

Retail Support
Native Plant Brochures
Presented to Karen Fernandez

Below is an email to be distributed to gardening clubs, birding shops and conservation partners to have them communicate and distribute the Native Plant Brochures.

Good morning,

As part of a new partnership program with a vision for North Carolina, Audubon is working to build [bird-friendly communities](#) across the state by educating residents on the importance of using native plants in yards this spring. We believe that by growing more native plants, we are giving birds the opportunity to succeed while bettering North Carolina from the ground up.

To spread the word about this project, we are distributing a guide to growing natives with [special brochures](#). 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. These brochures will help your patrons make their spring planting choices with birds in mind, choosing plants that are native to their area, non-invasive and support them with necessary food and habitat.

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 the brochures with your patrons and supporters.
 - More brochures can be ordered from Kim Brand- kbrand@audubon.org
- Share a link to the [digital brochures](#) on your website, blog and social media channels.

We have also included some sample social media messages for you to use on your Facebook pages and Twitter accounts. Please 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, please contact Kim Brand, Bird-Friendly Communities Coordinator at kbrand@audubon.org.

Thank you and happy planting!

Curtis Smalling, Director of Land Bird Conservation and Kim Brand, Bird Friendly Communities

Coordinator

Bird-Friendly Communities Resources (Feel free to repost) –

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

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>