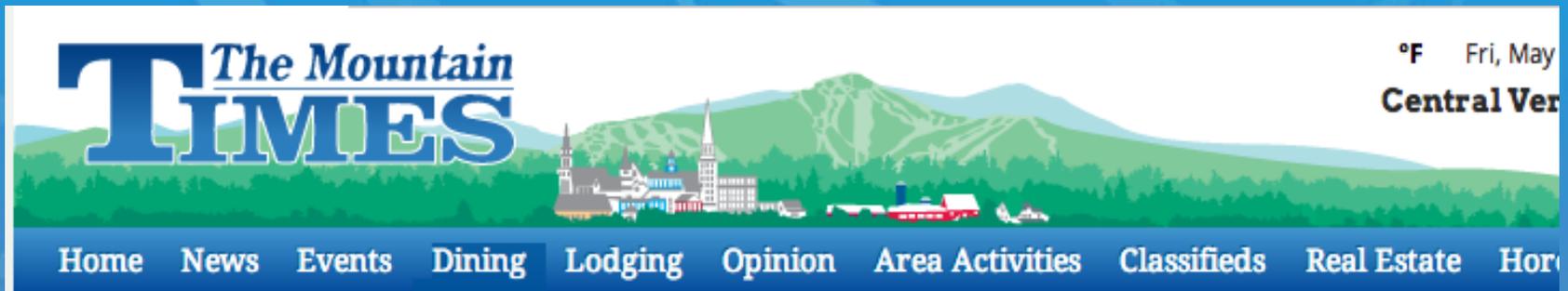
# International Migratory Bird Day 2016

## Promoting Your Event



# International Migratory Bird Day 2016

## Advertising Your Event: On-Line News



Home » News » Cool Things Happening » Learn how aves benefit humans and nature during International Migratory Bird Day program

## Learn how aves benefit humans and nature during International Migratory Bird Day program

updated Thu, May 8, 2014 11:05 AM



Saturday, May 10 at 10 a.m. - QUECHEE - Come celebrate one of the most significant natural events to occur during the year--the spring bird migration--at theVINS Nature Center! VINS invites one and all to come celebrate the arrival of our feathered friends and their incredible journeys during International Migratory Bird Day on May 10. The theme for 2014 is "Why Birds Matter: The Benefits of Birds to Humans and Nature." VINS Nature Center guests will spend the day exploring the world of birds through interactive games, cool crafts, and special visits from VINS' animal ambassadors.

VINS' International Migratory Bird Day activities take place from 10 a.m. to 4 p.m. on May 10, at the VINS Nature Center. All Bird Day activities are included in the special reduced general admission rate of \$5, made possible by the Kettering Family Foundation. Events will include live bird programs at 11 a.m. and 2 p.m., the Conte Watershed on Wheels traveling exhibit, bird crafts, and nest-box painting. Nest boxes will be available for purchase (supplies are limited).

For more info, visit [vinsweb.org](http://vinsweb.org) or call 802-359-5000.

# International Migratory Bird Day 2016

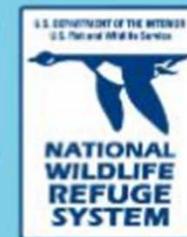
## Advertising Your Event: Flyers



**Detroit River International Wildlife Refuge invites you to  
join us at the Humbug Marsh Unit Open House to celebrate  
INTERNATIONAL MIGRATORY BIRD DAY  
Saturday May 10th 7:30am-4:00pm**

"Early Bird" guided tours at 7:30 and 11:00am and an afternoon Open House highlighting and celebrating the spring migration of nearly 350 species of migratory birds.

Family activities in the Education Shelter all afternoon.  
Email [iwr\\_alliance@yahoo.com](mailto:iwr_alliance@yahoo.com) or call 734.692.7671 with questions



# International Migratory Bird Day 2016

## Advertising Your Event: Posters



**International Migratory Bird Day Festival**  
Saturday May 17, 2014

**Día Internacional de las Aves Migratorias**  
Sábado 17 de Mayo, 2014

Rock Creek Park Nature Center  
5200 Glover Rd NW Washington, DC 20015  
(202) 895-6070

Guided bird **WALKS**...  
LIVE bird banding...  
Interactive **EXHIBITS**...  
"Birds of the Night Sky"  
**PLANETARIUM** show...  
Games and **CRAFTS**...  
Music and **DANCE** by local school groups!

