

Birdathon Pledge Email Template for Friends and Family

Dear [Name],

It's no secret I'm in awe of birds. I love bird watching and exploring this special place I get to call home. As a frequent visitor to our area's wild places, I'm giving back by participating in the [Loudoun Wildlife Conservancy's Birdathon](#). It's like a walk-a-thon, but instead of counting miles or steps, we count bird species!

I know that you — like me — are concerned about the environment and how habitat loss and climate change impact wildlife and people. (The loss of natural habitat is the greatest threat to wildlife worldwide.) The Loudoun Wildlife Conservancy is a local nonprofit that's been inspiring people to protect, preserve, and restore wildlife habitat in Loudoun County for 30 years, and by supporting me in this year's Birdathon, you'll be supporting their vital, ongoing work.

On [date your team will be counting], my team — [team name] — is committed to counting as many bird species as possible. Our goal is to count [number] species and raise [amount] for an incredible cause, and we'd be honored to have your support. *[Add any additional details here as you see fit, including social media links, details of your plan, where you'll be counting, etc.]*

You can choose to donate a flat amount or pledge per species. For example, if you pledge \$1.00 per bird species, you'd contribute \$50.00 if our team finds 50 species over the course of our count. Whatever the size of your donation or pledge, know that it will make a lasting, tangible difference. To see specific examples of what your support will make possible, [view this brief, inspiring video highlighting Loudoun Wildlife Conservancy](#).

Donate online in any of the following ways:

["Yes, I'll support your love of birds by making a flat donation!"](#)

["Yes, I want to make a pledge per species you find!"](#)

You may also donate by check to:

Loudoun Wildlife Conservancy

PO Box 1892

Leesburg, VA 20177

(Please include our team name and "Birdathon" in the memo line.)

Please reach out with any questions, and thanks so much for your support!

Your friend in birding,