THANK YOU for participating in **Audubon North Carolina’s Bird-Friendly Native Plants of the Year Program**. This tool kit includes pre-written items to help market native plants to your customers. You are welcome to modify these items to fit your business and community.

**Please let us know what else you need to promote this program.**

Contact Kim Brand, Bird-Friendly Communities Coordinator,

336-391-9614 or kbrand@audubon.org

with your ideas.

Included:

* Program Logo & Digital Assets
* Web Copy – Pg. 3
* eNews Blurb – Pg. 6
* Social Posts – Pg. 8
* Blog Posts – Pg. 10

**PROGRAM LOGO**

Download from the Audubon North Carolina website – you are welcome to use this on your website, social media channels, and printed materials.

<https://nc.audubon.org/sites/g/files/amh416/f/bird_friendly_logo.jpg>

**DIGITAL ASSETS**

* Bird-Friendly Native Plants of the Year List - <https://nc.audubon.org/sites/g/files/amh416/f/static_pages/attachments/bird-friendly_native_plants_list_general_version_aug_2015.pdf>
* Bird-Friendly Native Plants of the Year for Gardeners Page - <https://nc.audubon.org/conservation/bird-friendly-native-plants-year-gardeners>
* Sign-Up for Gardeners - <http://nc.audubonaction.org/site/Survey?ACTION_REQUIRED=URI_ACTION_USER_REQUESTS&SURVEY_ID=16980>

**SOCIAL IMAGES**

*You are welcome to use these images on your social feeds, newsletters and websites*

* Phlox Facts - <https://nc.audubon.org/sites/g/files/amh416/f/eastern-blue-phlox-with-fac.jpg>
* Spicebush Facts - <https://nc.audubon.org/sites/g/files/amh416/f/spicebush-with-tips.jpg>
* Cross Vine Facts - <https://nc.audubon.org/sites/g/files/amh416/f/cross-vine.jpg>
* Trumpet Creeper Facts - <https://nc.audubon.org/sites/g/files/amh416/f/trumpet-creeper.jpg>
* Winterberry Fact - <https://nc.audubon.org/sites/g/files/amh416/f/winterberry.jpg>

# WEB COPY

*Use this copy for a webpage or a blog post*

**Bird-Friendly Native Plants of the Year**

We’re a proud partner of Audubon North Carolina’s **Bird-Friendly Native Plants of the Year** program to bring back North Carolina’s native plants to benefit birds and our environment.

**Bird-Friendly Native Plants of the Year** is all about LOCAL! Local plants, local businesses and local gardens. By supporting local nurseries in North Carolina, you are helping to lay down roots to grow more native plants.

**Why Native Plants?**

Native plants benefit our environment, our birds and our local economy. We see it pretty simply; native plants are a winning choice for gardeners because they are:

* **Easy** – Native plants are easy to grow in North Carolina’s climate. This means less maintenance and, once established, less plant care.
* **Perform** – Since these plants are made for North Carolina, after the first year these selections often grow with little coddling. Plant it and forget it.
* **Earth-Friendly** – Native Plants are made to endure North Carolina’s pests, heat, cold, natural rainfall and other plant maladies. Less pesticides and herbicides means a healthier, happier planet.
* **Beautiful** – Native plants are gorgeous. If you haven’t seen a beautyberry with fruit or a Coral honeysuckle in bloom, we suggest you take a moment and do an image search. These native plants are great additions to your garden over time. We’re not recommending a total plant makeover, but just adding a few of these species to your backyard can make a world of difference for birds.
* **Food for Birds** – You will be helping birds raise their chicks, and who isn’t happy about that? Birds need native plants to feed their chicks and to stay fed all winter. In the spring, birds pick off caterpillars to feed their babies. In the fall, the seeds and fruits from native plants are excellent sources of energy for the winter.
* **Available** – We’re actively working with Audubon North Carolina to offer a select list of native plants. Find out what made this year’s “**Native Bird-Friendly Plants of the Year”** at <https://nc.audubon.org/conservation/bird-friendly-native-plants-year-gardeners>.

