

International Migratory Bird Day 2016

Spread Your Wings for Bird Conservation

International Migratory Bird Day

Spread Your Wings for Bird

Conservation

Presented by

Susan Bonfield

Environment for the Americas



International Migratory Bird Day

Purpose of this Webinar

- Share information about the Centennial and International Migratory Bird Day 2016
- Help you engage people at your site
- Unify our voices for conservation!



International Migratory Bird Day

Our Goals

- Make it simple for you to host a bird-focused event;
- Get people engaged in learning about birds, birdwatching, and bird conservation;
- Share a conservation theme that focuses your event and benefits migratory birds;
- Help you grow your event each year.



International Migratory Bird Day FAQs

- When is International Migratory Bird Day?
- *Because birds don't migrate on a single day, you choose the date that works for you and the birds!*
- Who coordinates International Migratory Bird Day?
- *Environment for the Americas*
- How many International Migratory Bird Day events are there?
- *700 and growing*



International Migratory Bird Day 2016

The Conservation Theme



International Migratory Bird Day 2016

The Conservation Theme

Spread Your Wings for Bird

Conservation

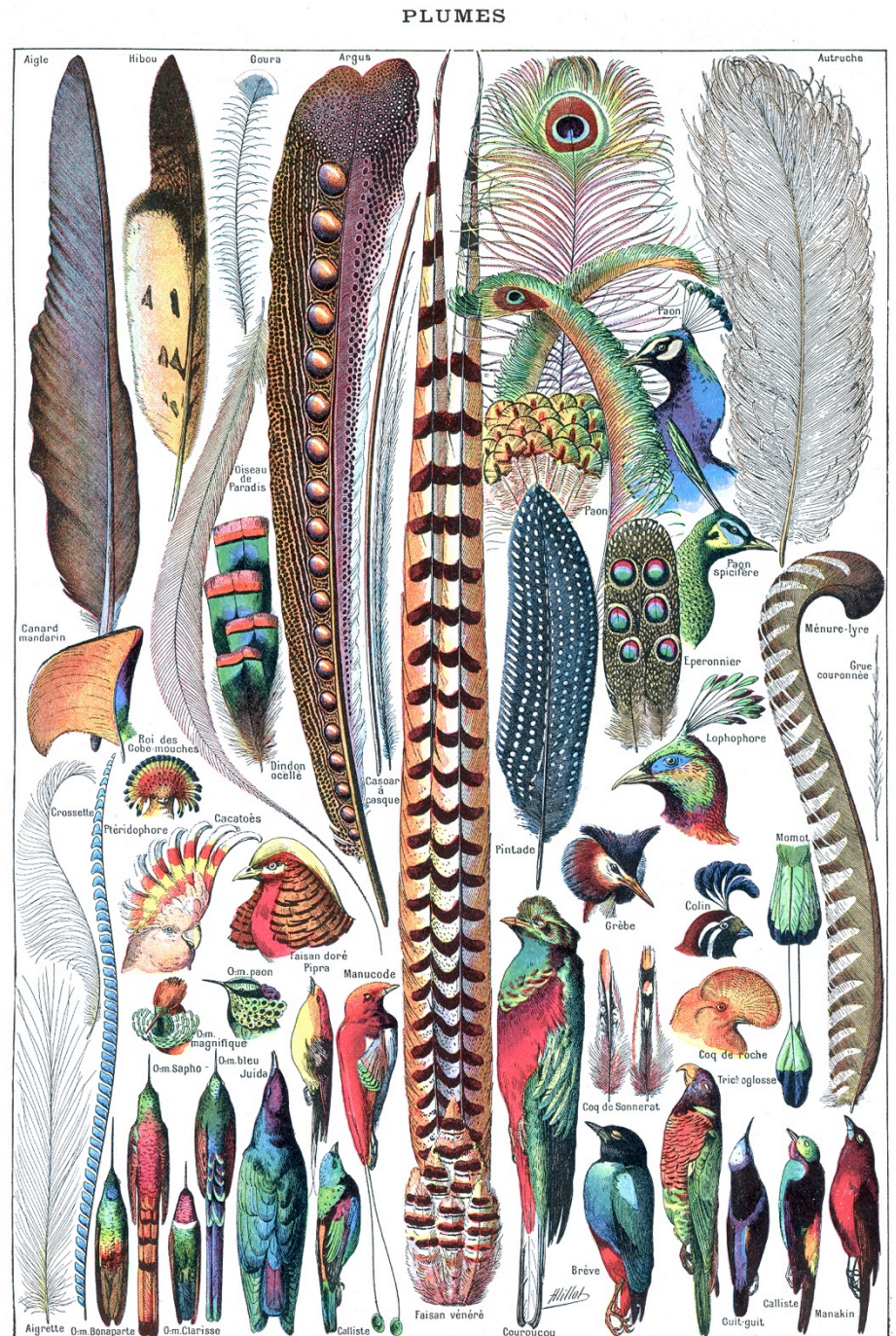
IMBD 2016 recognizes the capacity of citizens of every country to support programs and laws that protect birds and their habitats, including a landmark treaty that, for the last century, has protected nearly all migratory bird species in the U.S. and Canada – The Migratory Bird Treaty



International Migratory Bird Day 2016

Unify our Voices for Bird Conservation!

- 1910 Shea White Plumage Act protected egrets herons, gulls, and terns from feather hunting.
- 1913 Spring shooting, night shooting, and interstate sale of migratory birds banned



International Migratory Bird Day 2016

Spread Your Wings for Bird Conservation

Highlighting the Laws that Protect Migratory Birds

NEW GAME BIRD LAW

BARS POT HUNTING

**Under Canada Treaty No Mi-
gratory Bird May Now Be
Sold or Offered for Sale.**

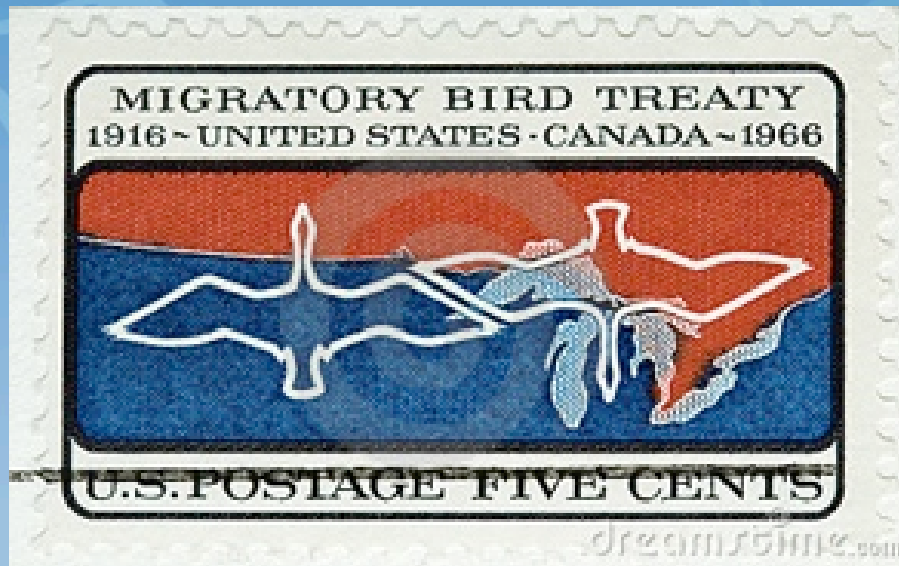
International Migratory Bird Day 2016

Unify our Voices for Bird Conservation!