**CAMINATA** de observación de aves...  
Anillamiento de aves **EN VIVO**...  
**EXPOSICIONES** interactivas...  
"Aves del Cielo Nocturno"  
espectáculo del **PLANETARIO**...  
Juegos y **ARTESANIA**...  
¡Musica y **BAILE** de grupos escolares locales!

Live Bird Banding: 9am -12pm | Festival: 10am - 2pm  
**FREE ADMISSION & PARKING!**  
**BRING THE WHOLE FLOCK!**

Smithsonian Conservation Biology Institute




# International Migratory Bird Day 2016

## Advertising Your Event

*Social Media: Facebook, Meetups, Twitter*

### nature lovers meetup

[Home](#) [Members](#) [Sponsors](#) [Photos](#) [Pages](#) [Discussions](#) [More](#)

[Join us!](#)

[Message Board](#)

[Mailing List](#)



#### Washington, DC

Founded May 25, 2007

[About us...](#)

Nature Lovers 2,522

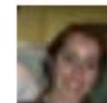
## Bird walk Festival for International Migratory Bird Day

May 11, 2013 · 9:00 AM  
Rock Creek Park Nature Center

SATURDAY, May 11th NPS & the Smithsonian Migratory Bird Center are co-hosting a festival for International Migratory Bird Day. This is a free, family-oriented event to celebrate the return of birds from Latin America.

>>guided bird walks in Spanish and English

#### 6 went



**Lu**  
EVENT HOST



**Faith Ruderfer**



**Julie**

# International Migratory Bird Day 2016

## Advertising Your Event: Posters



Art © John Muir Laws

Acompáñanos para el 13 de septiembre

# Fiesta otoñal de aves en Barr Lake

Parque Estatal Barr Lake • Brighton  
Sábado, 8 de sept. 2012 • 7 a.m. - 12 p.m.

Actividades en inglés y español

**Gran diversión hay algo para todos**

**¡Comida gratis!**

**¡15% de descuento en todos los artículos de la librería y la ropa en la tienda de regalos en Barr Lake!**

**Actividades incluyen:**

- Aves cantoras en vivo, con estación de reproducción
- Caminatas guiadas de aves (a las 7, 8, 9am)
- Excursiones conducidas del Eagle Express
- Aves rapaces en vivo
- Actividades educativa y de artesanía para niños

**Caminata bilingüe a las (10am)**

La Fiesta Otoñal de Barr Lake está patrocinada por:



**Más información: (303) 659-6005** **Entrada al parque \$10.00 por vehículo** o carnet de los parques estatales requerido

**Parque Estatal Barr Lake** está localizado al norte del Aeropuerto Internacional de Denver

**Direcciones (desde Denver):** • Toma la autopista I-76 al noreste, Toma la salida Bromley Lane • Dobla al este hasta Picadilly Road • sigue al sur hasta la entrada del parque

**Direcciones (E-470):** • Toma E-470, hasta la salida 34 (Avenida 120) • Dirijase al este, dobla izquierda en Tower Road • y izquierda en Picadilly Road • La entrada se queda una milla adelante en la izquierda

# International Migratory Bird Day 2016

## Identify Your Audience

### Who do you want to come?

- Families
- Youth
- Adults
- Scouts
- Diversity? Specific groups, such as physically challenged, senior citizens, ethnic, religious, and racial groups



# International Migratory Bird Day 2016

## Planning for Growth

### Event Recommendations

- 1<sup>st</sup> Year Events: Keep it Simple
- 2<sup>nd</sup> Year Events: Keep it Simple
- 3<sup>rd</sup> Year Events: Add an Attraction
- 4<sup>th</sup> Year Events: Grow it!



