

# NJ AUDUBON'S WORLD SERIES OF BIRDING

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CAPE MAY BIRD OBSERVATORY



NEW JERSEY  
AUDUBON  
[njudubon.org](http://njudubon.org)

# OUTLINE



- A BRIEF HISTORY OF THE WSB
- EVOLUTION OF THE COMPETITION
- THE WSB AS A FUNDRAISING MODEL
- SUCCESS STORIES



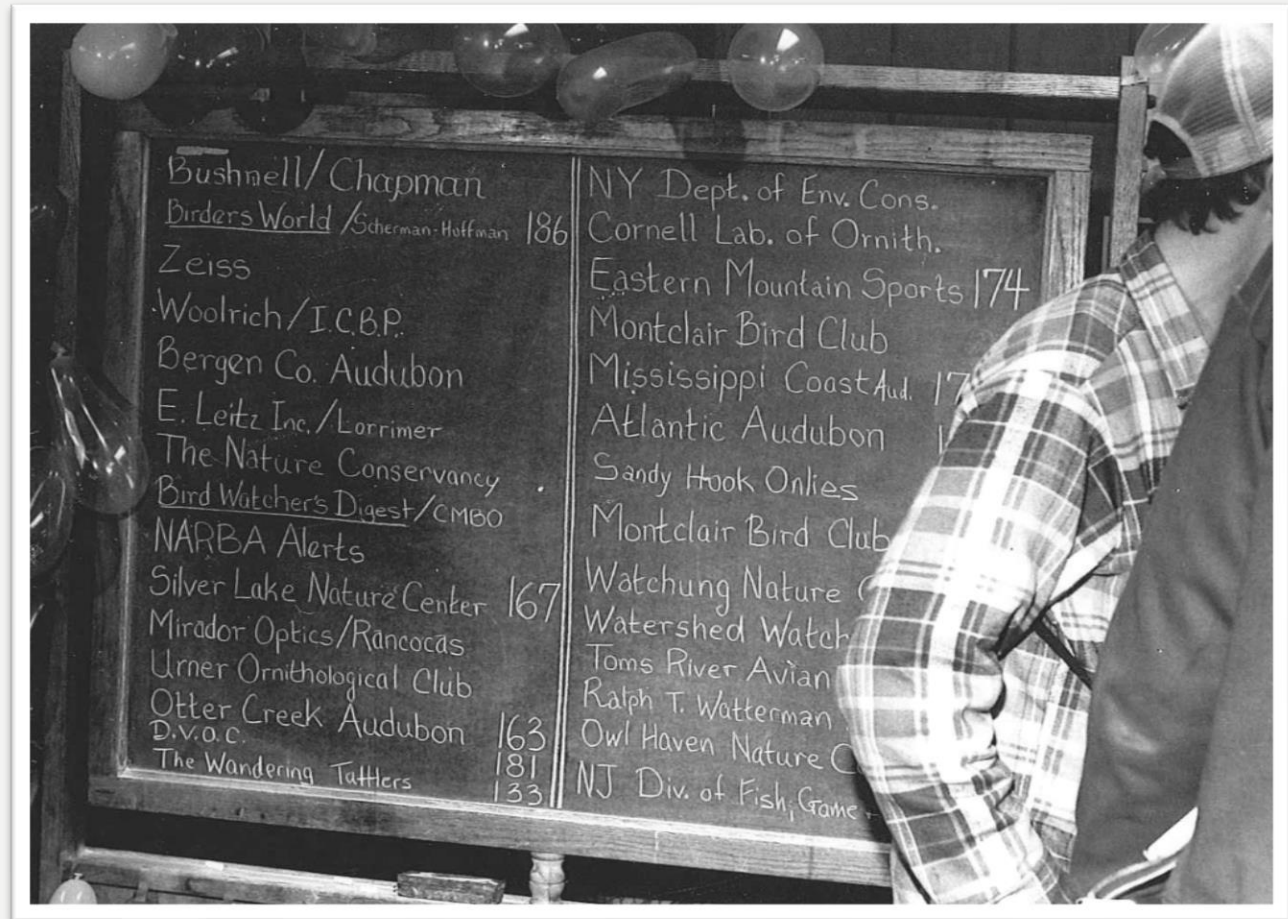
# A BRIEF HISTORY



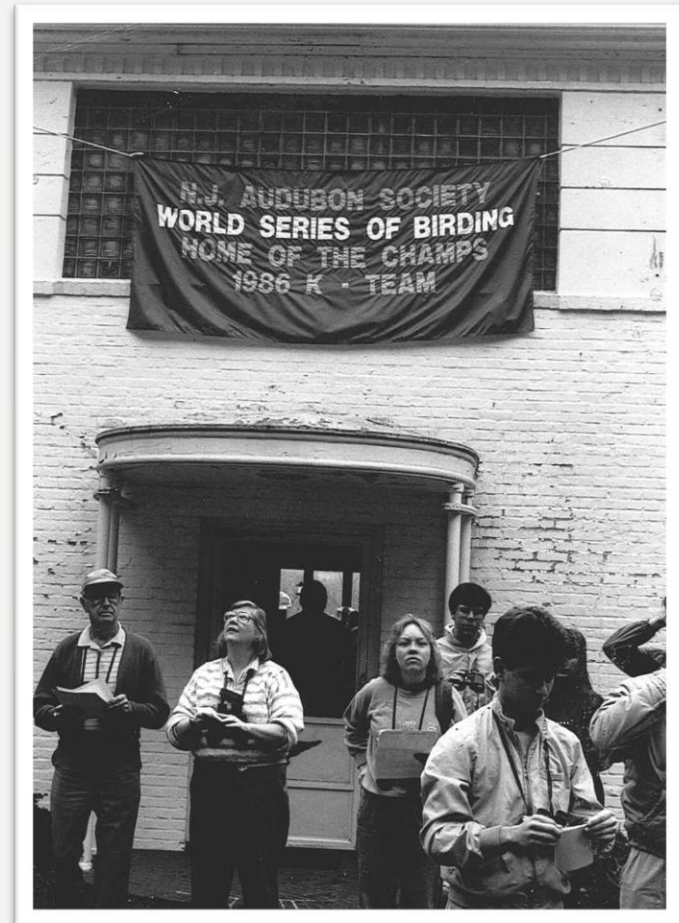
- Like most good ideas, this one began in a bar.



