

Woodend After Dark

JUNE 1, 2023

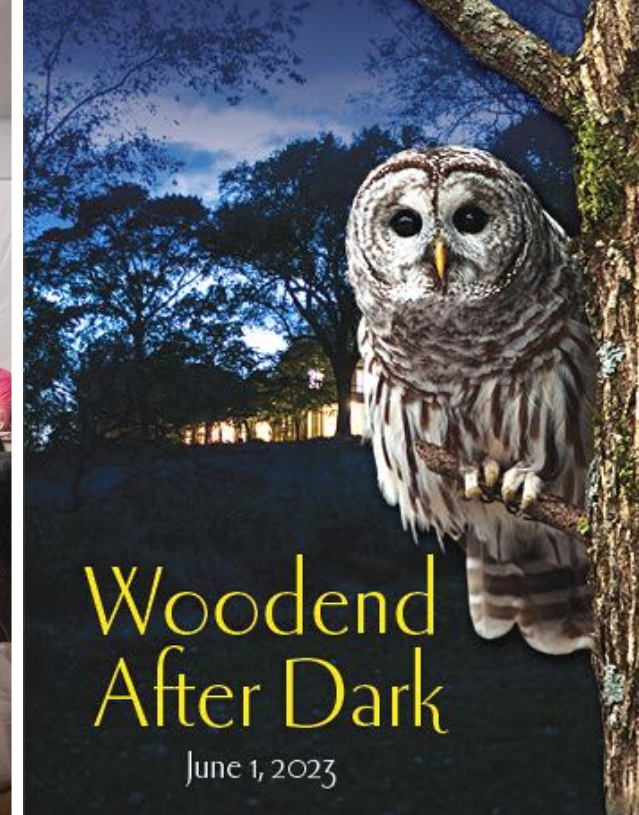
HIGHLIGHTS



nature
forward

natureforward.org/after-dark





Woodend After Dark was amazing!

On June 1, 2023, we enjoyed a wonderful time reconnecting with Nature Forward members and supporters and welcoming new friends. Plus, you helped us raise more than \$30,000 to support our mission work!

It was an evening filled with celebration and memorable experiences. This key fundraising event also provided Nature Forward staff an opportunity to connect with esteemed supporters and passionate nature enthusiasts to share experiences, insights, and aspirations.

By participating in this extraordinary event, attendees deepened their connection to a community dedicated to ensuring a sustainable future for our planet.



The gala event commenced on a beautiful summer evening at Woodend Sanctuary & Mansion.

Executive Director Lisa Alexander welcomed attendees with heartfelt gratitude for their support of the Nature Forward's mission to inspire people across the Washington, DC, region to appreciate, understand, and protect their natural environment through outdoor experiences, education, and advocacy.

Guests enjoyed a gourmet buffet dinner, an array of delectable hors d'oeuvres, an irresistible spread of mouthwatering desserts, and a signature mojito cocktail.

Food generously donated by Purple Onion Catering and Corcoran Catering

A much-anticipated feature of Woodend After Dark is the amazing silent auction. Guests had the opportunity to bid on exciting nature-themed items and experiences. Among this year's top attractions were private, naturalist-led nature walks, garden consultations, as well as a one-of-a-kind stay at a gorgeous house in the hills of Levanto, Italy. Other auction items included fine art, fine wines, and certificates for fine dining.

After Dark guests enjoyed a new activity this year in the form of a birdseed bar. Participants created their own custom blends of birdseed to take home. This interactive experience was fun and informative, as our bird-blend crafters learned more about the important role they play in supporting local bird populations.

Birdseeds generously donated by Scarlett Pet Foods



Event milestones:

ATTENDEES

105

FUNDS RAISED

\$30,000+

BENEFITING NATURE FORWARD EDUCATION, CONSERVATION & RESTORATION PROGRAMS

AUCTION ITEMS SOLD

30 ALL SILENT AUCTION ITEMS WERE PURCHASED!

 Woodend After Dark 2023



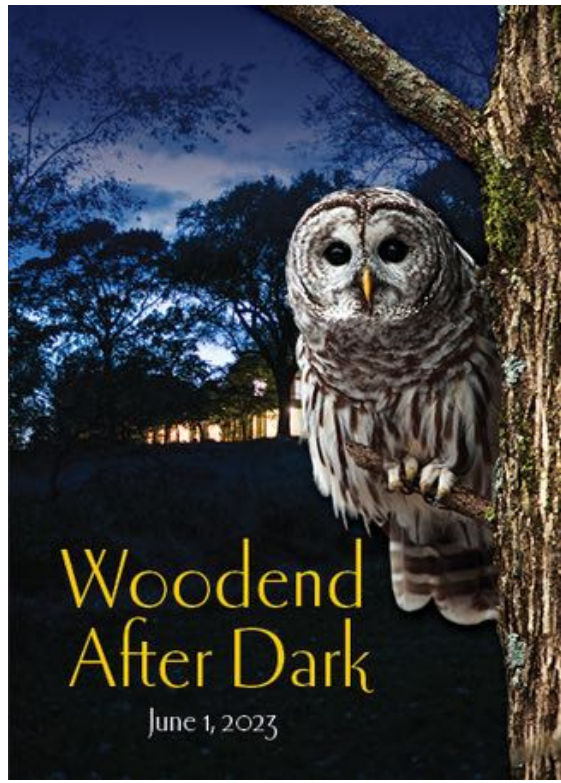
Raptor Experience

Courtesy of MCPS Outdoor Environmental Education Programs

Adding to the enchantment of the evening, guests had the unique opportunity to pose for photos with a magnificent Red-tailed hawk and an awe-inspiring Barred owl. The experience allowed attendees to appreciate the beauty and majesty of these remarkable birds up close, reinforcing the significance of protecting their habitats.

