



43rd ANNUAL

# Bloomin' Birdathon

APRIL 15 - MAY 31, 2023

CAMPAIGN REPORT



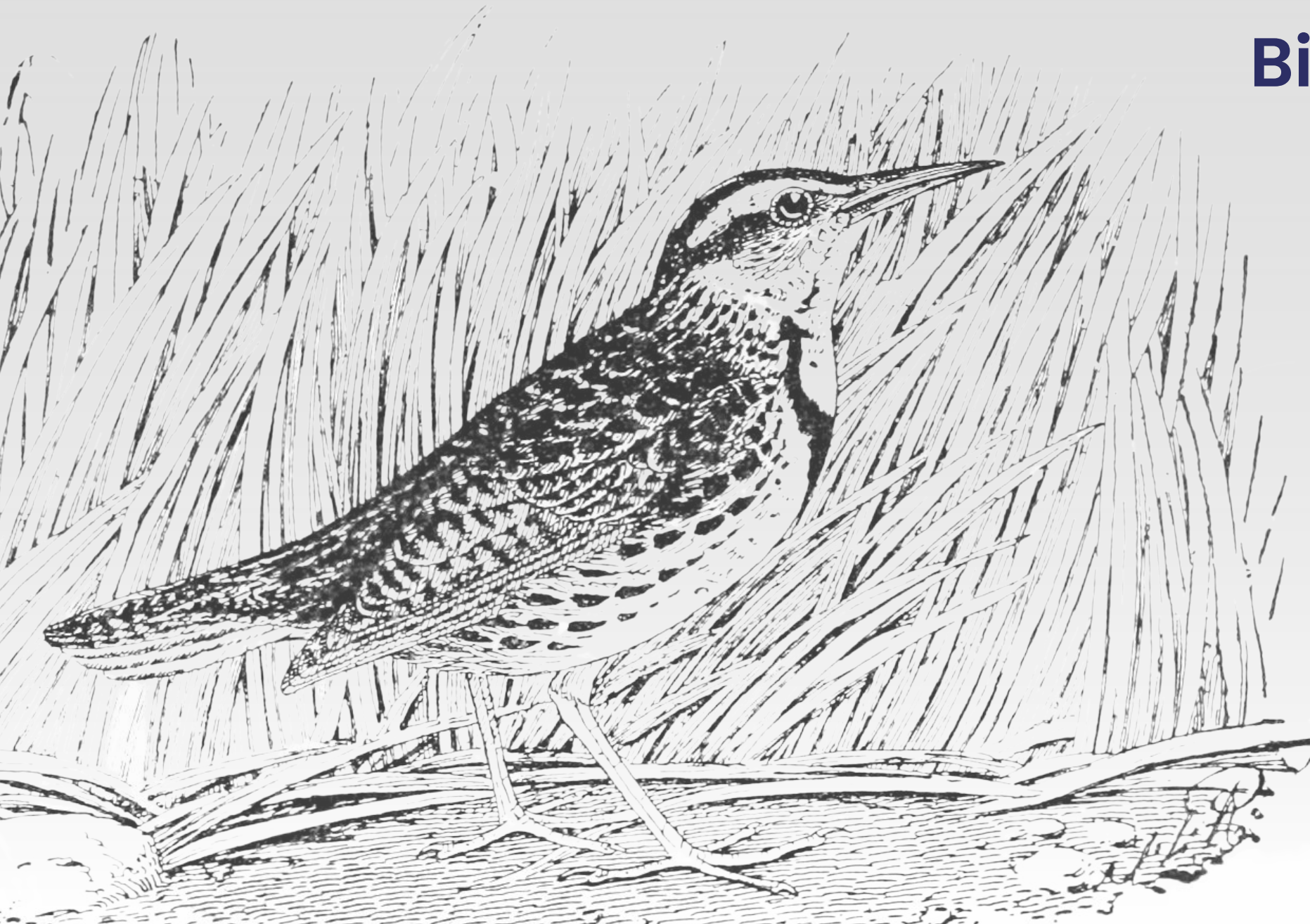
[natureforward.org/birdathon](https://natureforward.org/birdathon)



"There is symbolic as well as actual beauty in the migration of the birds, the ebb and flow of the tides, the folded bud ready for the spring. There is something infinitely healing in the repeated refrains of nature - the assurance that dawn comes after night, and spring after the winter."