**Meet our Native Bird-Friendly Plants of the Year**

**Native Bird-Friendly Plants of the Year** are a hand-selected list of plants to add to your garden this year. The list is short so that you can easily add new plants to your native collection year after year. If you “collect as you grow” you can add plants to your plans today while North Carolina’s growers can prepare for future years.

**2015 Native Bird-Friendly Plants of the Year**

# Eastern Blue Phlox

# *Phlox divaricata*

Threadleaf Coreopsis

# *Coreopsis verticillata*

Eastern Aromatic Aster

# *Symphyotrichum oblongifolium*

Purple Coneflower

# *Echinacea purpurea*

Switchgrass

# *Panicum virgatum*

Virginia Sweetspire

*Itea virginica*

Winterberry

Ilex verticillata

Spicebush

*Lindera benzoin*

Downy Serviceberry

# *Amelanchier arborea*

Eastern Red Cedar

*Juniperus virginiana*

***Coastal Plain Alternatives***

Cross-vine

*Bignonia capreolata*

Overcup Oak

# *Quercus lyrata*

***Mountain Alternatives***

Trumpet-creeper

*Campsis radicans*

Red Oak

## *Quercus rubra*

***Piedmont Alternatives***

Cross-vine

*Bignonia capreolata*

Overcup Oak

# *Quercus lyrata*

Red Oak

## *Quercus rubra*

Get a sneak peek of what growers are planting for 2016 & 2017. It’s important to note that many of these plants may be very difficult to find now, but during the feature year they should be available at participating retailers.

To learn more about this program visit Audubon North Carolina’s Local Plants page <https://nc.audubon.org/conservation/bird-friendly-native-plants-year-gardeners>.

ENEWS BLURBS

*Use these eNewsletter blurbs throughout the year*

**FALL**

**Fall in Love with Native Plants**

Fall is the perfect time to plant selections from our **Native Bird-Friendly Plants of the Year** list. We’ve purposely just picked a handful of native plants so you can add new plants to your native collection each year. If you “collect as you grow” you can add plants to your plans today while North Carolina’s growers can prepare for future years. Native Plants are an important food source for migrating birds in the fall plus many produce beautiful fruit and have spectacular fall colors. Stop by today to learn about our **Native Bird-Friendly Plants of the Year** to add to your garden. [link to your page or to Audubon’s Page <https://nc.audubon.org/conservation/bird-friendly-native-plants-year-gardeners>].

**SPRING**

**Add Your Bird-Friendly Native Plants of the Year**

Come by to check out the **Native Bird-Friendly Plants of the Year**! This hand-selected list of plants are a great addition to your garden this year. Native plants benefit our environment, our birds and our local economy. We see it pretty simply; native plants are a winning choice for gardeners. Stop by today and ask about our winning native selections. [link to your page or to Audubon’s Page <https://nc.audubon.org/conservation/bird-friendly-native-plants-year-gardeners>]

**SUMMER**

**Power of Native Plants**

As a small business, we’re all about LOCAL! Local plants, local businesses and local gardens. Native plants are the ultimate LOCAL product. They benefit our environment, our birds and our local economy. We see it pretty simply; native plants are a winning choice for gardeners because they are:

* **Easy** – Native plants are easy to grow in North Carolina’s climate. This means less maintenance and, once established, less plant care.
* **Earth-Friendly** – Native Plants are made to endure North Carolina’s pests, heat, cold, natural rainfall and other plant maladies. Less pesticides and herbicides means a healthier, happier planet.
* **Beautiful** – Despite the bad rap, native plants are gorgeous. If you haven’t seen a beautyberry with fruit or a Coral honeysuckle in bloom, we suggest you take a moment and do an image search. These native plants are great additions to your garden over time. We’re not recommending a total plant makeover, but just adding a few of these species to your backyard can make a world of difference for birds.
* **Food for Birds** – You will be helping birds raise their chicks, and who isn’t happy about that? Birds need native plants to feed their chicks and to stay fed all winter. In the spring, birds pick off caterpillars to feed their babies. In the fall, the seeds and fruits from native plants are excellent sources of energy for the winter.

