



## A SUCCESSFUL BIRD TOWN IN 6 EASY STEPS

***Mission:*** *To work in partnership to inspire and promote community-based actions that create a culture of conservation and healthy living through **engagement, education, environmental projects, birding activities, citizen science and innovative grassroots involvement.***

**Goal 1. Education:** Increase ecological literacy and awareness of birds as indicators of environmental health. Demonstrate the connection between increased bird populations and diversity through habitat improvement. Encourage residents, schools, businesses and government to initiate the schools, and habitat management on public lands.

- 1) **ONE** public presentation/event per year (speaker/workshop/etc)
- 2) **ONE** table event per year

**Goal 2. Engagement:** **Connect more people to nature through bird-related activities** such as bird watching in township parks, bird counts (citizen science) bird logging (ebird) and bird feeding (backyard/schoolyard). Encourage grassroots innovation that elevate stewardship actions at all scales.

- 3) **ONE** birdwalk at local park per year
  - 4) **ONE** school engagement program (i.e. Audubon Adventures, Green Club, Schoolyard Habitat, etc)
- Optional:** Program specific to the GBBC (Presentation, school project, etc.)

**Goal 3. Conservation:** **Increase the amount of viable bird habitat** through best practices on private and public lands. Bird Town helps local residents utilize citizen science and make connections to important bird areas and species of concern in the Atlantic Flyway.

- 5) **ONE** Garden/Planting/Restoration project per year (park habitat, yard make-over, schoolyard habitat garden, fundraiser, etc.)

**Goal 4. Promote/Share** **Use Audubon PA's media resources** to help promote events and activities.

- 6) **SUBMIT** an article (150 words max) with one photograph after each event. This will be used for:
  - a. The Bird Town Flyer
  - b. Annual Report
  - c. Websites (yours and Audubon PA)
  - d. Grant applications