# NJ AUDUBON'S WORLD SERIES OF BIRDING

DAVID A. LA PUMA

DIRECTOR, NJ AUDUBON'S
CAPE MAY BIRD OBSERVATORY





## OUTLINE



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



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



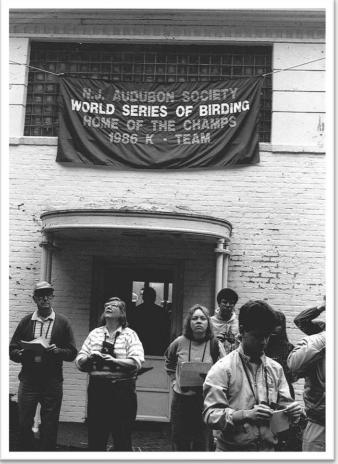












# **EVOLUTION OF THE** COMPETITION



1984: **First WSB** 

1998: Limited Geograp hic 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

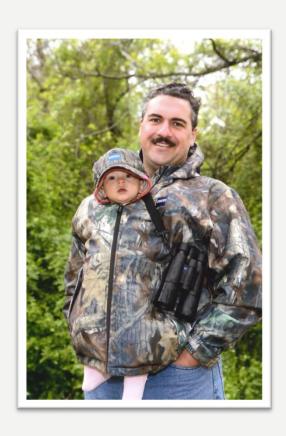






















# ATTEND THE AWARDS BRUNCH





# 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



years of his birding life, he had to D Zeiss binoculars. Unable to afford his Guide, he had to join three municipal ary just so he could always count on

he saw his first Pine Grosbeak, 23 before 300, and 29 before he laid eyes on a

he to pledge (check one) 5¢, 10¢ bunt of your choice) for each species of nne on the Bird a thon. Please let me al count and review by the Bird a thon y species were seen by Pete and how in should be. By pledging 5, 10, 25 cents or any amount for each species seen or heard by Pete on May 15 you support research and conservation in New Jersey. We can't afford to keep these low rent items. Please fill out the pledge form and mail it to CMBO before May 15 so we know we can count on your support.

And then you can turn the page.

Name					
Address	_				
	-	-	-		_
Telephone:					

P.S. You know, I enjoy birding myself. I think that
I'll pledge myself at \_\_\_\_\_\_per species for the
Bird a thon and then forward my contribution.

#### The Wetlands Institute's "Marshketeers"



#### **SUCCESS STORIES**

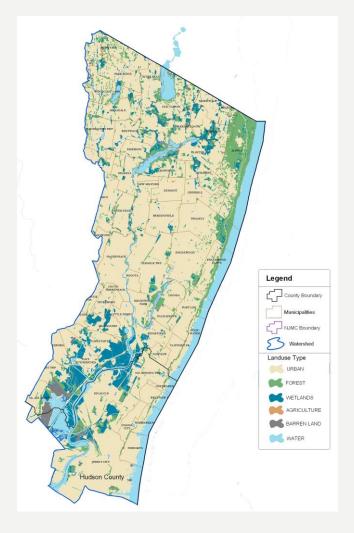
Cape May County Only

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!

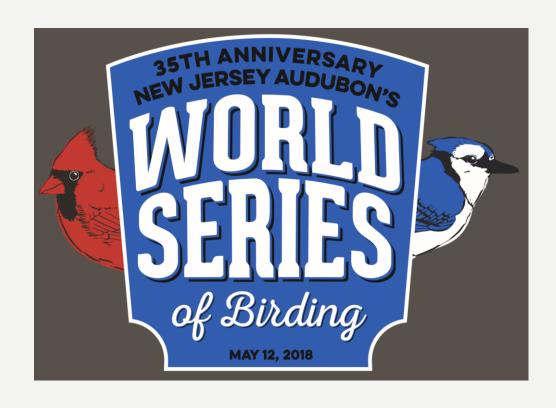
Compete in multiple categories



### 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!









# THANK YOU!

WWW.WORLDSERIESOFBIRDING.ORG