


# Facts and Figures

## WSB

WORLD SERIES OF BIRDING



### What is it?

Many great birders have raised glasses in this event. It all began at midnight on May 19, 1984, when 13 teams set out on a 24-hour treasure hunt. Their mission was to tally as many species of birds by sight or sound. Their objective was to raise money for their favorite environmental cause, and to focus attention upon the habitat needs of migrating birds.

They succeeded beyond anyone's dreams. Today there are a number of ways to play:

Level I: Team Competition

Level II: Non-Competing Team or Individual

Level III: Youth Challenge

Level IV: Senior Challenge

So gather your team mates near and far, and share in the excitement of North America's most celebrated conservation event – the World Series of Birding. Over the past twenty-seven years, this event has changed the birding landscape and has raised over \$9,000,000 for bird conservation.

### When is it?

**MARK YOUR CALENDARS**

**START PLANNING YOUR STRATEGY**

**May 14, 2011**

May 13, 2012

May 12, 2013

Each year, the event is held the 2nd (or occasionally 3rd)  
Saturday in May...rain or shine.

*You are invited to join birding's best  
– for fun and profit and  
the betterment of the environment.*

### Why a World Series of Birding?

For lots of reasons.

- ✓ It draws attention to the habitat needs of migrating birds.
- ✓ It gives birders a chance to put their birding skills on the line for a good cause.
- ✓ It brings together birders, conservation groups, and businesses that care about the environment.
- ✓ It generates hundreds of thousands of dollars for conservation causes.
- ✓ It focuses national media attention upon the challenge and adventure of birding.
- ✓ It is a heck of a lot of fun!

### Where is it?

New Jersey! One of the best birding states in North America.

### Who is running it?

This event was founded by birders, and continues to be organized by birders. Hosted by New Jersey Audubon, an independent membership supported organization, this event is officially endorsed by the American Birding Association and the Cornell Laboratory of Ornithology, and sponsored by numerous environmental organizations and businesses.

### Sharing is the hallmark of the World Series of Birding

Join the many organizations...from all over the globe. Learn logistical support from colleagues who have figured out how to do this. You can count on the help and expertise of veteran teams. Everyone wins, nobody loses and it saves the environment.

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## What do we get out of your participation?

More energy. More event profile. More interest from potential sponsors. AND publicity. AND more money raised – for everyone!

## What is it worth to you?

We've got the perfect fund raising vehicle. We are inviting you to use this event to generate publicity, and raise \$\$\$ to support your team's conservation cause, all by fielding a team to represent your organization. The money you raise on your team's effort is yours. ALL OF IT. It pays for your expenses and supports your organization's mission and the conservation cause of your choice.

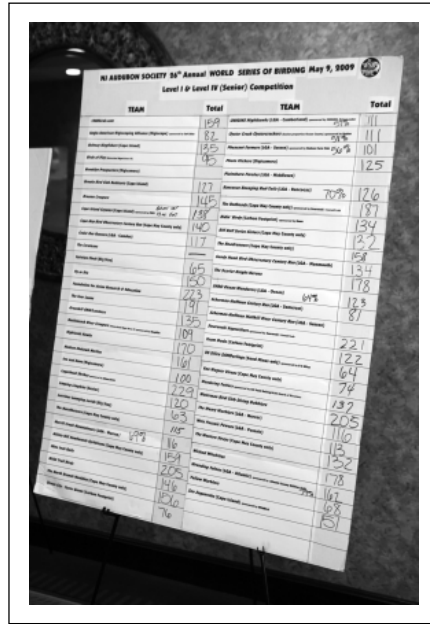
## How do other organizations benefit?

We've got the perfect fund raising vehicle for your organization. We are inviting you to use this event to raise \$\$\$ and awareness in support of your conservation cause by fielding a competing team representing your organization. Register for the event and gather pledges based on the number of birds your team sees during the World Series. Many teams use the event as a fund-raiser and make very effective use of their team's effort. Individual teams have generated from \$500 to over \$200,000.

Over \$600,000 is raised annually by all participants on behalf of conservation. Join the many organizations from all over the globe who support this event. Learn logistical support from colleagues who have figured out how to do this. You can count on the help and expertise of veteran teams.

## How does it work?

The World Series is a "competitive" Big Day. Teams and individuals have up to 24 hours to count as many species as they can identify by sight or sound within the state of New Jersey. Each species seen or heard counts as one.



TEAM	Total	TEAM	Total
...	129	...	111
...	12	...	111
...	165	...	101
...	95	...	125
...	177	...	126
...	145	...	137
...	142	...	134
...	117	...	137
...	65	...	134
...	150	...	178
...	223	...	123
...	297	...	87
...	55	...	221
...	170	...	122
...	161	...	84
...	180	...	74
...	123	...	137
...	120	...	205
...	63	...	116
...	48	...	116
...	16	...	116
...	164	...	116
...	205	...	116
...	141	...	116
...	141	...	116
...	74	...	116

## How many birds are likely to be seen?

Team totals vary according to weather conditions, the experience and skill of the team, the complexity of the route, the amount of scouting time allocated, and luck (good and bad). Competing team totals have ranged from 48 to 229 with an average of 165 species. The total (cumulative) number of species tallied by all competing teams in a year ranges from a low of 245 to a high of 270. The cumulative species total since 1984 is 330 species.