[See More Raptor & Event Photos HERE](#)

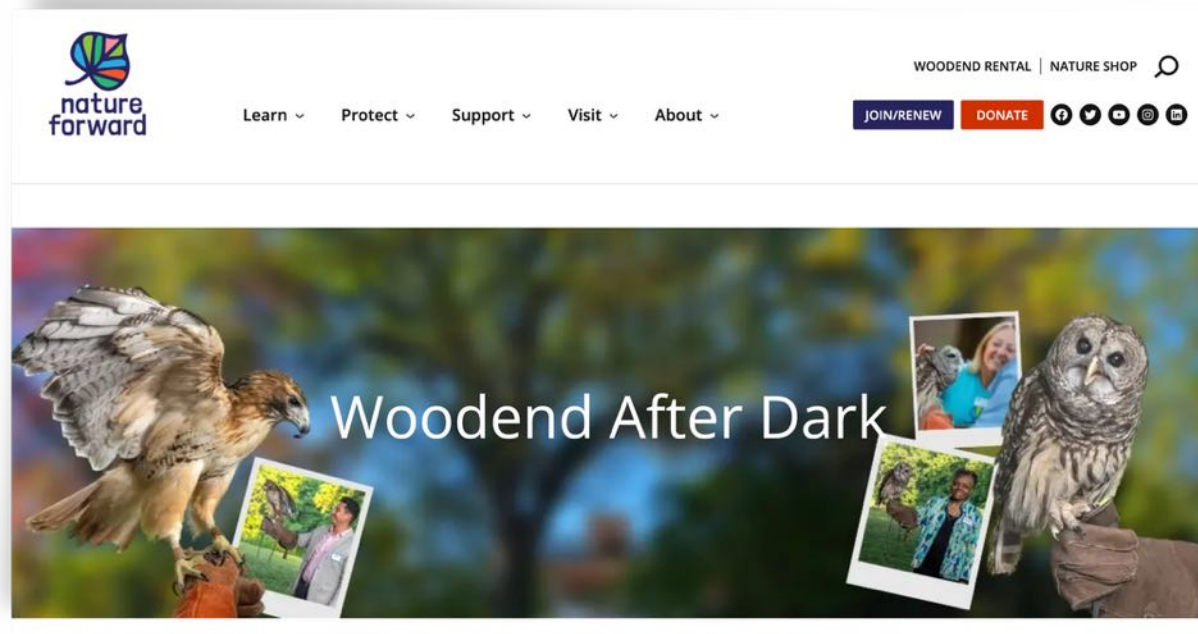
Photos by Nature Forward Staff Photographer Ben Israel & volunteer Liz Guertin



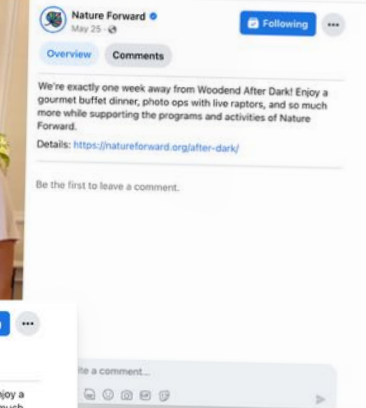
Woodend After Dark: Reach

Digital media, including our website, social media platforms, and email messaging helped build awareness of this year's event.

Our promotional outreach also included a mailed invitation that included complete event details and sponsor acknowledgments.



WEB VISITS
1,100+

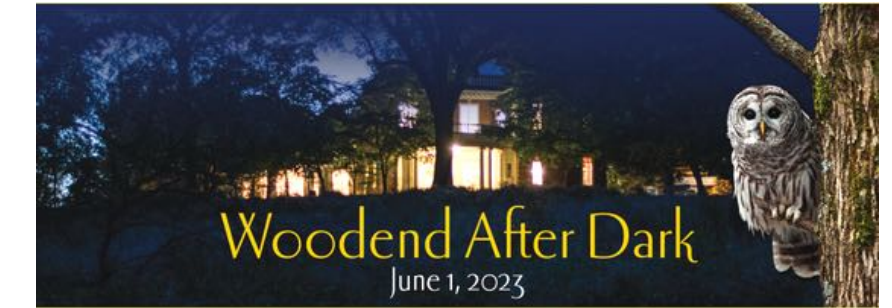


SOCIAL MEDIA

17 FACEBOOK, TWITTER
& INSTAGRAM POSTS

SOCIAL REACH

2,700+



Please join us for **Woodend After Dark Thursday, June 1, 6:00 – 9:00 pm**. Our popular After Dark annual fundraising event takes place after regular visiting hours as our beautiful Woodend Mansion lights up.



EMAIL MESSAGING

8 PROMOTIONAL
MESSAGES

TOP OPEN RATE

67%

THANK YOU, Woodend After Dark SPONSORS!

We appreciate your generosity and community leadership on behalf of our 40,000 members, supporters, visitors, and program participants.



NORTHERN
TRUST

Raptor experience courtesy of



Catering generously donated by



Your support of **Woodend After Dark** as an attendee or sponsor helps Nature Forward...



Educate thousands of children about the natural world and create lifelong nature stewards



Raise awareness about the threat of climate change and ways to mitigate it



Advocate for green energy and green infrastructure policies



Protect and restore biodiversity and habitats for people and wildlife



We value your input and feedback!

*Your ideas and suggestions help us improve
and grow in our mission*

Let's strengthen our relationship!

If you have questions about your generous gift
or sponsorship, please contact:

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