# International Migratory Bird Day 2016

## Advertising Your Event: Direct Mail

[www.usps.com](http://www.usps.com)

**Step 2: Choose Routes**

Route	80302-H061
Residential	279
Total	279
Route Cost	\$48.82

Individual Routes Selected	0
Post Office Drop-Offs >	0
Total Delivery Addresses	0
Approximate Cost	\$0.00

Next

Save

MAP KEY

80501

Nelson Rd

80503

Jamestown 80455

80544

80504

119

52

80516

80304

80301

157

80310

80310

Boulder

Boulder Mountain Park

80026

Louisville

80466

110

# International Migratory Bird Day 2016

## Advertising Your Event: Direct Mail

www.usps.com

### Route Table and Demographics

Hide Table ▾

<input type="checkbox"/>	ROUTE	RES	TOTAL	AGE	INCOME	SIZE	COST	DEMOGRAPHICS
<input type="checkbox"/>	80301-C001	350	350	48%	--	--	\$61.25	<input checked="" type="checkbox"/> <b>Age</b> Show the % of <b>25-44</b> year-olds of each route <a href="#">Edit Age</a>
<input type="checkbox"/>	80301-C003	661	661	50%	--	--	\$115.67	<input type="checkbox"/> <b>Household Income (Income)</b> Show the average household income of each route.
<input type="checkbox"/>	80301-C004	245	245	<1%	--	--	\$42.88	<input type="checkbox"/> <b>Household Size (Size)</b> Show the average household size of each route.
<input type="checkbox"/>	80301-C005	435	435	21%	--	--	\$76.13	
<input type="checkbox"/>	80301-C006	483	483	43%	--	--	\$84.52	
<input type="checkbox"/>	80301-C007	390	390	20%	--	--	\$68.25	



# International Migratory Bird Day 2016

## Advertising Your Event

### *Personal Invitation to Key Groups*

- **Scouts**
- **Seniors**
- **Schools**
- **4-H**
- **Boys & Girls Clubs**
- **Other Target Audiences**



# International Migratory Bird Day 2016

## Advertising Your Event: Attract Leaders

Recognize a  
donation,  
new facility  
or other  
achievement



# International Migratory Bird Day 2016

## Advertising Your Event: Attract Leaders

*City of Seattle • Office of the Mayor*

# PROCLAMATION

- WHEREAS, International Migratory Bird Day is an annual opportunity to celebrate a special group of birds that have great aesthetic, ecological and economic importance; and
- WHEREAS, these birds travel to and through the Seattle each year, finding refuge in our parks and neighborhoods; and
- WHEREAS, we recognize the responsibility of protecting these migrants whom we share with our neighbors, from tropical wintering grounds to the south to the Canadian Boreal Forest breeding grounds to our north; and
- WHEREAS, we owe the children of the Seattle the liberating and broadening experience of getting to know these natural wonders,

NOW, THEREFORE, I, Mike McGinn, Mayor of the City of Seattle, do hereby proclaim May 11, 2013, to be

## INTERNATIONAL MIGRATORY BIRD DAY

in Seattle and call upon all our citizens to work to protect these birds and their habitat here and all over the world as an invaluable resource for current and future generations.



Michael McGinn  
Mayor of Seattle



# International Migratory Bird Day 2016

## Unify our Voices for Bird Conservation!

### International Migratory Bird Day

**Saturday, May 9: 10am-2pm**

**FREE - All Ages**

Join our young conservation leaders in taking action to restore habitat for our urban community of humans, wildlife and migrating birds! Today, we protect the birds whose migratory patterns are shifting with the effects of climate change, and celebrate our graduating teens as they complete the Tenacious Roots program for young environmental leaders. Tools, gloves, training, snacks and coffee provided. Bring the whole family!



**Spread the Word!**

**#BirdDay**

**#MigratoryBirdDay**

**Links to [www.birdday.org](http://www.birdday.org)**

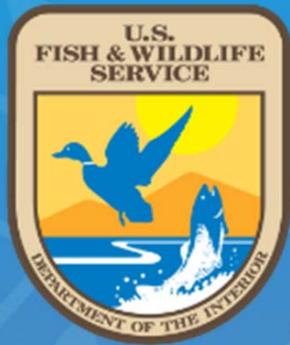


**Use the IMBD "Seal"**



# Thanks to IMBD Sponsors

## Title Sponsors



Smithsonian Migratory Bird Center

## Partners



## Regional Partners



# Make Learning Hands-On



**Preventing Collisions**



**Keeping Cats Indoors**



**Bird Feeding**



**Improving Habitat  
for Birds**



# Questions

Rachel Levin

[Rachel\\_Levin@fws.gov](mailto:Rachel_Levin@fws.gov)

Susan Bonfield

[sbonfield@environmentamericas.org](mailto:sbonfield@environmentamericas.org)