**Rachel Carson**

Former Board member,  
internationally recognized author, and  
founder of the modern environmental movement



## Birds are part of Nature Forward's DNA

**And the Bloomin' Birdathon is our longest-running and most important spring fundraising tradition**

In 1897, volunteers organized the Audubon Society of the District of Columbia "for the protection and study of birds."

In 1960, the group broadened its mission in "recognition of the whole natural environmental picture" becoming the Audubon Naturalist Society of the Central Atlantic States.

Today as Nature Forward, members, donors, volunteers, staff, and supporters champion birds, blooms, habitats, and all facets of nature by inspiring people across the Capital Region to appreciate, understand, and protect their natural environment through outdoor experiences, education, and advocacy. Nature Forward seeks to create a larger and more diverse community of people who treasure the natural world and work to preserve it.

<sup>43<sup>rd</sup></sup> **Bloomin' Birdathon** 2023



"... **B**irds bridge the Americas. It's a powerful idea and one I hope will continue to unite humanity to one another as well as awaken more people to the connection we have to nature."

### Nancy Voit

Board member and Birdathon counter. Nancy was one of several guides for newcomers to Woodend Nature Sanctuary during our Bloomin' Birdathon Kick-Off event.



## Building a movement

### A growing community of caring nature lovers

Many are inspired by a love of birds. Some by concern for the environment. Others are just curious about wildlife. Whatever the motivation, the Bloomin' Birdathon invites nature lovers of all ages, backgrounds, abilities, and skill levels to experience the outdoors and share their enthusiasm with friends, family, and others who pledge support for their counts.

Participants are encouraged to count birds, wildflowers, butterflies, trees, or whatever they enjoy in nature. Informative resources are available to help.

To encourage the community to get outside and enjoy the sights and sounds of spring while our Bloomin' Birdathon campaign was underway, Nature Forward Naturalists led 40 local and regional walks.

2023 TEAMS

25

NEW KICK-OFF EVENT

30 ADULTS AND CHILDREN  
ATTENDED AT WOODEND

PARTICIPANTS &  
SUPPORTERS

300



43rd **Bloomin' Birdathon** 2023





"Considering the fast-changing climate crisis,  
I feel that this is one small thing  
that I can do to help!"

**Carolyn Peirce**

Bloomin' Birdathon counter and  
former Nature Forward Board member



## Counting for a good cause

**Powerful support for Nature Forward's mission**

Whether they count birds, flowers, trees, or other species in nature, Bloomin' Birdathon counters support our mission work by combining their love of nature with action.

By securing donation pledges in connection to their counts (like a walk-a-thon or bike-a-thon), these dedicated counters raise much-needed funds for Nature Forward's environmental education, conservation and restoration programs.