Highlighting the Migratory Bird Treaty

1916 Migratory Bird Treaty signed by the United States and Great Britain (for Canada), forming a cornerstone in efforts to conserve birds

- This Migratory Bird Treaty and the three that followed - with Mexico, Japan and Russia - form the cornerstones of efforts to conserve birds that migrate across international borders



Treaties compelled world leaders and ordinary citizens to take action and prioritize migratory bird conservation

The treaties connect the many partners who work toward conserving, protecting, and managing migratory bird populations and their habitats

Migratory Bird Treaty Centennial

Campaign Goals

*Create **awareness**, promote key **actions**, increase **support**, and expand opportunities for **engagement** in the conservation of migratory birds.*

<http://www.fws.gov/birds/MBTreaty100/index.php>

Migratory Bird Treaty Centennial

Campaign Goals

- Celebrate the remarkable gains we have made in protecting migratory birds and their habitats
- Engage our partners, Service programs, Congress and the public to increase support and everyday actions for bird conservation across the nation and beyond our borders
- Galvanize efforts to protect migratory birds for generations to come
- Focus of the celebration is the Treaty, not the Act

Migratory Bird Treaty Centennial

Key Messages to IMBD Partners

- The Migratory Bird Treaty exemplifies our long history of cooperative conservation of shared resources
- Highlighting the Centennial is one way to build a unified voice for bird conservation
- There are many ways to celebrate & promote the Centennial at IMBD events and beyond
- We have tools to help you:
<http://www.fws.gov/birds/MBTreaty100/nestbox.php>
- Leverage Centennial goals and messages to widen event appeal
- It is easy for everyone to participate!

International Migratory Bird Day 2016

Use the Conservation Theme

“The willet has lately deserted many of its former haunts. It has **vanished as a breeding bird**, not only from Nova Scotia and New England, but also from the Atlantic coast north of Virginia.”

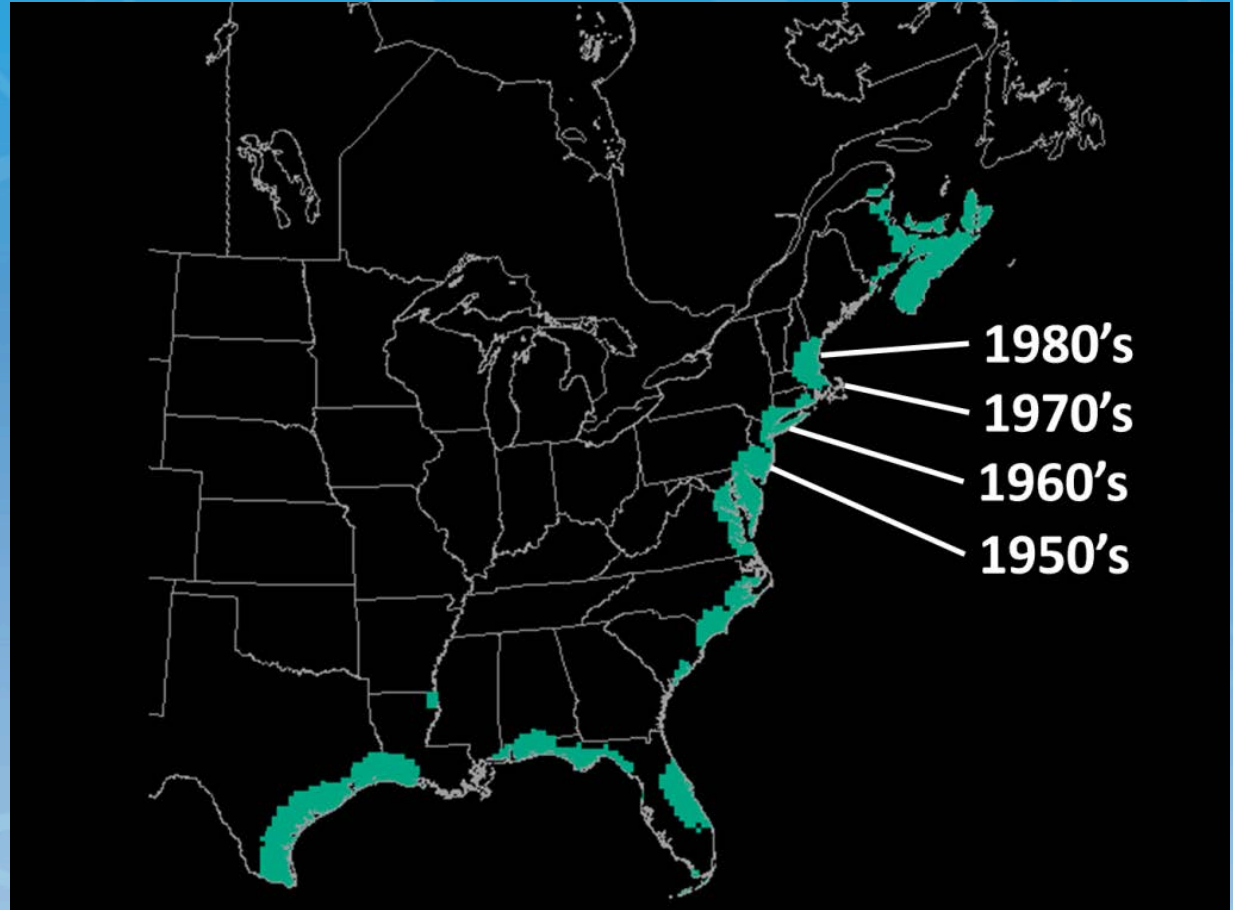
Forbush, 1912

International Migratory Bird Day 2016

Spread Your Wings for Bird Conservation

Share Your Story!

- What birds are in your area?
- Which species are protected?