# A BRIEF HISTORY



# A BRIEF HISTORY



# EVOLUTION OF THE COMPETITION



**1984:  
First  
WSB**

**1998:  
Limited  
Geographic  
Area**

**2002:  
Senior  
Division**

**2004:  
Cape  
May  
County**

**2007: No  
Non-  
Resident  
Award**

**2009:  
Carbon  
Footprint**

**2015: No  
Photo Big  
Day**

**1993:  
Cape  
Island  
Cup**

**1999:  
Youth  
Division**

**2003:  
Big Stay**

**2006:  
Photo Big  
Day**

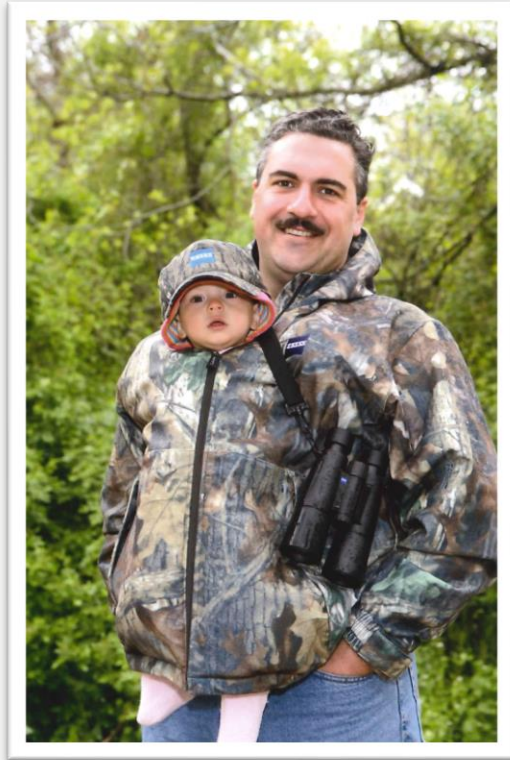
**2008: 2nd  
and 3rd  
Place  
Awards**

