

Chapter Support Native Plant Brochures

Presented to Karen Fernandez

Below is an email to be distributed to Chapter leaders to have them communicate and distribute the Native Plant Brochures.

Dear Chapter Leaders and members,

As part of the Bird-Friendly Communities initiative, this spring we are distributing a guide to growing native plants with [special brochures](#) for the coastal and piedmont regions. The brochures detail which plants are native, non-invasive and support birds with necessary food and habitat.

North Carolina is amazing because no two landscapes are alike! Our brochures have been designed with that in mind, specifically for the coastal and piedmont regions, to serve as a guide for residents preparing their spring planting. We hope members of your community will use these brochures when making their plant choices this season.

In order to create bird-friendly communities across North Carolina, we need your help to spread the word about the native plant brochures! Here's what you can do to make a difference for birds and people today.

- Share a link to the [digital brochures](#) on your website, blog and social media channels.
- Share the brochures with your local garden clubs, birding shops and even your conservation partners.
- Have brochures available for pick up at your chapter meetings and events.
 - More brochures can be ordered from Kim Brand- kbrand@audubon.org

PHOTOS NEEDED: Do you know of a member with an outstanding yard filled with native plants? Is your chapter hosting an event to promote the brochures and growing native plants in your community? Please send your photos of volunteers growing native plants and using the brochures to educate residents in your area. 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 included 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. If you need to order more brochures for your chapter, please contact Kim Brand, Bird-Friendly Communities Coordinator at kbrand@audubon.org.

Thank you and happy planting!

Curtis and Kim

Bird-Friendly Communities on the Blog (Feel free to repost) –
<http://ncaudubonblog.org/category/bird-friendly-communities/>

Facebook Posts

- Your yard and the plants in it matter to birds. Give them the food and shelter they need by going native with our Native Plant Growing Guides for the piedmont and the coast. The birds will thank you for it! <http://nc.audubon.org/bird-friendly-plants>
- Coastal residents, check out the Native Plant Growing Guide before you make that trip to the gardening store this spring. By growing native plants in your yard, you are providing food and shelter for birds and their babies to thrive. <http://nc.audubon.org/bird-friendly-plants>
- Living in the Piedmont and thinking about that spring garden? Check out our Native Plant Growing Guide before your trip to the gardening store. By growing native plants in your yard, you are providing food and shelter for birds and their babies to thrive. <http://nc.audubon.org/bird-friendly-plants>
- You've heard how Audubon is committing to growing Bird-Friendly Communities across North Carolina. You can be part of the movement by growing native plants in your yard this spring! Click here to find a growing guide for your region. <http://nc.audubon.org/bird-friendly-plants>
- Everyone can help birds and their babies this spring in North Carolina. By growing native plants, you are providing birds with necessary food and shelter to help them survive and thrive! Find a growing guide for your region today. <http://nc.audubon.org/bird-friendly-plants>

Twitter Tweets

- Going native with a bird-friendly backyard this spring? Not sure where to start? Find a #NCPlantGuide to learn more! <http://nc.audubon.org/bird-friendly-plants>
- Find out how you can help birds and their babies survive and thrive this spring! A #NCPlantGuide will get you started. <http://nc.audubon.org/bird-friendly-plants>
- From the Piedmont to the Coast, we've got a #NCPlantGuide to help you choose the right garden accessories. Happy planting! <http://nc.audubon.org/bird-friendly-plants>
- Join in growing #BirdFriendlyCommunities across NC. Find a #NCPlantGuide for plants that support birds and their babies. <http://nc.audubon.org/bird-friendly-plants>

- Birds will need a lot of food and shelter this spring. Find a #NCPlantGuide to see how you can grow a home for birds! <http://nc.audubon.org/bird-friendly-plants>

Other Goodies to Share:

- Creating Bird-Friendly Communities across North Carolina– <http://nc.audubon.org/creating-bird-friendly-communities-2>
- Creating a bird-friendly backyard on the coast – <http://ncaudubonblog.org/2014/02/creating-a-bird-friendly-backyard-on-the-coast/>
- Creating a bird-friendly backyard in the piedmont – <http://ncaudubonblog.org/2014/02/creating-a-bird-friendly-backyard/>
- Make a little room for Brown-headed Nuthatch – <http://nc.audubon.org/make-little-room-brown-headed-nuthatch>