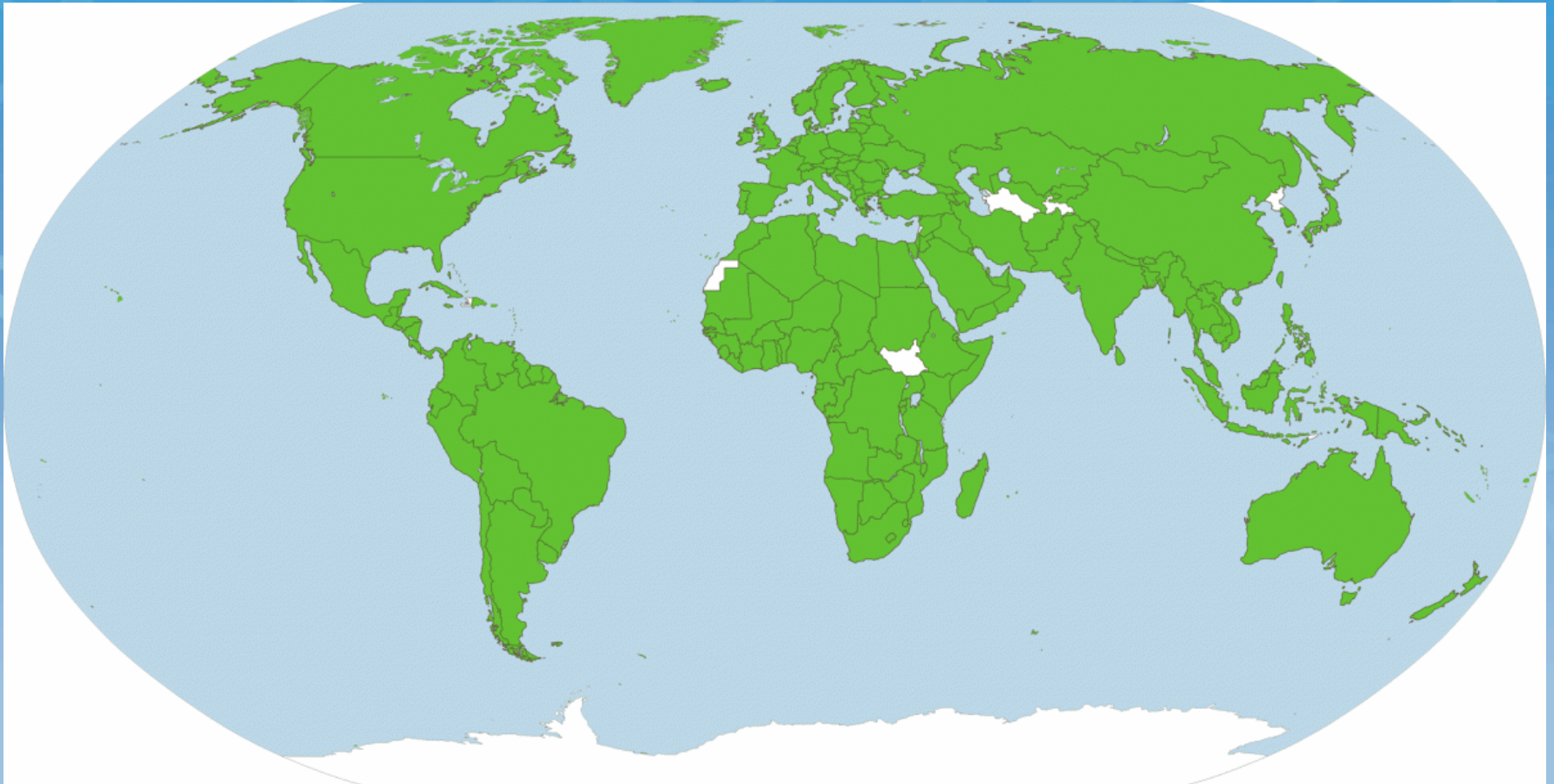
International Migratory Bird Day 2016

**What About Countries Beyond
the U.S. & Canada?**

International Migratory Bird Day 2016

Use the Conservation Theme

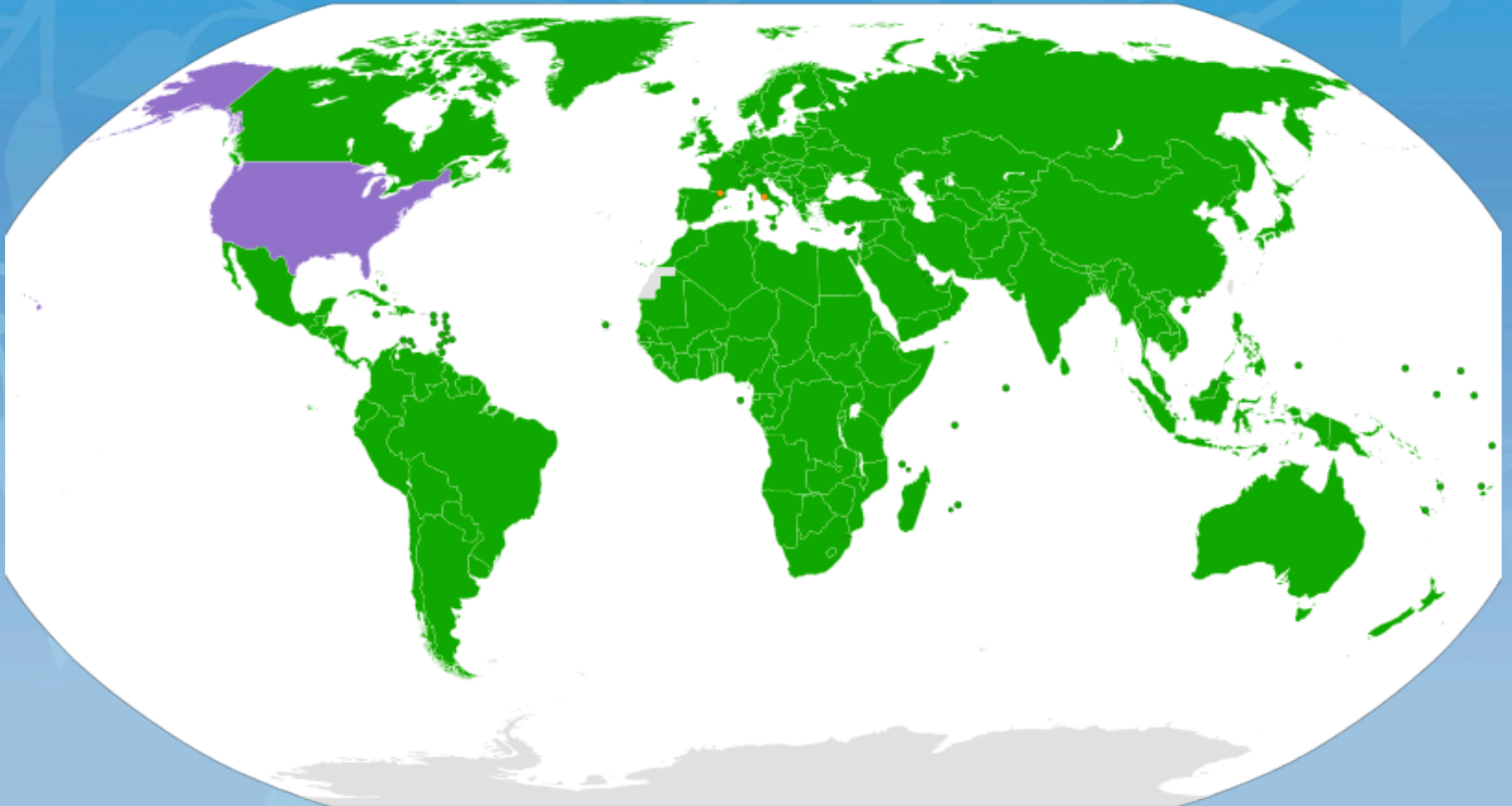
1963: Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) ~ 181 parties protecting 35,000 species



