



To: Regional Directors  
From: Mollie Beattie  
Re: International Migratory Bird Day 1996  
Date: 3/1/1996

International Migratory Bird Day (IMBD) is celebrated annually the second Saturday of May by the U.S. Fish and Wildlife Service as well as by other federal and state agencies and many conservation organizations. The theme for IMBD '96 is once again *Sharing a Passion for Birds*. I encourage all of you who know the excitement of birds and bird watching to share your passion with others by coordinating local IMBD events. The attached IMBD '96 announcement and order form provides all the information needed to plan exciting, informative, and fun IMBD events.

There are many opportunities to integrate IMBD into plans for other outreach activities you may be conducted this spring including the North American Waterfowl Management Plan's 10th anniversary and National Wetlands Month. You may also consider utilizing IMBD, which is celebrated in mid-May in recognition of the spring migration, to develop a complimentary event to National Wildlife Refuge Week, which is celebrated in mid-October in recognition of the fall migration.

I especially encourage you to utilize IMBD to build partnerships with local public officials, chambers of commerce, private conservation and recreation groups, other federal and state agencies, private land owners, local businesses, and schools. IMBD is also an excellent vehicle to communicate the economic values of birds, bird-related recreation, and the work of the Fish and Wildlife Service to the news media.

We are making a special effort this year to gather as much information as possible on the hundreds of wonderful, but often times, unnoticed IMBD outreach activities occurring in the regions. Please take a moment to complete and return the attached IMBD '96 Planning Form to:

IMBD Coordinator, Office of Migratory Bird Management  
4401 N. Fairfax Drive, Suite 634  
Arlington, VA 22203.

I hope all of you will take advantage of IMBD to showcase the important work of the Service. Let's make IMBD '96 the best ever. The Office of Migratory Bird Management stands ready to assist you in planning your IMBD event. Don't hesitate to contact: the IMBD Coordinator at (703-358-2328) or send an e-mail request for information to [IMBD@FWS.Gov](mailto:IMBD@FWS.Gov)

# International Migratory Bird Day

Saturday, May 11, 1996

## Sharing a Passion for Birds

Migratory birds are on their way... welcome them back to your community with an International Migratory Bird Day (IMBD) Celebration!



### What is IMBD?

IMBD celebrates spring and the return of millions of migratory birds to their breeding areas. It is the annual, hallmark event of *Partners in Flight*, the international coalition whose mission is to stem declines of migratory birds.

Although most migratory birds are still abundant, many species are at risk due to loss of habitat throughout the Western Hemisphere. There is still time to protect and conserve these winged wonders, but we must act now!

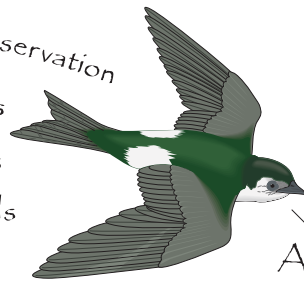
IMBD is your chance to herald these fearless fliers as they return; throw a festival for birds in your community; commit to bird conservation actions; and even raise funds for important bird conservation projects—all through one celebration.

### Where is IMBD?

YOUR community!

### Why Participate in IMBD?

- Promote bird watching and bird conservation
- Raise money for important conservation projects
- Meet new friends, members, volunteers, customers
- Make a difference for migratory birds



And it's FUN, too!






### How Do I Participate in IMBD?

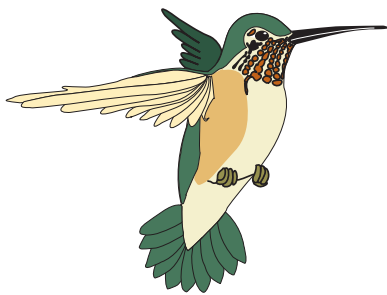
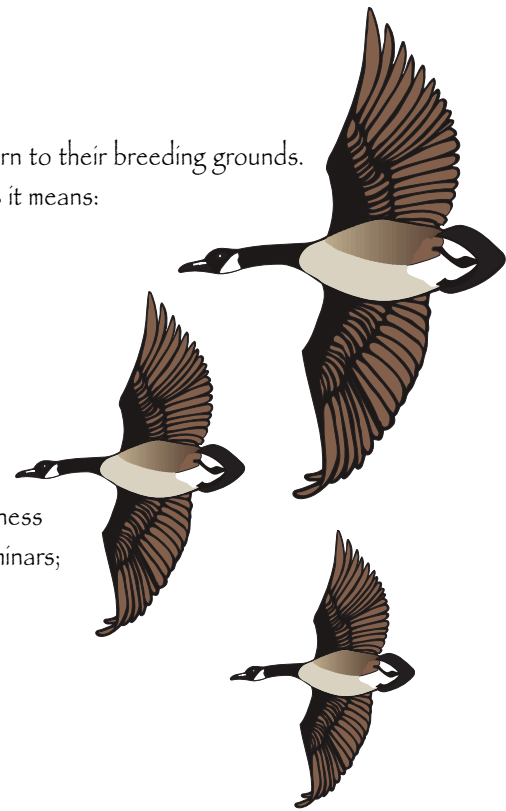
On May 11th, join with hundreds of other communities to help celebrate IMBD and this year's theme-- Sharing a Passion for Birds. Introduce others to the excitement of birds and birdwatching by organizing local IMBD events and promoting events with local officials, news media, teachers, students, other birders, and friends. There are so many new programs, activities, and materials offered this year that we encourage you to plan events for the entire week (Monday, May 6, to Friday, May 10), capping off your festivities with a grand finale on International Migratory Bird Day, Saturday, May 11th.



