

## Chapter Support

### Important Bird Areas Promo Materials

*Presented to Karen Fernandez and Curtis Smalling*

Below is an email to be distributed to Chapter leaders to have them coordinate on the Important Bird Area materials specifically to promote the motion graphic video and infographic. This should be distributed on **Tuesday, August 19**.

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Dear Chapter Leaders and members,

Throughout the summer, Audubon North Carolina has celebrated our statewide Important Bird Area program and its global impact for birds and people. To finish the season on a great note, we have produced a short video and infographic to take our bird lovers on a journey through IBAs along the Atlantic Flyway to show how preserving habitats in North Carolina and around the world are vital for our birds to thrive.

Millions of birds call North Carolina home because of all that our state and our IBAs offer: the right mix of habitat, food and seasons make it possible for birds to nest and rest here. Through the IBA program, Audubon NC staff, chapters, volunteers and supporters are conducting research, participating in citizen science projects and working hard to preserve the areas our birds call home.

And here's what you can do to help! Please share, share, share the materials with your audience and spread the word about North Carolina's IBAs and the work happening locally and globally to protect our birds and preserve their habitats.

In order to spread the message about our IBAs and conservation programs, Audubon North Carolina is currently promoting the video and infographic across our website, blog and social media. 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 information about how to support their neighborhood IBA.

**WE NEED PHOTOS:** Is your chapter hosting a count to record the birds in your neighborhood IBA, or do you know a great volunteer who is participating in a citizen science project? Let us know if you see anything unusual, fun or just incredibly cute. We'll use these photos in our publications throughout the year. You can send photos to Dawn (our communications consultant) at [dawn@bcdideas.com](mailto:dawn@bcdideas.com).

We encourage you to join us in supporting our Important Bird Areas on social media! We have included

some sample social media messages and important links for you to use on your chapters' Facebook pages. 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](mailto:kfernandez@audubon.org). Thank you for all of your help to protect and defend our Important Bird Areas across North Carolina!

Curtis

### **IBA Goodies to Share:**

- Learn how our IBAs are supporting migrating birds from NC to the Tropics - Link to Motion Graphic Video blog post
- See an Infographic detailing NC's IBAs - Link to infographic blog post
- Defend, Donate and Volunteer - Link to Landing Page
- Find a Citizen Science Opportunity Near You - Link to Citizen Science page
- Learn about the Wood Thrush - Link to WT Priority Bird Page

**Blogging for IBAs – <http://ncaudubonblog.org/category/ibas/>**

### **Facebook Posts**

- IBAs throughout North Carolina are supporting birds as they survive and thrive. Take a journey through our 4.9 million acres of bird habitat and see exactly how healthy habitats are sustaining the birds we love. #SaveNCIBAs <http://ncaudubonblog.org/2014/08/iba/>
- Why Important Bird Areas? Audubon NC's IBA program is serving as a blueprint for conservation to preserve habitats and protect birds like the Wood Thrush who are migrating to and through North Carolina each year. Follow along with the migration of one Wood Thrush to see how it is depending on IBAs along its epic trip. #SaveNCIBAs <http://ncaudubonblog.org/2014/08/iba/>
- Did you know what the Highlands Plateau, Pungo-Pucosin Lake and Lea-Hutaff Island all have in common? No, it's not that they are all located in North Carolina, but you're close! Each location has been designated one of NC's 96 Important Bird Areas. Click to find out what Audubon NC is doing to make sure our birds survive and thrive at our state IBAs and along the Atlantic Flyway. #SaveNCIBAs <http://ncaudubonblog.org/2014/08/iba/>
- "Like" if you love the Wood Thrush and have an extra two minutes to spare. Our Wood Thrush wants you to watch this quick video to find out how Audubon NC is working to protect the Shakespeare of birds by preserving the habitat they need to survive and thrive. #SaveNCIBAs <http://ncaudubonblog.org/2014/08/important-bird-areas-create-protection-for-birds/>
- If you love the Wood Thrush as much as we do, find out how you can help support this beloved bird when you watch this short video for Audubon NC's IBA program. After the video, visit our

blog to find out how you can get involved! #SaveNCIBAs

<http://ncaudubonblog.org/2014/08/important-bird-areas-create-protection-for-birds/>

- Wondering how you can defend, donate and volunteer to protect one of the 96 IBAs in North Carolina that support our birds and people? Audubon NC has created a special infographic making it easy for anyone and everyone to get involved! Click to learn more. #SaveNCIBAs <http://ncaudubonblog.org/2014/08/see-the-local-and-global-impacts-of-our-nc-ibas/>
- Find out exactly what it means to serve as a blueprint for conservation with this cool and colorful infographic detailing our IBA program. Our partners, supporters and success stories will show you exactly how local North Carolina initiatives are supporting conservation on a global scale. #SaveNCIBAs <http://ncaudubonblog.org/2014/08/see-the-local-and-global-impacts-of-our-nc-ibas/>
- Wondering how your support of birds in North Carolina has an impact on a global scale? Read through this infographic and learn how our conservation work is protecting birds and wildlife across North Carolina and then entire Atlantic Flyway! #SaveNCIBAs <http://ncaudubonblog.org/2014/08/see-the-local-and-global-impacts-of-our-nc-ibas/>
- You don't have to be a researcher to support bird conservation across our state. You just have to love birds! We've got plenty of ways for every person to turn your love of birds into something more with citizen science projects. There's plenty to choose from so browse our website to get started and get involved. <http://nc.audubon.org/citizen-science-26>
- You've put up a nest box in your bird-friendly backyard and you know about our annual bird counts. But Audubon North Carolina has many more opportunities for you to get involved. Turn your love of birding into action for conservation with a citizen science project. Learn more on our website. <http://nc.audubon.org/citizen-science-26>
- Now that you've watched our video and gotten excited about supporting IBAs across North Carolina, learn even more about the star of the show, our Wood Thrush. Along with it's sweet song and epic migration journeys, find out why the Wood Thrush is a priority conservation species and Audubon NC is helping it survive and thrive. <http://nc.audubon.org/wood-thrush-0>
- From Nicaragua to North Carolina, Wood Thrushes may be migrating but so are Audubon NC volunteers and scientists! Learn about the conservation work coordinated among our partner organizations in an effort to learn more about this beloved bird. <http://nc.audubon.org/wood-thrush-0>