International Migratory Bird Day 2016

Use the Conservation Theme

1988: Convention on Biological Diversity addresses biodiversity across the globe



International Migratory Bird Day 2016

Artist & Art

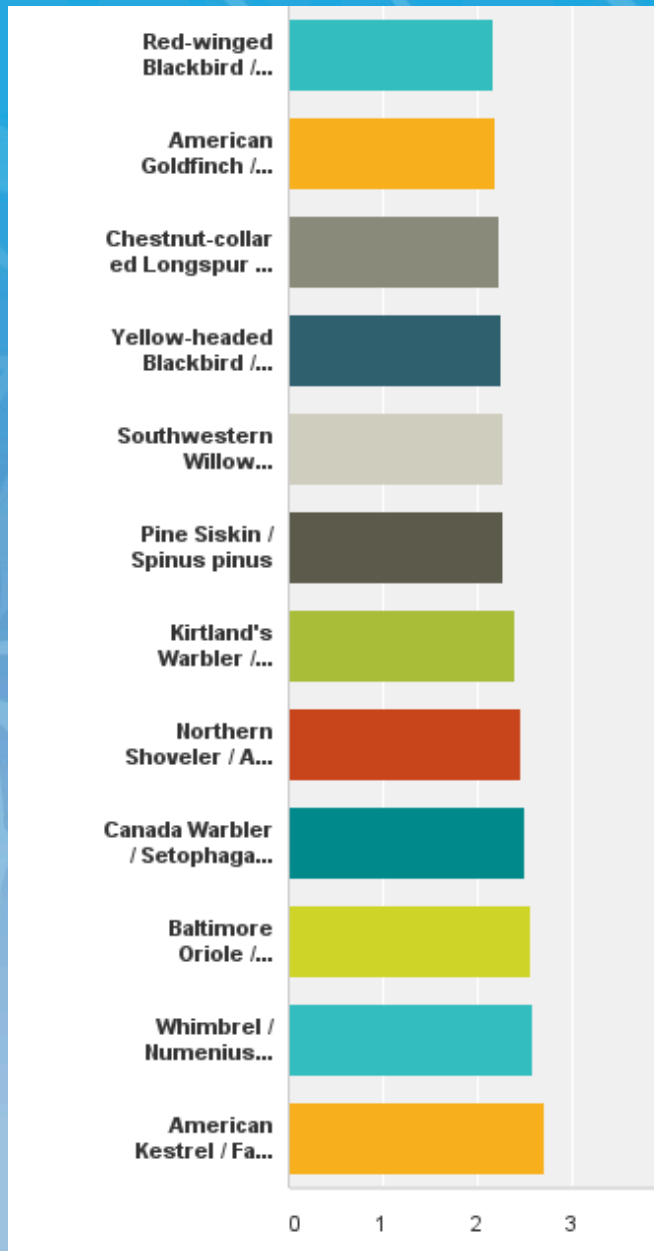


International Migratory Bird Day 2016

Public Involvement

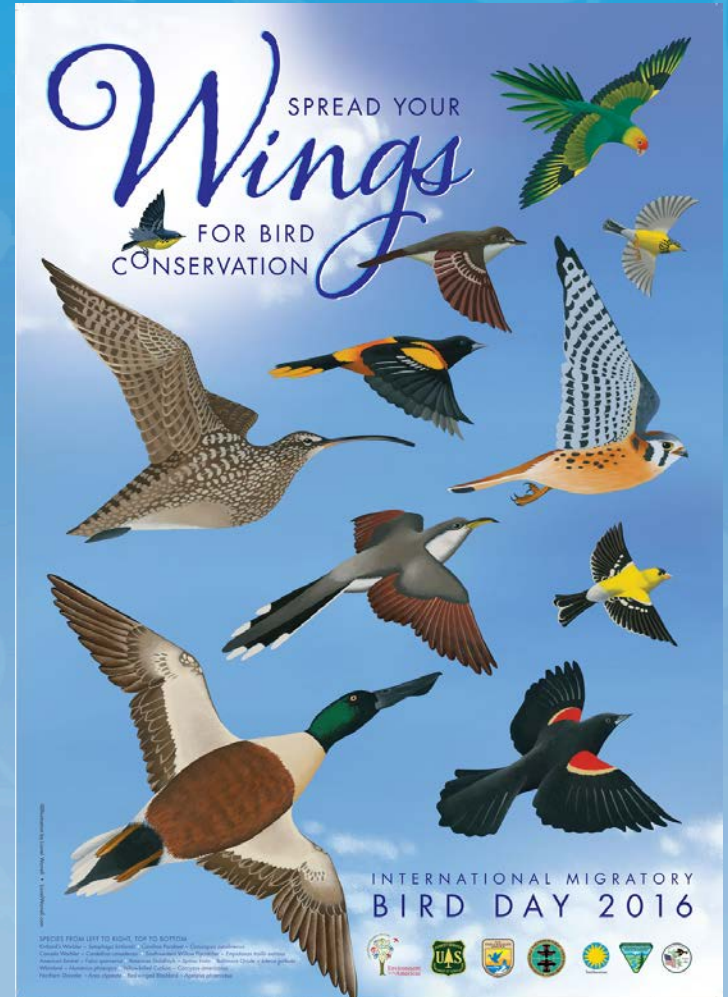
Voting for the 2016
Bird Species

Each of the 11 birds selected for the IMBD 2016 art holds a significant place in the history of conservation in the Americas. These birds have served as conservation catalysts, inspiring people to change their ways and take action to conserve natural resources.