**2015:  
Carbon-  
Free Kids**

# A BRIEF HISTORY



# A BRIEF HISTORY





# A BRIEF HISTORY



# ATTEND THE AWARDS BRUNCH



# THE WSB AS A FUNDRAISING MODEL

- After entry fee, conservation organizations keep their proceeds.
- Entry fees:
  - \$115 per adult, minimum of three makes a team
    - Includes t-shirt, Awards Brunch
  - \$15 per youth
    - Does not include t-shirt or Brunch



- The Wetlands Institute's  
“Marshketeers”



## SUCCESS STORIES

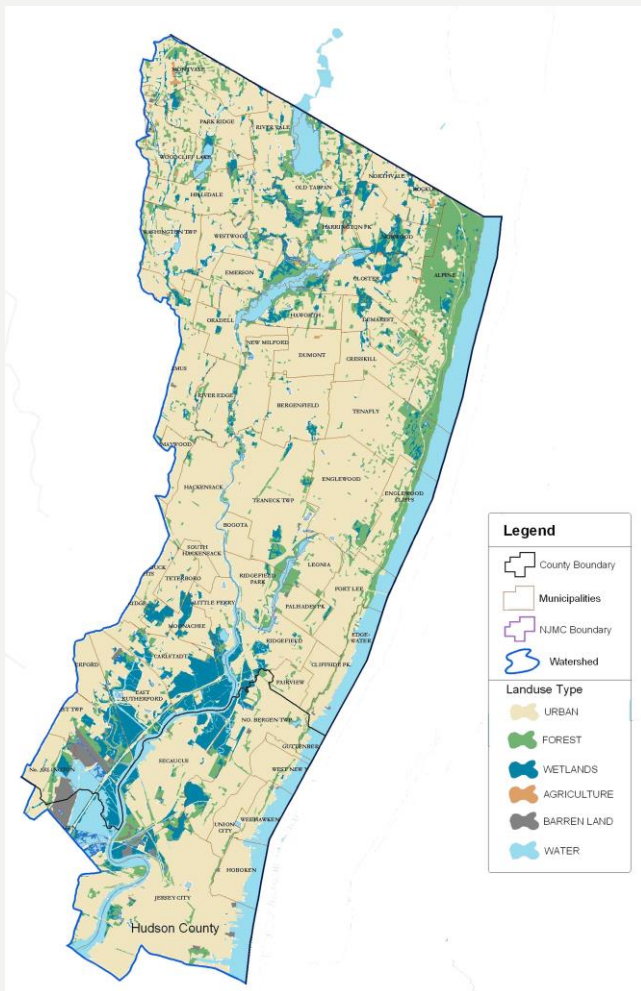
Cape May County Only

157 Species in 2017

\$5,000



# • The Hackensack Rivercreepers



## SUCCESS STORIES

Hackensack River Watershed  
(WMA 5)

112 Species in 2017

@ \$10,000



- CU Maurice River “Fish Hawks”