Stop by today to learn about our **Native Bird-Friendly Plants of the Year** to add to your garden.

# SOCIAL POSTS –

*Don’t be afraid to repeat these posts or create your own!*

**FACEBOOK**

You love to eat local, so why not grow local too. Choosing plants native to North Carolina help your local nurseries, growers and even the birds will thank you! Click here to find a list of plants to shop for during your next stop in the garden store [link to your page or to Audubon’s Page [https://nc.audubon.org/conservation/bird-friendly-native-plants-year-gardeners](http://nc.audubon.org/local-roots-gardeners)].

You’ve decided to add some native plants to your yard but aren’t sure just where to start? Don’t worry; we’ve got exactly what you need! Click to see a list of NC bird-friendly natives that will look great in your yard [link to your page or to Audubon’s Page [https://nc.audubon.org/conservation/bird-friendly-native-plants-year-gardeners](http://nc.audubon.org/local-roots-gardeners)].

Fall in love with the beauty of native plants this season and every season! We’ve got a list of this year’s must-have NC bird-friendly natives that will look great in your yard. Get started by asking your nurserymen how you can grow local [link to your page or to Audubon’s Page [https://nc.audubon.org/conservation/bird-friendly-native-plants-year-gardeners](http://nc.audubon.org/local-roots-gardeners)].

What they say is true. Native plants are beautiful, hearty and the insects that eat them help feed baby birds. Make your yard more earth-friendly AND bird-friendly this year when you grow local. Click here to find a list of natives to get you started [link to your page or to Audubon’s Page [https://nc.audubon.org/conservation/bird-friendly-native-plants-year-gardeners](http://nc.audubon.org/local-roots-gardeners)].

Roots in the ground put more wings in the air. When you grow local in your yard, the birds will thank you! Native plants have just what birds need to fuel up and feed their babies. Find a list of natives to add to your yard when you check out the new Bird-Friendly Native Plants of the Year program by Audubon NC - [https://nc.audubon.org/conservation/bird-friendly-native-plants-year-gardeners](http://nc.audubon.org/bird-friendly-native-plants-year-gardeners).

**TWITTER**

* You've decided to grow native plants but where to start? Try #birdfriendlynative to find a list of NC natives for your yard. [link to your page or to Audubon’s Page [https://nc.audubon.org/conservation/bird-friendly-native-plants-year-gardeners](http://nc.audubon.org/local-roots-gardeners)]
* Fall in love with beautiful earth-friendly native plants. We've got the list of #birdfriendlynative must-haves this season. [link to your page or to Audubon’s Page [https://nc.audubon.org/conservation/bird-friendly-native-plants-year-gardeners](http://nc.audubon.org/local-roots-gardeners)]
* Eat local? Why not grow local? Help your local nurseries, growers and birds too. Get started with #birdfriendlynative. [link to your page or to Audubon’s Page [https://nc.audubon.org/conservation/bird-friendly-native-plants-year-gardeners](http://nc.audubon.org/local-roots-gardeners)]
* Beautiful, hearty and feeds baby birds. Make your yard more #birdfriendly and grow local with #birdfriendlynative. [link to your page or Audubon’s Page [https://nc.audubon.org/conservation/bird-friendly-native-plants-year-gardeners](http://nc.audubon.org/local-roots-gardeners)]
* Roots in the ground=wings in the air. Choose native plants to make your yard #birdfriendly. See our list of must-haves! [link to your page or to Audubon’s Page [https://nc.audubon.org/conservation/bird-friendly-native-plants-year-gardeners](http://nc.audubon.org/local-roots-gardeners)]

# BLOG POSTS

*Feel free to repost any of the blog posts on this feeds to your social media or use in your newsletters. We will continue to add content to these feeds, so check back often.*

**Bird-Friendly Native Plants of the Year** - <https://nc.audubon.org/search_results?search=bird-friendly+Native+Plants&op>=

**Native Plant Profiles** – <https://nc.audubon.org/conservation/bird-friendly-communities/bird-friendly-native-plants/native-plant-profiles>