## How do individuals and teams raise money?

By gathering pledges based on the number of birds they see during the World Series. Most teams use the event as a fund-raiser. Raise money through pledges for your organization, bird club, or favorite conservation organization. Many organizations make very effective use of their team's effort. Individual teams have generated anywhere from a few hundred dollars to over \$250,000 for their cause. Over \$600,000 is raised annually by all participants all on behalf of conservation.

## Don't New Jersey birders have the advantage?

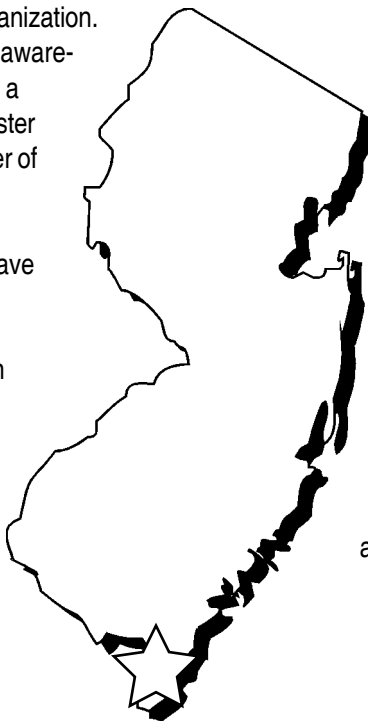
Sure. They know their state just as well as out-of-region birders know their own. But, the home court advantage is important in many sports but that has never prevented anyone from competing. Teams from out of state as well as Canada have won in this event.

Interestingly enough, on average, out-of-region teams fare better than in-state teams. Good scouting and good strategy make the difference. AND, you can count on help from veteran teams. Check out our Web site

[www.worldseriesofbirding.org](http://www.worldseriesofbirding.org)

and visit the online discussion group.

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*Everyone wins, nobody loses...  
and it saves birds and the environment!*



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## What about prizes?

The best prize is that you will have the satisfaction of knowing that you have done something positive for the environment by supporting conservation.

### Level I – Competing Teams

- The **Uerner Stone Cup** for the 1st place team with highest total of species
- The **Stone Award** for the 2nd place team with highest total of species
- The **Stearns Award** for the 3rd place team with highest total of species
- **Big Stay Award** for highest total species seen from a single location.
- The **LGA Award** (for Limited Geographic Area) for the highest total species “par” for a single county.
- The **Cape May County Cup** for highest total species seen within Cape May County only.
- The **Cape Island Cup** for highest total species found South of Cape May Canal.
- The **Swarovski Carbon Footprint Cup** (CFC) for highest total species found while on foot, bike or rowed boat (no motorized vehicles).

### Level III – Youth Teams

are eligible for the **Youth Birding Award** for the highest total species for each division:

- Division A – Elementary School Grades 1 through 5
- Division B – Middle School Grades 6 through 8
- Division C – High School Grades 9 through 12.

### Level IV – Senior Teams

are eligible for the **Floyd P. Wolfarth Award** for the highest total species by a Senior Team.

## Who gets the money?

That is entirely up to the competing teams. They raise the money, they determine what conservation cause or program benefit. New Jersey Audubon takes no portion of the pledge money not raised on its behalf. ■



made possible in part by a grant from the NJ Dept. of Travel and Tourism

## Ways to Play on the Big Day



Level I: Team Competition

Level II: Non-Competing Team or Individual

Level III: Youth Challenge

Level IV: Senior Challenge

### Join a New Jersey Audubon Center Team

Get in touch with your favorite New Jersey Audubon center to find out how you can participate. Every species you find, every dollar you raise helps preserve and protect our environment and goes to that centers conservation efforts. Contact the center directly for information on how you can join in the fun!

#### Cape May Bird Observatory Century Run

Cape May Point NJ

609.884.2736 / E-mail: mike.crewe@njudubon.org

#### Lorrimer Sanctuary – Franklin Lakes NJ

201.891.2185 / E-mail: lorrimer@njudubon.org

#### Natue Center of Cape May – Cape May NJ

609.898.8848 / E-mail: nccm@njudubon.org

#### Plainsboro Preserve – Cranbury NJ

609.897.9400 / E-mail: plainsboro@njudubon.org

#### Rancocas Nature Center – Mt Holly NJ

609.261.2495 / E-mail: rancocas@njudubon.org

#### Sandy Hook Bird Observatory – Ft Hancock NJ

732.872.2500 / E-mail: shbo@njudubon.org

#### Scherman-Hoffman Wildlife Sanctuary – Bernardsville NJ

908.766.5787 / E-mail: scherman-hoffman@njudubon.org

#### Weis Ecology Center – Ringwood NJ

973.835.2160 / E-mail: weis@njudubon.org