## Start Planning Now!

Spring. Warmth. Crocuses. Migrating birds, completing thousand-mile journeys to return to their breeding grounds. What does it mean to you? To your neighborhood, school, bird club, or store? Perhaps it means:

-  joining with others on early morning bird walks and bird counts;
-  enhancing habitats for birds by adding native plant species to your garden;
-  conducting educational programs for school groups or scout troops;
-  communicating the value of birds in your community to local politicians, business leaders, and members of the news media by inviting them to bird walks or seminars;
-  staging a communitywide IMBD '96 festival that will be fun, informative, and inspirational for young and old alike.



## What can I Expect?

IMBD '96 sponsors, including the National Fish and Wildlife Foundation, U.S. Fish and Wildlife Service, U.S. Department of Defense, U.S. Forest Service, Phillips Petroleum Company, and Busch Entertainment Corporation, want to help you plan the best events possible. Together, we are preparing a host of information, materials and products to help accent your party for the birds.

Here is just a taste of what's to come:

### Commitment to Bird Conservation

Designed to provide non-birders, novice, amateur, and expert birders alike a series of simple, easy-to-do, and fun activities to help protect birds in your area.

### North American Migration Count

Contribute to a snapshot of spring migration by participating in the North American Migration Count, a one-day count of birds migrating throughout the U.S.

### Pathways to Birding

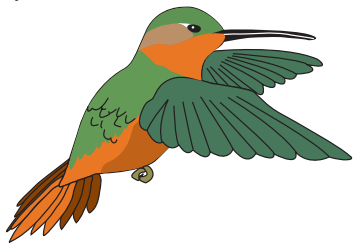
Guidelines for developing partnerships with federal and state agencies, local bird clubs, and bird supply retailers to share the basics and fun of birdwatching.

### Educator's Supplement

New! For use in formal and informal settings, alone or with the Organizer's Packet, the Supplement is perfect for teaching the wonders of bird migration to students in grades 3 - 8 (ages 8-13).

### Success Stories

A series of success stories from IMBD 1995 to help get your creative juices flowing.



# General Ordering Information

## International Migratory Bird Day 1996

Sharing a Passion for Birds

### IMBD '96 Materials, Products, and Promotions



Organizer's Packets, Educator's Supplements, and Posters are available from the National Fish and Wildlife Foundation

See Materials Order Form

Banners

are available from Banner City Graphics

See Products Order Form

T-shirts and Tote-bags

are available from Jim Morris Environmental T-Shirt Company

See Products Order Form

Stickers and Pins

are available from the National Fish and Wildlife Foundation

See Promotions Order Form



### Prices

Prices listed are wholesale. Discounts are provided for larger orders. We encourage you to purchase products in bulk for use as fundraisers and prizes at your IMBD events. Postage and shipping charges are included in ordering information. Prices subject to change after IMBD.

### Methods of Payment

Check, credit card, or government purchase order may be used to purchase **IMBD Materials** (Organizer's Packets, Educator's Supplements, and Posters). Please do not send cash. All payments must be made payable to the "National Fish and Wildlife Foundation" or "NFWF."

Check or credit card payments only may be used to purchase **Products** (Banners, T-shirts, and Tote-bags) and **Promotions** (Stickers and Pins).

### Availability

All IMBD Materials, Products, and Promotions will be sent in April. Please place all orders by April 5 to ensure receipt by May 1.

### Service

We'll do everything we can to make obtaining IMBD materials and products easy for you.