**DONATIONS RAISED**

**\$75,000+**

**FOR NATURE EDUCATION,  
CONSERVATION &  
RESTORATION PROGRAMS**

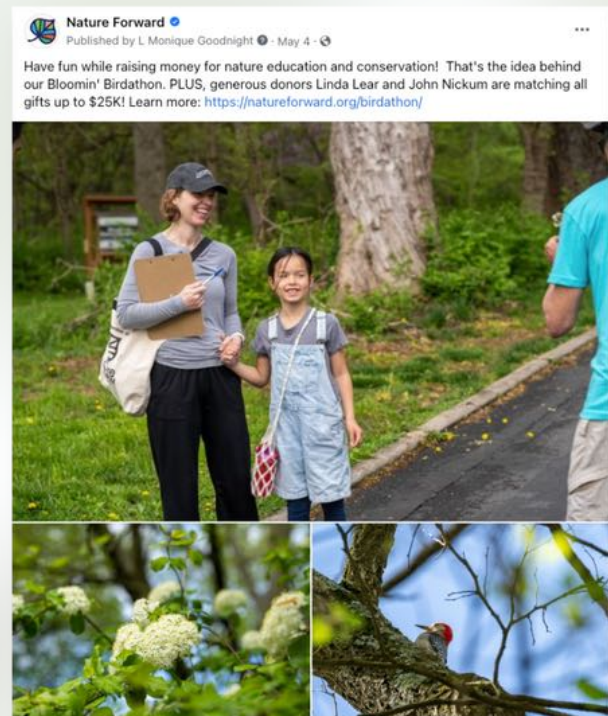
**DIGITAL PIONEERS**

**13**

**COUNTERS ON FOUR TEAMS RAISED  
FUNDS VIA OUR NEW PEER-TO-PEER  
