



World Migratory Bird Day

Saturday, May 12, 2018

About World Migratory Bird Day

World Migratory Bird Day celebrates Year of the Bird and the actions you can take to help birds, 365 days of the year. In 2018, the theme is *conservation*, and we celebrate the ways we can help to protect birds every day of the year through actions, stories, and art.

After 25 years, International Migratory Bird Day becomes World Migratory Bird Day, joining with partners across the globe to unify our voices for bird conservation. For more information specific to the World Migratory Bird Day, visit <http://www.migratorybirdday.org/>.

About Nature Canada

[Nature Canada](#) is the oldest national nature conservation charity in Canada. Over the past 75 years, we've helped protect over 63 million acres of parks and wildlife areas in Canada and the countless species that depend on this habitat. Today, we represent a network of over 65,000 members & supporters and more than 350 nature organizations in every province across Canada.

About Bird Studies Canada

[Bird Studies Canada](#) is our country's leading national charitable organization dedicated to bird research and conservation. As Canada's voice for birds, our mission is to conserve wild birds of Canada through sound science, on-the-ground actions, innovative partnerships, public engagement, and science-based advocacy.

Promoting a World Migratory Bird Day Event

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Do you have a great event planned to welcome back birds in your community? Here is a handy checklist of steps you can take to promote it!

Be 'in-the-know' from the get-go

- What is your message?
 - The logistics: Where and when is the event taking place? How much does it cost? Who can attend, and who should be contacted for information, or resources?
 - The intangibles: What is the main message to take-away from the event? What is the theme of the event? Why is it taking place, and why should people attend? How does this event fit into the picture for World Migratory Bird Day?
- What are your objectives, and how will you measure them?
 - You need to know what you want to accomplish to concentrate our best efforts to plan and deliver this Bird Day Event. What are your objectives, and how will you measure success, or failure, in achieving them? *Examples of objectives can be*
 - Event attendance: Total number of people in attendance, number of people from specific demographics (I.E: children under 10, politicians, activists, serious birders).
 - Conversion: Collecting new information, email subscriptions, one-time or monthly donors, requests for information or resources, etc.
 - Engagement: On social media channels, through email correspondence, telephone inquiries.
- Who is our audience?
 - Targeting the appropriate demographics that will enable us to meet our objectives
 - Event Attendance objective
 - EX: Children & families, new Canadians
 - New donors
 - EX: Already active conservationists serious birders
 - Concentrate outreach efforts on the audiences we most want to, in example, attend your event, turn into newsletter recipients or donors, engage with on social media, etc.
- Who are our partners
 - How can we work together to achieve our individual and collective goals?
 - Are there resources to be shared amongst organizations and promoted to the public?

Tools for promotion

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Online Promotional tools

- On your own Website
 - Blog Posts & Digital press releases: detailing the event, the theme of Bird Day 2018, community partners, activities, etc.
 - Bird Day page: A static webpage on your website with event information, resources and links that is updated as new information arises.
- Through Social Media (SM)
 - Your SM accounts: Facebook, Twitter, Instagram
 - Use dedicated bird day 2018 hashtags: #BirdDayEh #BirdDay2018
 - Use correct, and consistent vocabulary
 - I.e *World Migratory Bird Day vs World Day of Birds*
 - Create a Facebook Event: Link this page in all SM promotions
 - Use images, graphics & videos
 - Engage audience with questions, by providing links to resources or activities, etc.
 - Aim to draw audiences toward your Bird Day webpage, blog posts or press releases
 - Pin most important/informative tweets to the top of your feeds
 - External party SM accounts: Reaching out to local newspapers, magazines, blogs, radio stations & media personalities to promote the event on their social media channels.
- Email marketing
 - Internally: Sending eNewsletters & event-specific emails to existing network.
 - Externally: Reaching out to community centres, libraries, schools, retirement homes – or any kind of local entity that sends an *e-newsletter* or has a *community calendar* and that would be willing to promote, join or attend the event.

Traditional media

- Print: Local newspapers & magazines, community, rec centre, or school newsletters
 - To save time, and energy, the key is to tailor printed content to the medium and potential audience.
 - I.E: Detailed WMBD write up **vs** Local event feature
 - Detailed write-up: Best for a newspaper, magazine or newsletter to provide insight into *what* WMBD is, and *why* it is happening.
 - Event Feature: Best for a community or rec centre, or school calendar to provide the *where & when* to those that are already looking to attend an event.
- Audio: Local news radio stations, university radio-stations, podcasts.



Posting

- The key with posting is putting up posters strategically to increase their likelihood of being seen by the *right* people
 - I.E: If your target audience consists of children and families: schools, libraries, recreation & community centres, retirement homes are more strategic poster locations.
- Local businesses are often more than willing to put posters on bulletin boards. Candidates for in-house posting are cafes & restaurants, bakeries, specialty shops, health food stores, pet supply stores.
 - Again, making sure that the typical customer of the business falls within the targeted audience.
- Intersections in walker-friendly neighbourhoods that have high foot traffic
 - I.E Bus stops, busy intersections
 - In this instance, making sure these poster locations are geographically relevant to the event.
- Community gathering places: schools, libraries, recreation & community centres, retirement homes.

Word-of-mouth

- Provide information and updates to existing members, board members, and partners
- Encourage them to share information with their family and friends, and to promote the information provided on their social-media channels.



Promotional Resources

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- Nature Canada
<http://naturecanada.ca/initiatives/bird-day/resources/>
- World Migratory Bird Day – in the Americas
<http://www.migratorybirdday.org/resources/>