International Migratory Bird Day 2016

Artist – Lionel Worrell



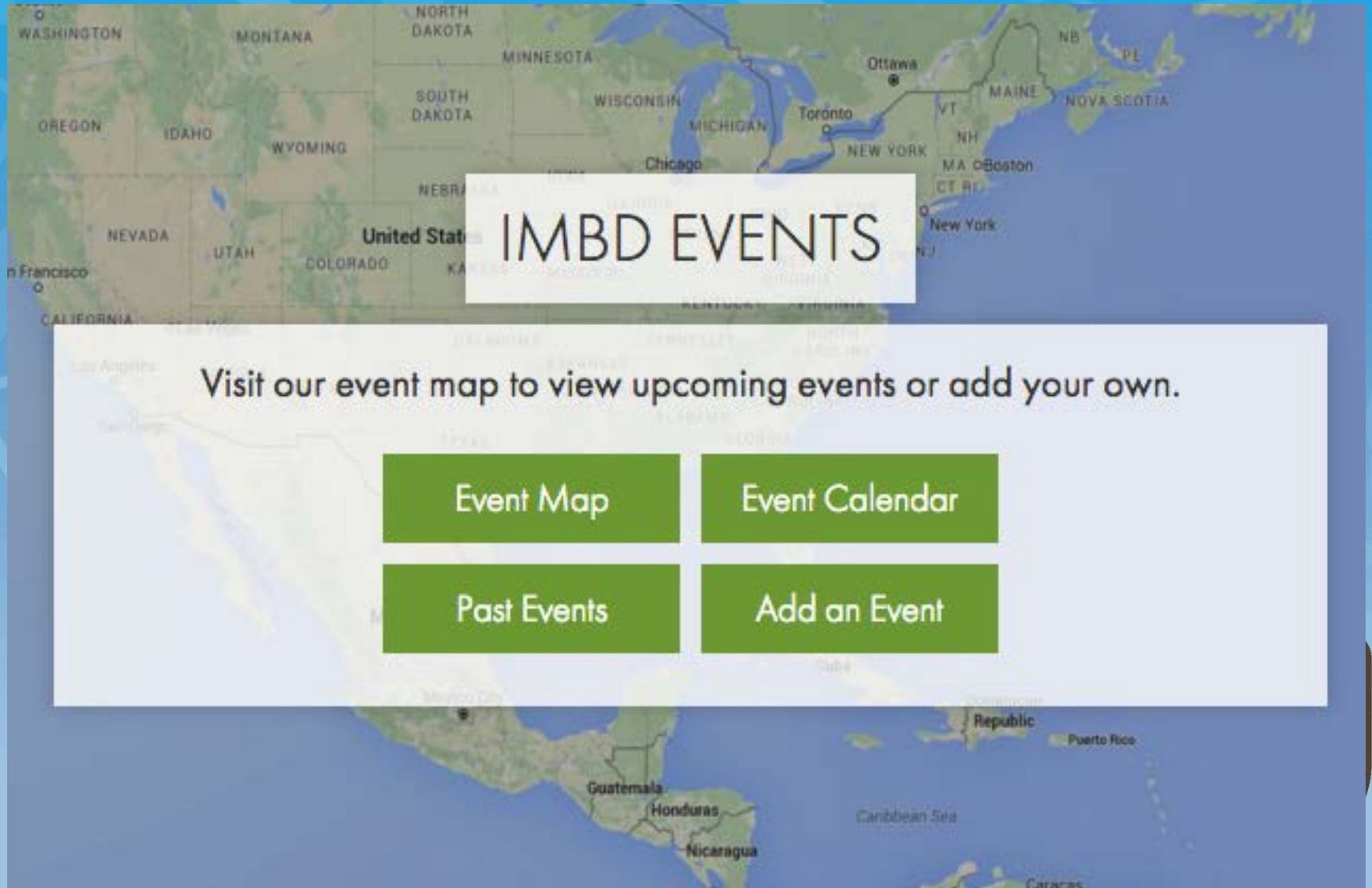
International Migratory Bird Day 2016

Registering Your Event



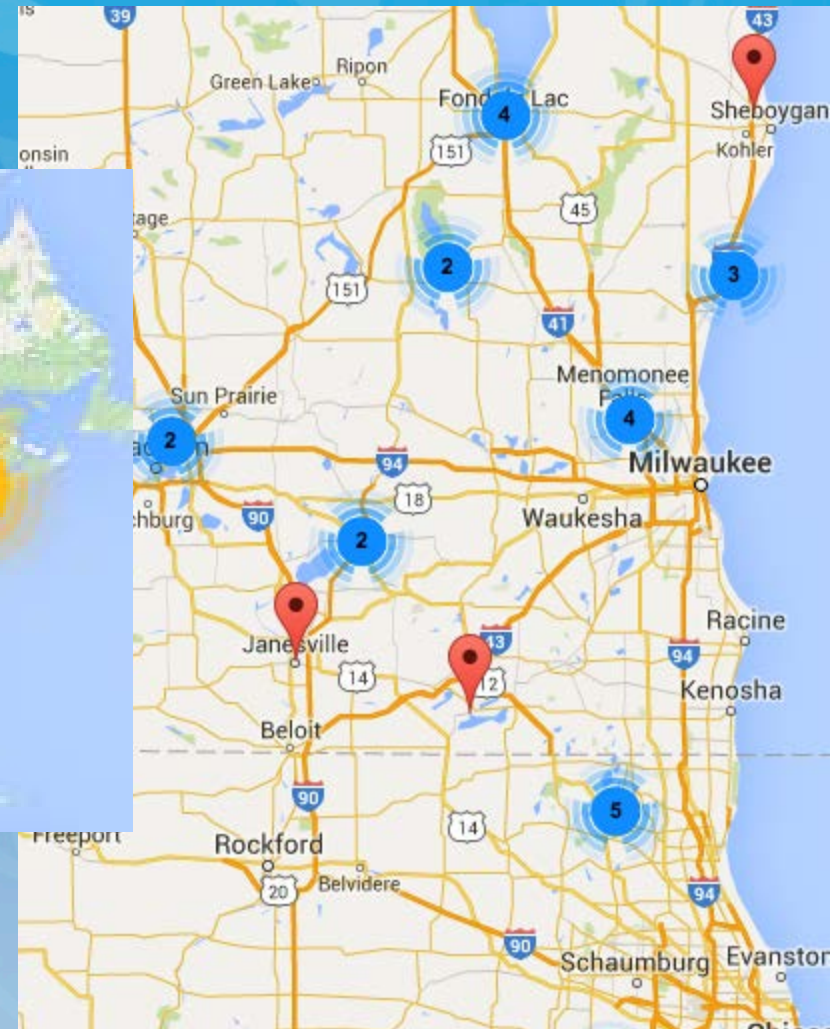
International Migratory Bird Day 2016

Register Your Event!!



International Migratory Bird Day 2016

Consider the Schedule



MAY

10:00 to 13:00

22505 WA-9, Woodinville, WA,



7
MAY

BIRD WATCH

11:00 to 15:00

16406 292nd Street, Ashland, NE,



7 MAY
MIGRATORY BIRD
DAY FAMILY
FESTIVAL
INTERNATIONAL
MIGRATORY BIRD DAY

13:00 TO 16:00

2000 HALF ST SW, WASHINGTON, DC, USA

7
MAY

IMBD: AFTERNOON GUIDED BIRD WALK

13:00 to 15:00

555 N Park Ave., Fond du Lac, Wisconsin,



8
MAY

MAMA BIRDS IN THE MARSH FESTIVAL

10:00 to 12:00

1111 N. Main Street, Fond du Lac, WI, 53402



International Migratory Bird Day 2016

Event Calendar

[+ Add Event](#)

MAY 2016 « PREV MONTH NEXT MONTH »