FUNDRAISING PLATFORM**

**43<sup>rd</sup> Bloomin' Birdathon 2023**

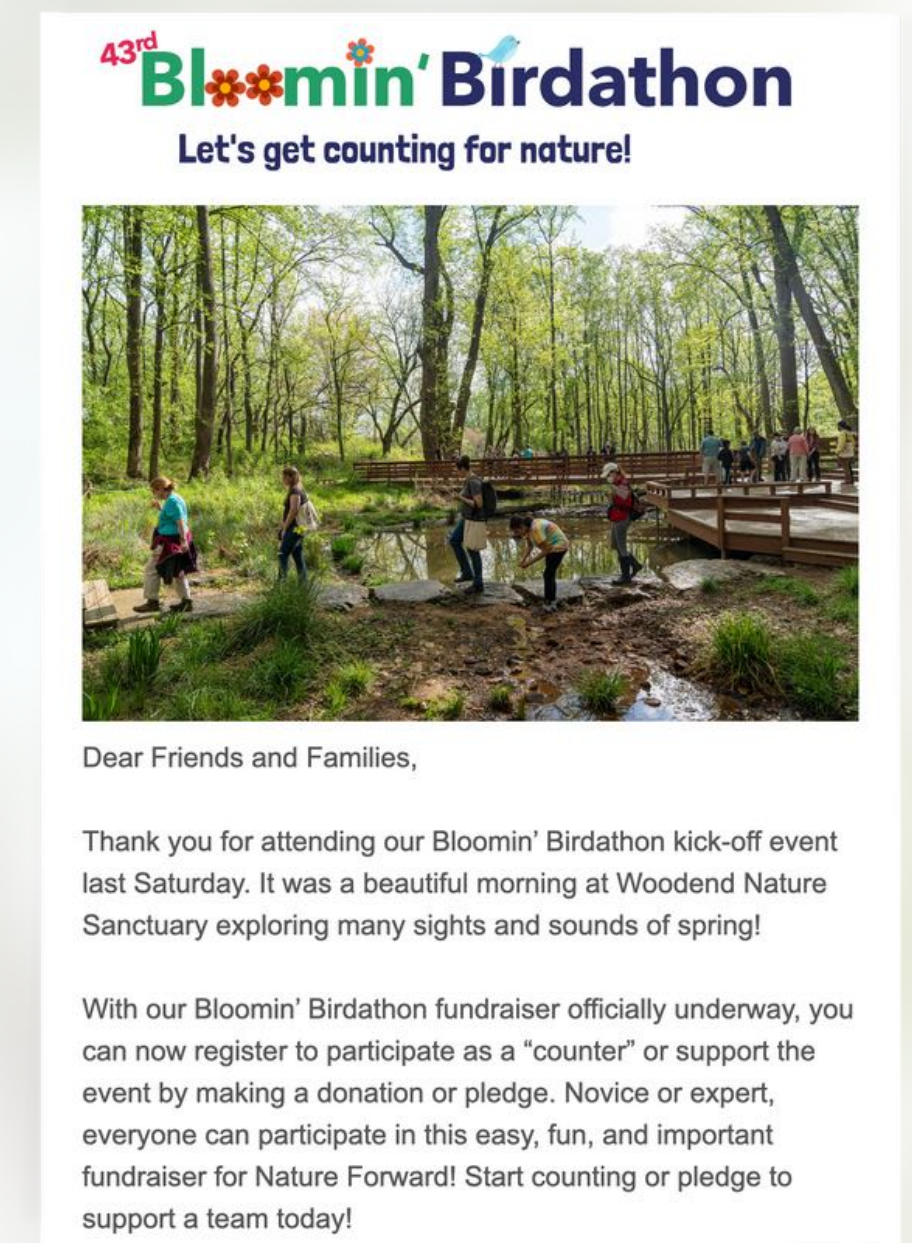
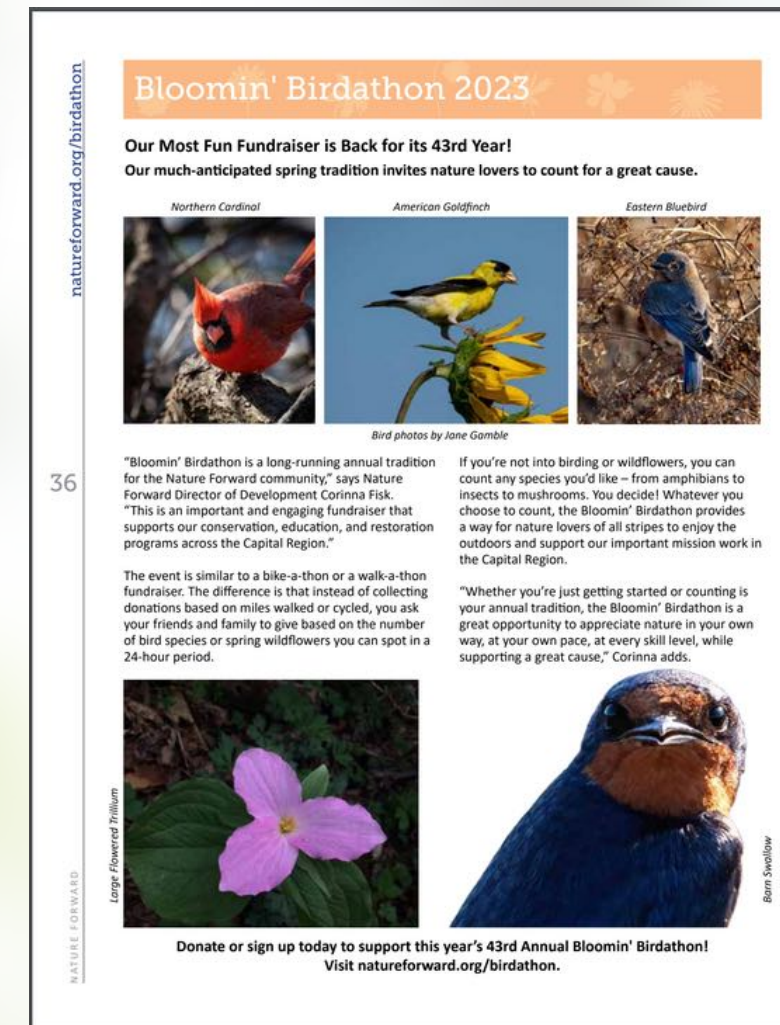
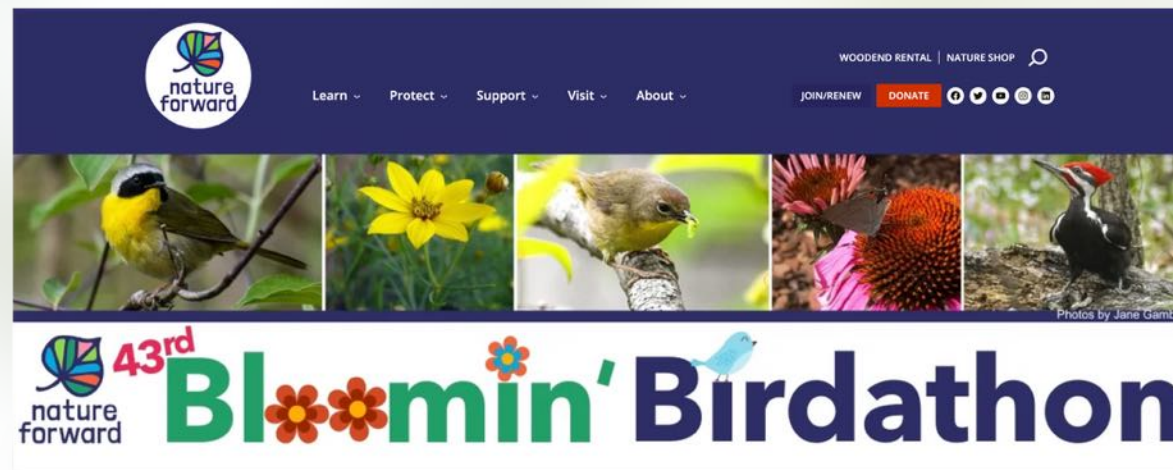




