

## Bird Campus U.S.A.



- The Bird Campus U.S.A. program provides direction, technical assistance, public attention, and national recognition for university and business campuses throughout the United States.
- Getting designated as a Bird Campus USA is fun, educational and provides enormous benefits that include: public relations, citizen pride and participation, and publicity.

### Audubon Lifestyles

At its core, Audubon Lifestyles is an organization based in the Principles for Sustainability. We believe that the most natural way to achieve success and to foster sustainability is by working to balance the triple bottom line of people, profit, and planet. We operate with the main purpose of benefiting society, while offering professional and sustainably based programs, products and services.

### Our Mission

Audubon Lifestyles assists people in how they live, work, play, stay and learn to promote sustainable living and lifestyles.

### Our Vision

To be a sustainable leader assisting people who are looking for sustainable solutions for life and business that are reliable, practical, and efficient.

### Citizen Pride

Pride is sometimes a less tangible benefit. Gaining and retaining Bird Campus USA recognition is an award to the managers, volunteers, board members and others who work on behalf of better care of a community. Non-involved citizens, too, often share a sense of pride that theirs is a Bird Campus USA. This may translate to better care of habitat areas on private property or a willingness to volunteer in the future.

### Public Image

A community's public image is very important. Being a Bird Campus USA helps present the kind of image that most citizens want to have for the place they live or conduct business. The Bird Campus USA signs at campus entrances tell visitors that there is a university or business that cares about its environment. It is also an indication to prospective businesses that the quality of life may be better here.

### Education

Education begins with discussion of the requirements and getting organized to apply for Bird Campus USA status. In turn, this can set in motion aid from a variety of professionals in the form of technical advice, literature, films, and other assistance.

### Publicity

Presentation of the Bird Campus USA award offers excellent publicity opportunities. This results not only in satisfaction for the individuals involved and their families, but also provides one more way to reach large numbers of people with information about birds.

When is International  
Bird Day (IMBD)?

IMBD officially takes place on the second Saturday in May each year. But we recognize that this date doesn't work well for all bird event and bird festival organizers, or for the migratory birds themselves. To the south, migratory birds have left, heading for breeding sites to the north. Farther north, the birds haven't arrived. To correct this problem while reminding groups that "every day is bird day" and that IMBD should be celebrated year-round, most U.S. events take place on any day between the months of March and May. We recommend that the Natural Resource Advisory Board select a day that is most appropriate given the climate that the municipality is in.

## Program Process & Requirements

### Requirement #1

#### Creation of a Natural Resource Advisory Group

Create a Natural Resource Advisory Group if one does not presently exist, and designate one member of this group as chairperson. The chairperson is responsible for coordinating Bird Campus U.S.A. efforts and actions.

- Creation: Create a Natural Resource Advisory Group for your municipality consisting of no less than six regular members.
- Qualifications: No less than a majority of the members of the Natural Advisory Group shall be residents of the municipality.
- Duties: The group's primary role should be to facilitate and encourage educational opportunities that lead to an informed citizenry on topics such as natural resources, ecosystems, open space, and natural corridors that provide habitat for migratory birds. The group should meet at least one time per year to coordinate, facilitate, and promote International Migratory Bird Day.



### Requirement #2

#### Recognize International Migratory Bird Day

In its simplest form, the International Migratory Bird Day is a one-day celebration of migratory birds: their beauty, their amazing abilities, and the benefits they provide people. What exactly is International Migratory Bird Day

- Create a declaration for your municipality declaring the importance of International Migratory Bird Day, bird conservation or protecting wildlife habitat.  
This declaration should be clearly visible in a public location such as a town or city hall, or library.
- Host and annual event in recognition of International Migratory Bird Day  
A community event or observance should be held on International Migratory Bird Day. Such events may include: hosting coordinating a bird watching tour, coordinating a group nesting box effort, participation in a bird count, hosting an education workshop on bird identification.

Bird Campus USA  
Application

Complete and mail the Bird  
Campus USA application and  
registration fee of \$250 to:

**Audubon Lifestyles**  
35246 Us Hwy 19 #299  
Palm Harbor, FL 34683

Upon successful completion of  
the Bird Campus USA  
application your municipality will  
be sent a certificate designating  
your community as a Bird City  
USA, a digital copy of the Bird  
City USA logo with specifications  
for use, and special access to a  
section of the Audubon Lifestyles  
website for Bird Campus USA  
members. To maintain your Bird  
Campus USA designation,  
annual resubmittal and advisory  
members information,  
International Migratory Bird Day  
observance activity, and a  
annual fee of \$100 is required.

For More Information

(P) 727-744-6831

(F) 727-733-0762

info@audubonlifestyles.org

www.audubonlifestyles.org

## Bird Campus U.S.A Application

**Requirement #1 - Creation of a Natural Resource Advisory Group**

Create a Natural Resource Advisory Group, and designate one member of this group as chairperson. The chairperson is responsible for coordinating Bird Campus USA efforts and actions. List group members below, listing the chairperson's name first on the list.

name	email	phone

**Requirement #2 - Recognize International Migratory Bird Day**

In its simplest form, International Migratory Bird Day is a one-day celebration of migratory birds: their beauty, their amazing abilities, and the benefits they provide people.

- Create a Declaration for your municipality stating the importance of International Migratory Bird Day. This declaration should be clearly visible in a public location such as a town or city hall, or library.
  - Include a photograph of the declaration displayed in a public location
  - Include a copy of the declaration.
- A community event or observance should be held on International Migratory Bird Day. Such events may include: hosting a bird watching tour, coordinating a group nesting box effort, participation in a bird count, hosting an education workshop on bird identification.

*A one-time registration fee of \$250 (first year membership included) is required to participate in the Bird Campus U.S.A. Program. A \$100 annual membership fee is required to maintain the Bird Campus U.S.A. designation. To begin participation in the program mail, fax or email this application form and registration fee (check or credit card) today!*

Campus Name \_\_\_\_\_

Campus Address \_\_\_\_\_

\_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