[View all events](#) All Categories

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 All Day IMBD Headquarters	3 All Day IMBD Headquarters	4 All Day IMBD Headquarters	5 All Day IMBD Headquarters	6 All Day IMBD Headquarters	7
8	9 All Day IMBD Headquarters	10 All Day IMBD Headquarters	11 All Day IMBD Headquarters	12 12:00 AM State of North America's Birds All Day IMBD Headquarters	13 All Day IMBD Headquarters	14
15	16 All Day IMBD Headquarters	17 All Day IMBD Headquarters	18 All Day IMBD Headquarters	19 All Day IMBD Headquarters	20 All Day IMBD Headquarters	21
22	23 All Day IMBD Headquarters	24 All Day IMBD Headquarters	25 All Day IMBD Headquarters	26 All Day IMBD Headquarters	27 All Day IMBD Headquarters	28
29	30 All Day IMBD Headquarters	31 All Day IMBD Headquarters	1	2	3	4

International Migratory Bird Day 2016

Register Your Event!!

www.migratorybirdday.org/events/add-an-event/

+ Add Event

Title

Event Description

Category

IMBD Events Migratory Bird Treaty Centennial Celebrations

Start Date

2015-12-08



End Date



Start Time

AM

00

End Time

--

--

Set if the event is all the day.

Upload an Image (optional)



Link (optional)

Location (optional)

Phone (optional)

Email for Event

Number of participants expected

Organization Name

SUBMIT FOR REVIEW



International Migratory Bird Day 2016

Resources for Your Event

International Migratory Bird Day 2016

Where to Find Information

<http://www.fws.gov/birds/MBTreaty100/nestbox.php>

<http://resources.migratorybirdday.org/>

Migratory Bird Treaty Centennial Tools You Can Use

Nestbox

- <http://www.fws.gov/birds/MBTreaty100/nestbox.php>
- Key messages
- Talking points
- Templates
- Multimedia content
- And much more!
- Adaptable, customizable and free



Regional USFWS Centennial Contacts

- <http://www.fws.gov/birds/MBTreaty100/contacts.php>

International Migratory Bird Day 2016

Resources & Materials

Just for You!

- Social Media Materials
- Education Activities (print & downloadable)
- Press Release
- Loaded Flash Drive
- Annual Poster & Shirt
- Conservation Pledge
- Conservation Pin

& MORE!



AMERICAN KESTREL

Most common and widespread falcon in the world.

GREATEST THREAT

Conversion of habitat for farmland is decreasing the land American Kestrels call home.

HOW CAN YOU HELP?

You can help by purchasing food from local sustainable agriculture producers.



1997



2012



2015



BUY LOCAL
&
EAT LOCAL

Ley Conservación de la Vida Silvestre is a law in Costa Rica that protects American Kestrels when they are in their wintering grounds.



Costa Rica



Protect Birds



LENGTH

8 ~ 12 inch



WEIGHT

3 ~ 5.5 oz



International Migratory Bird Day 2016

Receiving Updates

Centennial & IMBD Websites

GET INVOLVED

MIGRATORY BIRD TREATY
CENTENNIAL 1916-2016

NESTBOX

CONTACTS

TIMELINE

PARTNERS

Migratory Bird Treaty Centennial 1916-2016

CELEBRATING 100 YEARS OF MIGRATORY BIRD CONSERVATION

Why Celebrate the Migratory Bird Treaty?

The year 2016 marks the centennial of the Convention between the United States and Great Britain (for Canada) for the Protection of Migratory Birds (also called the Migratory Bird Treaty), signed on Aug. 16, 1916. The Migratory Bird Treaty, and three others that followed, form the cornerstones of our efforts to conserve birds that migrate across international borders.

Our Goal

Create awareness, promote key actions, increase support, and expand opportunities for engagement in the conservation of migratory birds

The Treaty connects the U.S. Fish & Wildlife Service with our federal, state, private



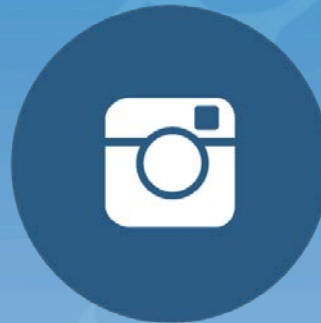
Social Media



Environment for the Americas



EFTA_BirdDay



NEWSLETTE R



International Migratory Bird Day 2015

Environment for the Americas



Forward this email
to a friend

News from the Flyway
December 3, 2015



Spread Your Wings for Bird Conservation



American Goldfinch from the 2016
IMBD art by Lionel Worrell.

Prior to the development of carbon monoxide detectors coal miners' lives depended on finches. Miners brought finches into the mine to alert them to the presence of dangerous carbon monoxide levels. If the bird fell off its perch, the miners would return to the surface.

Like finches, birds continue to serve as indicators of environmental health.

The 2016 IMBD theme, Spread Your Wings For Bird

Conservation will focus on a century of bird conservation laws designed to
these important indicators.

ty between the United States and Canada began
country borders. Over the last century, additional
to protect birds throughout their entire ranges. The

2016 IMBD educational materials will highlight these laws along with actions
everyone can take to help conserve birds.

join our newsletter



Join us for a webinar with details about the 2016 event!

International Migratory Bird Day 2016

Ideas for Your Event



International Migratory Bird Day 2016

Spread Your Wings for Bird Conservation



International Migratory Bird Day 2016

Spread Your Wings for Bird Conservation

Share the History

- 1928: All shorebird hunting illegal, except for snipe and woodcock which still have seasons today