## SUCCESS STORIES

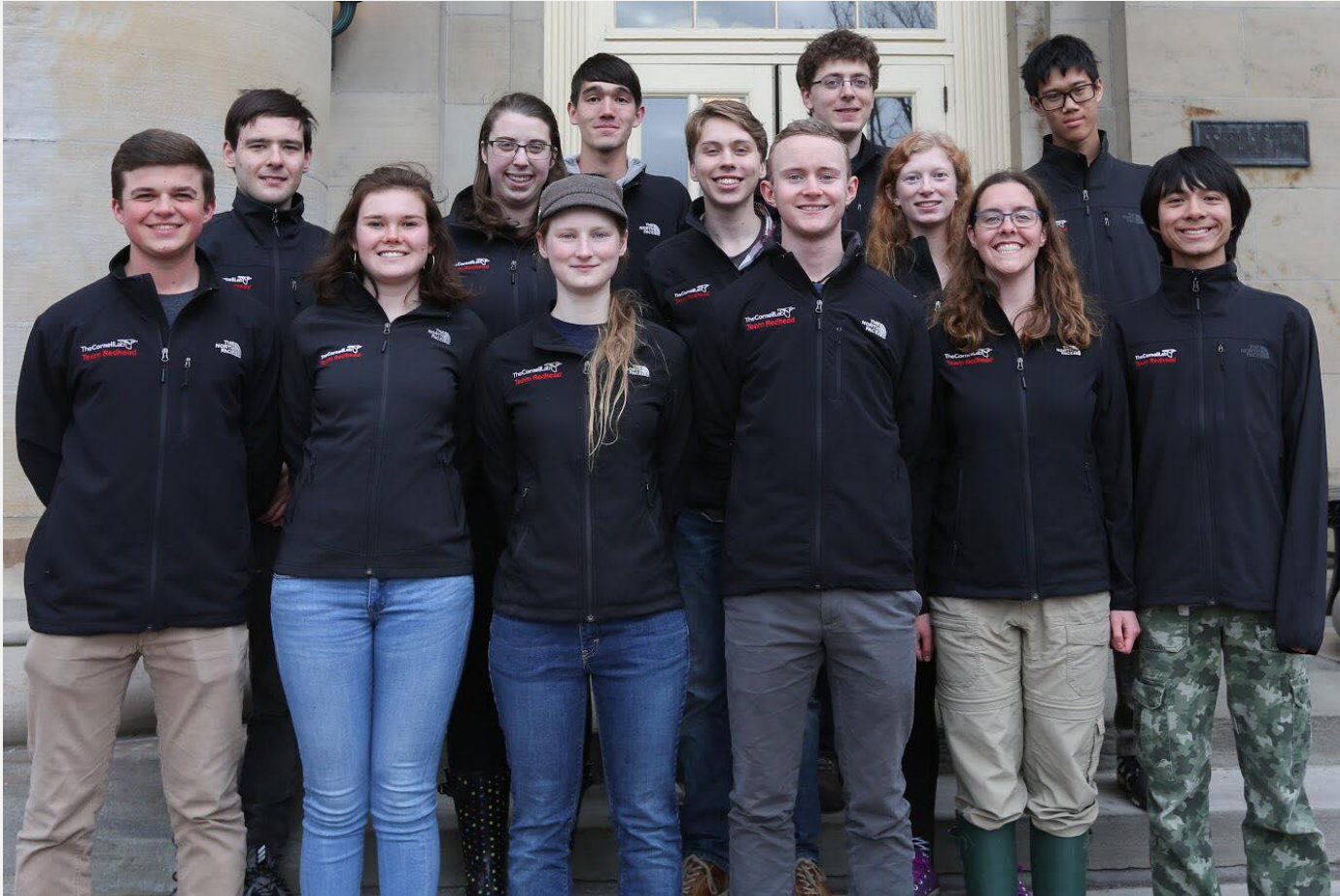
Mostly Cumberland County

130 – 140 Species

>\$10,000



- Cornell Redheads



## SUCCESS STORIES

Raised \$ 100,000 – \$ 300,000  
annually to support Lab of  
Ornithology program!

Compete in multiple categories



# SUCCESS!

- Over **9 million dollars** raised since 1984!!
- Participation across the US and beyond
- Emulation from around the globe
- A greater understanding of birds and their habitats in New Jersey
- A constituency of voters who prioritize land conservation
- But we can always do more!







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**THANK YOU!**

**[WWW.WORLDSERIESOFBIRDING.ORG](http://WWW.WORLDSERIESOFBIRDING.ORG)**