

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.

l'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

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!



Where is IMBD?
YOUR community!

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.

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
Make a difference for migratory birds



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.







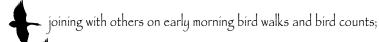




And it's FUN, too!



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:



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.



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

Materials Order Form

International Migratory Bird Day 1996

International Migratory Bird Day 1996 Organizer's Packet

The Organizer's Packet provides all the information you need to host your IMBD event. Packet contains: information on the North American Migration Count; a range of "Commitment to Bird Conservation" activities; ideas for "Pathways to Birding" programs to share the basics of birdwatching; enhanced media materials; clip art; 1995 Success Stories; and much more.

International Migratory Bird Day 1996 Educator's Supplement

This innovative curriculum contains lesson plans for each day of IMBD Week, based on daily themes. Lessons can be used as an independent unit or integrated into existing curricula including science, social studies, geography, math, language arts, visual arts, music, even physical education. Materials can be easily photocopied for each child. The Supplement is targeted for children in grades 3 - 8. Instructions are clearly outlined and these lessons can be led by teachers, interpreters, parents, and birders.

International Migratory Bird Day 1996 Poster

This year's full color IMBD poster features original artwork by Margo McKnight and depicts migratory birds in both breeding and wintering habitats, illustrating the fact that migrants are truly "birds of two worlds". The colorful poster is perfect for home, office, or classroom, and is a useful educational tool. Order some for family, friends, colleagues, favorite teachers, school groups, and scout troops. See last page for a black and white image of the poster.

To Obtain 1996 Organizer's Packets, Educator's Supplements, and Posters, return this order form to: IMBD, National Fish and Wildlife Foundation, 1120 Connecticut Avenue, Suite 900, Washington, D.C. 20036.

Organizer's Packets	Quantity	Cost
Individual Packets @\$5.00 eac	h	
Orders of 2 - 5 @\$4.00 eac	h	
Orders of 6 or more @\$3.00 eac	h	
	Subtotal	
Educator's Supplements		
Individual Supplements@\$5.00 eac		
Orders of 2 - 5 @\$4.00 eac		
Orders of 6 more@\$3.00 eac	h	
	Subtotal	
Posters		
Individual Posters@\$8.00 eac	h	
Sets of 25@\$1.00 each\$25.0		
Sets of 50 @\$.75 each \$37.5		
Sets of 100 or multiples of 100 @\$.50 each \$50.0	0	
	Subtotal	
TOTAL MATER	IALS COST	
Enclosed is my check or money order for payable to Nation	al Fish and Wi	ldlife Foundation
Please charge the above total amount to my credit card as follows:		
	er	
_ Expiration date Signature		
Name		
Organization/Agency		
Address		
Phone (day) (evening)		

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.



Quantity / Size

Cost

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	Quantity / Size			' Size		Cost	
	S	M	L	XL	XXL		
Orders of 1—11@\$8.50							
Orders of 12—47@\$8.25							
Orders of 48 and above							
				Sub	total		
Tote Bags (15" x 13" x 6")				Quan	tity (ost	
Orders of 1—11				@\$8.50			
Orders of 12—47				@\$8.25			
Orders of 48 and above				@\$8.00			
المنصت !!				S	ubtotal		
مستعفظ			Ship	ping per		\$4.00	
			-	TOTA	L COST	1	
Enclosed is my check or money order for pay Please charge the above total amount to my credit card MasterCard Visa Discover Expiration date Signature	as follo	ws:		ironmenta			
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



International Migratory first lay

3' x 20' Street

International Migratory Bird Day

Sharing a Passion for Birds • May 11, 1996

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	Туре	Who	lesale Price	Quantity Cost
27" x	Table top display s	ize \$65	+ \$3 shipping —	
33" x	x 10' Building or store front disp	olay size \$80	+ \$3 shipping —	
33" x	x 20' Across road size	\$165	5 + \$5.50 shipping	g — 🔲 🗀
				Subtotal
		Optional	customized letteri	ng and logo—\$25
				TOTAL
	Please charge the above total amount MasterCard Expiration date		as follows: Card Number	
Name	•	Ü		
0rgani	ization/Agency			
Addres	ss			
Phone	(day)	(evening)		

Promotions Order Form

International Migratory Bird Day 1996

Let everyone at your IMBD celebration show off their Passion for Birds by wearing these pins and sticker each carrying the three-color *Partners in Flight* logo depicted in black and white below. Stickers are 2" diameter. Pins are 1" in diameter. Prices listed are wholesale to allow for resale at the suggested retail prices indicated. A small percentage of sales of pins and patches will also be contributed to on-the-ground bird conservation through National Fish and Wildlife Foundation's Neotropical Migratory Bird Conservation Initiative.

National Fish and Wildlife Foundation, 1120 Connections	cticut Ave. NW, Suite 900, Washington,	D.C. 2003	36
Pins	Wholesale Price per Set (Quantity	Cost
1—9 pins	@\$4.00 eacl	n	
Set of 10 pins			
Set of 25 pins			
Set of 50 pins			
Set of 100 pins			
Suggested retail price per unit is \$4.00		Subtota	al
Stickers Intended for Distribution Free-of-Charge	- ·	uantity	Cost
Roll of 100		— [] Subtot	- 4 1
ERS IN	9 .		- 41
A PES DE LAS AM	CAS. THO	al Order	
Enclosed is my check or money order f	or payable to The Nationa l	l Fish & Wi	ldlife Foundation
Please charge the above total amount to MasterCard Visa	o my credit card as follows: Discover Card Number		
Expiration date	Signature		
Name			
Organization/Agency			
Address			
Phone (day) (e	vening)		