Share Your Art

<http://www.get-to-know.org/gallery/>



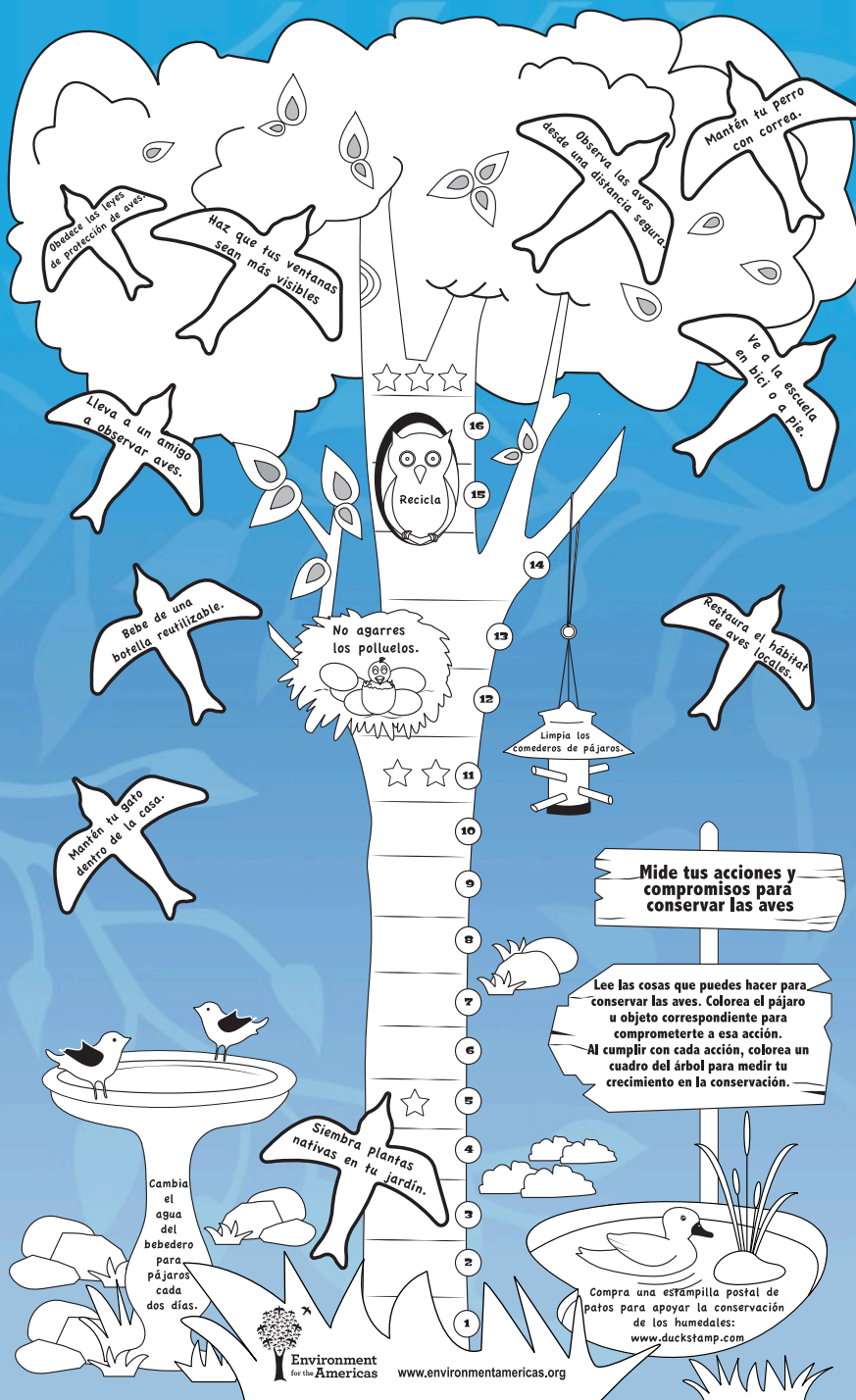
Celebrate International Migratory Bird Day and help protect birds throughout their life cycles. From their nesting and wintering sites to journeys as long as 4,000 miles, how can you help birds? Share art that describes a bird's life cycle or a conservation message you feel is important.
[Learn more!](#)



 Peopco Holdings Inc



Conservation Growth Chart



Mide tus acciones y compromisos para conservar las aves

Lee las cosas que puedes hacer para conservar las aves. Colorea el pájaro u objeto correspondiente para comprometerte a esa acción. Al cumplir con cada acción, colorea un cuadro del árbol para medir tu crecimiento en la conservación.

Compra una estampilla postal de patos para apoyar la conservación de los humedales: www.duckstamp.com



Questions

Susan Bonfield

sbonfield@environmentamericas.org





International Migratory Bird Day 2016

Promoting Your Event

International Migratory Bird Day 2016

Advertising Your Event: On-Line News

The Mountain
TIMES

°F Fri, May
Central Ver

[Home](#) [News](#) [Events](#) [Dining](#) [Lodging](#) [Opinion](#) [Area Activities](#) [Classifieds](#) [Real Estate](#) [Hor](#)

[Home](#) » [News](#) » [Cool Things Happening](#) » Learn how aves benefit humans and nature during International Migratory Bird Day program

Learn how aves benefit humans and nature during International Migratory Bird Day program

updated Thu, May 8, 2014 11:05 AM



Saturday, May 10 at 10 a.m. - QUECHEE - Come celebrate one of the most significant natural events to occur during the year--the spring bird migration--at theVINS Nature Center! VINS invites one and all to come celebrate the arrival of our feathered friends and their incredible journeys during International Migratory Bird Day on May 10. The theme for 2014 is "Why Birds Matter: The Benefits of Birds to Humans and Nature." VINS Nature Center guests will spend the day exploring the world of birds through interactive games, cool crafts, and special visits from VINS' animal ambassadors.

VINS' International Migratory Bird Day activities take place from 10 a.m. to 4 p.m. on May 10, at the VINS Nature Center. All Bird Day activities are included in the special reduced general admission rate of \$5, made possible by the Kettering Family Foundation. Events will include live bird programs at 11 a.m. and 2 p.m., the Conte Watershed on Wheels traveling exhibit, bird crafts, and nest-box painting. Nest boxes will be available for purchase (supplies are limited). For more info, visit vinsweb.org or call 802-359-5000.

International Migratory Bird Day 2016

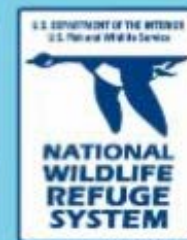
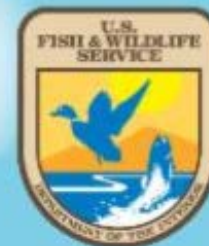
Advertising Your Event: Flyers



**Detroit River International Wildlife Refuge invites you to
join us at the Humbug Marsh Unit Open House to celebrate
INTERNATIONAL MIGRATORY BIRD DAY
Saturday May 10th 7:30am-4:00pm**

“Early Bird” guided tours at 7:30 and 11:00am and an
afternoon Open House highlighting and celebrating the
spring migration of nearly 350 species of migratory birds.

Family activities in the Education Shelter all afternoon.
Email iwr_alliance@yahoo.com or call 734.692.7671 with questions



International Migratory Bird Day 2016

Advertising Your Event: Posters



The poster features a stylized illustration of a city skyline in shades of green and blue, with a large black silhouette of a bird in flight in the foreground. Other birds are shown in orange and purple. The text is arranged in a clear, organized manner, providing details about the festival and its activities.

International Migratory Bird Day Festival
Saturday May 17, 2014

Día Internacional de las Aves Migratorias
Sábado 17 de Mayo, 2014

Rock Creek Park Nature Center
5200 Glover Rd NW Washington, DC 20015
(202) 895-6070

Guided bird **WALKS**...
LIVE bird banding...
Interactive **EXHIBITS**...
"Birds of the Night Sky"
PLANETARIUM show...
Games and **CRAFTS**...
Music and **DANCE** by local school groups!

CAMINATA de observación de aves...
Anillamiento de aves **EN VIVO**...
EXPOSICIONES interactivas...
"Aves del Cielo Nocturno"
espectáculo del **PLANETARIO**...
Juegos y **ARTESANIA**...
¡Musica y **BAILE** de grupos escolares locales!

Live Bird Banding: 9am -12pm | Festival: 10am - 2pm
FREE ADMISSION & PARKING!
BRING THE WHOLE FLOCK!