# Bloomin' Birdathon: REACH

Robust web traffic and dynamic social media engagement were highly effective in building awareness and excitement for the 2023 Bloomin' Birdathon.

Outreach also included email marketing and our Naturalist Quarterly publication, which has a readership of approximately 12,000.



**SOCIAL POSTS**  
**39** FACEBOOK, TWITTER  
& INSTAGRAM

**SOCIAL MEDIA REACH**  
**7,200+**

**UNIQUE WEB VISITS**  
**900+**

**EMAIL MARKETING**  
**13** PROMOTIONAL  
MESSAGES

**4** FEATURES IN OUR  
MONTHLY ENEWS

**43rd Bloomin' Birdathon 2023**





2023 BIRD SIGHTINGS

206

DIFFERENT SPECIES

Acadian Flycatcher	Blue-winged Warbler	Common Raven	Hooded Merganser	Osprey	Song Sparrow
Acorn Woodpecker	Bobolink	Common Yellowthroat	House Finch	Ovenbird	Spotted Sandpiper
American Coot	Bridled Titmouse	Curved-Bill Thrasher	House Sparrow	Painted Redstart	Spotted Towhee
American Crow	Broad-tailed Hummingbird	Dark-eyed Junco	House Wren	Phainopepla	Swainson's Hawk
American Goldfinch	Broad-winged Hawk	Dickcissel	Hutton's Vireo	Pileated Woodpecker	Swainson's Thrush
American Redstart	Brown Creeper	Double-crested Cormorant	Indigo Bunting	Pine Siskin	Swallow-tailed Kite
American Robin	Brown Pelican	Downy Woodpecker	Kestrel	Pine Warbler	Townsend's Warbler
Anhinga	Brown Thrasher	Eastern Bluebird	Killdeer	Plumbeous Vireo	Tree Swallow
Anna's Hummingbird	Brown-headed Cowbird	Eastern Kingbird	Ladderback Woodpecker	Prairie Warbler	Tricolored Heron
Arizona Woodpecker	Bullock's Oriole	Eastern Meadowlark	Lazuli Bunting	Prothonotary Warbler	Tufted Titmouse
Bald Eagle	Burrowing Owls	Eastern Phoebe	Least Bittern	Purple Martin	Turkey Vulture
Baltimore Oriole	Bushtit	Eastern Towhee	Least Sandpipers	Pyrrhuloxia	Veery
Barn Swallow	Cactus Wren	Eastern Wood-Pewee	Lesser Goldfinch	Red-bellied Woodpecker	Verdin
Barred Owl	California Gull	Elegant Trogon	Lesser Yellowlegs	Red-eyed Vireo	Vermillion Flycatcher
Bell's Vireo	Calliope Hummingbird	European Starling	Lewis Woodpecker	Red-headed Woodpecker	Warbling Vireo
Belted Kingfisher	Canada Goose	Field Sparrow	Limpkin	Red-shouldered Hawk	Western Kingbird
Bewick's Wren	Canada Warbler	Fish Crow	Little Blue Heron	Red-tailed Hawk	White Ibis
Black Vulture	Cape May Warbler	Florida Scrub-Jay	Long-billed Curlew	Red-winged Blackbird	White-breasted Nuthatch
Black-and-white Warbler	Cardinal	Forster's Tern	Louisiana Waterthrush	Rivoli Hummingbird	White-crowned Sparrow