For further assistance contact the IMBD Coordinator at the U.S. Fish and Wildlife Service,

Office of Migratory Bird Management at 703-358-2318 or at our e-mail address: [IMBD@FWS.Gov](mailto:IMBD@FWS.Gov)



# Products Order Form

## International Migratory Bird Day 1996

### T-Shirts and Tote Bags

Jim Morris Environmental T-Shirt Company will once again print the IMBD poster art on 100% white cotton T-shirts. In addition, this year we have available IMBD Tote-bags, made with durable 100% canvas in a natural tan tone. This year's IMBD poster art—a beautiful depiction of “migrants on the wing,” in breeding and wintering ground habitats—will appear on both T-shirts and Tote-bags. (See here and last page for a glimpse of this image.) Order T-shirts and Totes in bulk for resale and fundraising at IMBD events (see wholesale prices listed below), or place smaller orders for family, friends, and colleagues. Jim Morris Environmental T-Shirt Company contributes \$1.00 from the sale of each T-shirt and Tote-bag to on-the-ground bird conservation through the National Fish and Wildlife Foundation's Neotropical Migratory Bird Conservation Initiative.



Return order form to: Jim Morris Environmental T-Shirt Co., P.O. Box 18270, Boulder, Colorado 80308-1270 or call 1-800-788-5411 to order with credit card.

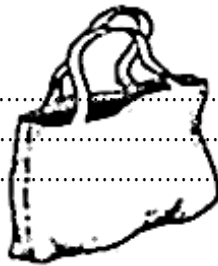
### T-Shirts



Orders of 1—11 ..... @ \$8.50  
 Orders of 12—47 ..... @ \$8.25  
 Orders of 48 and above ..... @ \$8.00

	Quantity / Size					Cost
	S	M	L	XL	XXL	
Orders of 1—11 ..... @ \$8.50						
Orders of 12—47 ..... @ \$8.25						
Orders of 48 and above ..... @ \$8.00						
	Subtotal					

### Tote Bags (15" x 13" x 6")



Orders of 1—11 ..... @ \$8.50  
 Orders of 12—47 ..... @ \$8.25  
 Orders of 48 and above ..... @ \$8.00

	Quantity	Cost
Orders of 1—11 ..... @ \$8.50		
Orders of 12—47 ..... @ \$8.25		
Orders of 48 and above ..... @ \$8.00		
	Subtotal	
	Shipping per order	\$4.00
	<b>TOTAL COST</b>	

Enclosed is my check or money order for \_\_\_\_\_ payable to **Jim Morris Environmental T-Shirts**

Please charge the above total amount to my credit card as follows:

MasterCard       Visa       Discover      Card Number \_\_\_\_\_  
 Expiration date      Signature

Name \_\_\_\_\_

Organization/Agency \_\_\_\_\_

Address \_\_\_\_\_

Phone (day) \_\_\_\_\_

(evening) \_\_\_\_\_

# International Migratory Bird Day 1996

## Banners

These attractive, sturdy banners help visibly promote your IMBD events year after year. Banners are available from Banner City Graphics and are manufactured from durable 10-ounce reinforced vinyl, with six grommets and 5' rope-ties from each corner to allow easy display. All banners feature standardized lettering as depicted below and the *Partners in Flight* logo in Olympic blue. Banner City Graphics annually offers replacement IMBD date decals for a small fee, allowing you to re-use banners each year. For an additional fee of \$25.00, Banner City Graphics will customize your banner to include your organization or sponsor's name and logo. Banner City Graphics contributes \$5.00 from the sale of each banner to on-the-ground bird conservation through the National Fish and Wildlife Foundation's Neotropical Migratory Bird Conservation Initiative. Each banner features standardized lettering and design as shown:

27" x 8' Registration Table Banner



3' x 10' Display Banner



3' x 20' Street Banner



Please print optional additional lettering if desired  
 Include camera-ready artwork or additional logos with your order.

Return order form to: Banner City Graphics, 501 Main Street, P.O. Box 1370, Bucksport, Maine 04416  
 or call 1-800-953-1000 to order with credit card.

Size	Type	Wholesale Price	Quantity	Cost
27" x 8' .....	Table top display size .....	\$65 + \$3 shipping	_____	<input type="text"/>
33" x 10' ...	Building or store front display size ....	\$80 + \$3 shipping	_____	<input type="text"/>
33" x 20' ...	Across road size .....	\$165 + \$5.50 shipping	_____	<input type="text"/>
				Subtotal <input type="text"/>
				Optional customized lettering and logo—\$25 <input type="text"/>
				<b>TOTAL</b> <input type="text"/>

Enclosed is my check or money order for \_\_\_\_\_ payable to **Banner City Graphics**

Please charge the above total amount to my credit card as follows:

MasterCard       Visa       Discover      Card Number \_\_\_\_\_

\_\_\_\_ Expiration date      \_\_\_\_\_ Signature

\_\_\_\_\_  
**Name**

\_\_\_\_\_  
**Organization/Agency**

\_\_\_\_\_  
**Address**

\_\_\_\_\_  
**Phone** (day)      (evening)