Smithsonian Conservation Biology Institute



International Migratory Bird Day 2016

Advertising Your Event

Social Media: Facebook, Meetups, Twitter

nature lovers meetup

[Home](#) [Members](#) [Sponsors](#) [Photos](#) [Pages](#) [Discussions](#) [More](#)

[Join us!](#)

[Message Board](#)

[Mailing List](#)

Bird walk Festival for International Migratory Bird Day

May 11, 2013 · 9:00 AM
Rock Creek Park Nature Center

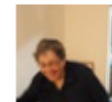
SATURDAY, May 11th NPS & the Smithsonian Migratory Bird Center are co-hosting a festival for International Migratory Bird Day. This is a free, family-oriented event to celebrate the return of birds from Latin America.

>>guided bird walks in Spanish and English

6 went



Lu
EVENT HOST



Faith Ruderfer



Julie



Washington, DC

Founded May 25, 2007

[About us...](#)

Nature Lovers 2,522

International Migratory Bird Day 2016

Advertising Your Event: Posters



Art © John Muir Laws

Acompáñanos para el 13

Fiesta otoñal de aves en Barr Lake

Parque Estatal Barr Lake • Brighton
Sábado, 8 de sept. 2012 • 7 a.m. - 12 p.m.

Actividades en inglés y español

Gran diversión hay algo para todos

¡Comida gratis!

¡15% de descuento en todos los artículos de la librería y la ropa en la tienda de regalos en Barr Lake!

Actividades incluyen:

- Aves cantoras en vivo, con estación de silencio
- Caminatas guiadas de aves (a las 7, 8, 9am)
- Excursiones conducidas del Eagle Express
- Aves rapaces en vivo
- Actividades educativa y de artesanía para niños

Más información: (303) 659-6005 **Entrada al parque \$10.00 por vehículo** o carnet de los parques estatales requerido

Parque Estatal Barr Lake está localizado al norte del Aeropuerto Internacional de Denver

Direcciones (desde Denver): • Toma la autopista I-76 al noreste, Toma la salida Bromley Lane • Dobra al este hasta Picadilly Road • sigue al sur hasta la entrada del parque

Direcciones (E-470): • Toma E-470, hasta la salida 34 (Avenida 120) • Dirijase al este, dobla izquierda en Tower Road • y izquierda en Picadilly Road • La entrada se queda una milla adelante en la izquierda

La Fiesta Otoñal de Barr Lake está patrocinada por:



Environment for the Americas

International Migratory Bird Day 2016

Identify Your Audience

Who do you want to come?

- Families
- Youth
- Adults
- Scouts
- Diversity? Specific groups, such as physically challenged, senior citizens, ethnic, religious, and racial groups

International Migratory Bird Day 2016

Planning for Growth

Event Recommendations

- 1st Year Events: Keep it Simple
- 2nd Year Events: Keep it Simple
- 3rd Year Events: Add an Attraction
- 4th Year Events: Grow it!

International Migratory Bird Day 2016

Advertising Your Event: Direct Mail

www.usps.com

Step 2: Choose Routes

Route	80302-H061
Residential	279
Total	279
Route Cost	\$48.82

Individual Routes Selected	0
Post Office Drop-Offs >	0
Total Delivery Addresses	0
Approximate Cost	\$0.00

Next

Save

MAP KEY

80302, 80304, 80310, 80503, 80544, 80501, 80504, 80516, 80455, 80466, 80026

Nelson Rd, James Rd, Boulder Mountain Park, Louisville

119, 157, 52

International Migratory Bird Day 2016

Advertising Your Event: Direct Mail

www.usps.com

Route Table and Demographics								Hide Table ▾
<input type="checkbox"/>	ROUTE	RES	TOTAL	AGE	INCOME	SIZE	COST	DEMOGRAPHICS
<input type="checkbox"/>	80301-C001	350	350	48%	--	--	\$61.25	<input checked="" type="checkbox"/> Age Show the % of 25-44 year-olds of each route Edit Age
<input type="checkbox"/>	80301-C003	661	661	50%	--	--	\$115.67	<input type="checkbox"/> Household Income (Income) Show the average household income of each route.
<input type="checkbox"/>	80301-C004	245	245	<1%	--	--	\$42.88	<input type="checkbox"/> Household Size (Size) Show the average household size of each route.
<input type="checkbox"/>	80301-C005	435	435	21%	--	--	\$76.13	
<input type="checkbox"/>	80301-C006	483	483	43%	--	--	\$84.52	
<input type="checkbox"/>	80301-C007	390	390	20%	--	--	\$68.25	

International Migratory Bird Day 2016

Advertising Your Event

Personal Invitation to Key Groups

- **Scouts**
- **Seniors**
- **Schools**
- **4-H**
- **Boys & Girls Clubs**
- **Other Target Audiences**

International Migratory Bird Day 2016

Advertising Your Event: Attract Leaders

Recognize a
donation,
new facility
or other
achievement



International Migratory Bird Day 2016

Advertising Your Event: Attract Leaders

City of Seattle • Office of the Mayor

PROCLAMATION

- WHEREAS, International Migratory Bird Day is an annual opportunity to celebrate a special group of birds that have great aesthetic, ecological and economic importance; and
- WHEREAS, these birds travel to and through the Seattle each year, finding refuge in our parks and neighborhoods; and
- WHEREAS, we recognize the responsibility of protecting these migrants whom we share with our neighbors, from tropical wintering grounds to the south to the Canadian Boreal Forest breeding grounds to our north; and
- WHEREAS, we owe the children of the Seattle the liberating and broadening experience of getting to know these natural wonders,

NOW, THEREFORE, I, Mike McGinn, Mayor of the City of Seattle, do hereby proclaim May 11, 2013, to be

INTERNATIONAL MIGRATORY BIRD DAY

in Seattle and call upon all our citizens to work to protect these birds and their habitat here and all over the world as an invaluable resource for current and future generations.



Michael McGinn
Mayor of Seattle



International Migratory Bird Day 2016

Unify our Voices for Bird Conservation!

International Migratory Bird Day

Saturday, May 9: 10am-2pm

FREE - All Ages

Join our young conservation leaders in taking action to restore habitat for our urban community of humans, wildlife and migrating birds! Today, we protect the birds whose migratory patterns are shifting with the effects of climate change, and celebrate our graduating teens as they complete the Tenacious Roots program for young environmental leaders. Tools, gloves, training, snacks and coffee provided. Bring the whole family!

Spread the Word!

#BirdDay

#MigratoryBirdDay

Links to www.birdday.org



Use the IMBD "Seal"

Make Learning Hands-On



Preventing Collisions



Keeping Cats Indoors



Bird Feeding



**Improving Habitat
for Birds**



Thanks to IMBD Sponsors

Title Sponsors



Program Sponsors



Smithsonian Migratory Bird Center

Partners



Regional Partners



Questions

Susan Bonfield

sbonfield@environmentamericas.org