

Chapter Support
Christmas Bird Count
Presented to Karen Fernandez

Below is an email to be distributed to Chapter leaders to have them coordinate on the Christmas Bird Count efforts.

Dear Chapter Leaders and members,

It is time for the 114th Christmas Bird Count! North Carolina is always a leading participant in this citizen-science event and we expect to have great results again this year, with your help!

On December 3, Audubon North Carolina will issue a state-wide press release about the CBC, and will also spread the word via social media. We will ask interested citizens to contact their local chapters to sign-up for a CBC count circle or to sign-up directly on the NAS website. Please watch for emails and phone calls to the email address listed on the ANC website under the Centers and Chapters tab. You might want to give your email contact a heads up, as you might see an uptick in emails and phone calls for people looking for a circle.

WE NEED PHOTOS: Once you conduct your local count, please send us photos of the volunteers participating in the count. Bird photos are nice too, but we would like to get as many participant photos as we can. Let us know if you see anything unusual or fun, too. We'll use these photos in our publications throughout the year. You can send photos to Dawn (our communications consultant) at dawn@bcdideas.com.

We have also worked with NAS to modify some sample social media messages for you to use on your chapter Facebook pages and Twitter accounts. As always, feel free to adjust for your audiences. '

If you have any questions, feel free to contact me or Karen Fernandez, Director of Development and Communications - kfernandez@audubon.org. Thank you and happy counting!

Curtis

ANC Media Release (Feel free to repost) - <http://nc.audubon.org/newsroom/press-releases/2013/citizen-science-paving-way-advancements-bird-conservation>

Facebook Posts

- Pre-registration is officially open for the 2014 Audubon Christmas Bird Count. Find a count near you and sign up today! <http://ow.ly/qRVVR> #AudubonCBC
- Want to play a role in collecting crucial conservation information? Sign up to participate in the Audubon Christmas Bird Count today: <http://ow.ly/qRVVR> #AudubonCBC
- Results from the 113th Audubon Christmas Bird Count are now available online: <http://ow.ly/qRrBs> Thanks to the more than 70,000 volunteer citizen scientists who participated last year! #AudubonCBC

Twitter Tweets

- Join more than 70,000 people will participate in the 114th #AudubonCBC. Find a circle near you today: <http://ow.ly/qRVVR>
- Sign up to participate in the #AudubonCBC today and you can play a role in collecting crucial information: <http://ow.ly/qRVVR>
- Want to participate in the longest-running citizen science survey? Sign up for the #AudubonCBC today! <http://ow.ly/qRVVR>

Other Goodies to Share:

- CBC instructions for compilers are available in Spanish: http://birds.audubon.org/sites/default/files/documents/conteo_navideno_de_aves_manual_0.pdf.
- CBC videos you can use (newest at top): <http://birds.audubon.org/christmas-bird-count-videos>
- Posters
 - General - <http://birds.audubon.org/documents/christmas-bird-count-printable-poster-general>
 - For Chapters - <http://birds.audubon.org/documents/christmas-bird-count-printable-poster-chapters>