



General Audience

Bird Alliance of Oregon has a diverse audience of nature enthusiasts who share a passion for protecting birds, wildlife, and wild places. As a sponsor of Bird Alliance of Oregon, you are tapping into our membership and grassroots community which is comprised of:

- Birders of all ages and backgrounds.
- Environmentalists who actively work to build climate resilience
- Native plant gardeners
- Lifelong learners
- Parents who seek outdoor experiences for their children
- Alumni of our summer camps
- Community members who have brought an injured or orphaned animal to our Wildlife Care Center

Geographical Location of Members

Our supporters primarily reside within the Portland Metro region, but our work has always been statewide. Following our recent name change, we continue to make inroads into growing our base of supporters across the state.

Outreach to Our Supporters

- **The Warbler** is a print magazine distributed to nearly 12,000 Bird Alliance of Oregon members every two months. Included in every issue is our Business Alliance section highlighting the business partners who make our work possible.
- Birdword is our monthly eNewsletter sent to 17,000 individuals.
- Our Facebook following consists of 115,000 followers (facebook.com/BirdAllianceofOregon) and our Instagram following is nearly 35,000 followers (instagram.com/birdallianceoforegon). We share mission-related posts, upcoming events, and interesting nature facts.