Black-bellied Whistling-Duck	Carolina Chickadee	Gambel's Quail	Lucifer Hummingbird	Rock Dove	White-eyed Vireo
Black-chinned Hummingbird	Carolina Wren	Gila Woodpecker	Lucy's Warbler	Rock Pigeon	White-throated Sparrow
Black-crowned Night Heron	Cassin's Finch	Glossy Ibis	Mallard	Rose-breasted Grosbeak	White-throated Swift
Black-headed Grosbeak	Cassin's Vireo	Grace's Warbler	Mexican Jay	Ruby-crowned Kinglet	White-winged Dove
Black-throated Gray Warbler	Catbird	Grasshopper Sparrow	Mississippi Kite	Ruby-throated Hummingbird	Wild Turkey
Black-throated Green Warbler	Cattle Egret	Gray Catbird	Mourning Dove	Ruddy Duck	Wild Turkey hen
Black-throated Sparrow	Cedar Waxwing	Gray Hawk	Northern Bobwhite	Rufous-crowned Sparrow	Wilson's Warbler
Blue Grosbeak	Chestnut-sided Warbler	Great Blue Heron	Northern Cardinal	Rufous-winged Sparrow	Wood Duck
Blue Jay	Chimney Swifts	Great Crested Flycatcher	Northern Flicker	Sandhill Crane	Wood Thrush
Blue-gray Gnatcatcher	Chipping Sparrow	Great Egret	Northern Harrier	Says Phoebe	Woodhouse Scrub Jay
Blue-headed Vireo	Chuck-will's-widow	Great Horned Owl	Northern Mockingbird	Scarlet Tanager	Yellow billed Cuckoo
Blue-winged Teal	Cliff Swallow	Greater Roadrunner	Northern Parula	Scott's Oriole	Yellow Warblers
	Common Grackle	Greater Yellowlegs	Northern Rough-winged Swallow	Scrub Jay	Yellow-billed Cuckoo
	Common Merganser	Green Heron	Northern Waterthrush	Semi-palmated Plover	Yellow-breasted Chat
		Green-tailed Towhee	Nuttall's Woodpecker	Snowy Egret	Yellow-rumped Warbler
		Hairy Woodpecker	Orange-crowned Warbler	Solitary Sandpiper	Yellow-throated Vireo
			Orchard Oriole		

COUNT LOCATIONS

8	STATES & WASHINGTON D.C.		
	MARYLAND	ARIZONA	MICHIGAN
	VIRGINIA	CALIFORNIA	OHIO
	WASHINGTON DC	FLORIDA	SOUTH CAROLINA



Your support of the **Bloomin' Birdathon** as a counter, donor 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



Demonstrate best habitat restoration practices at Woodend Nature Sanctuary

**Thank You!**



# THANK YOU, <sup>43<sup>rd</sup></sup> **Bloomin'** Birdathon SPONSORS!

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

*Premier Sponsors*

**Dr. Linda Lear &  
Mr. John Nickum**

*Leading Sponsor*



*Contributing Sponsors*



**Scarlett®**



<sup>43<sup>rd</sup></sup> **Bloomin'** Birdathon 2023





To learn about sponsorship opportunities for  
2024's Bloomin' Birdathon, please visit  
[natureforward.org/birdathon-sponsor](https://natureforward.org/birdathon-sponsor)

