



FRIENDS OF OTTAWA NATIONAL WILDLIFE REFUGE PRESENTS:

Migration-A-Thon

Virtual Challenge
September 2023

Fundraiser's Toolkit



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Mission

Friends of Ottawa National Wildlife Refuge supports the conservation mission of Ohio's only national wildlife refuge complex by acquiring land, engaging the community, and enhancing public access.





About the Event

Migration-A-Thon

Celebrating fall migration this September at Ottawa National Wildlife Refuge

Join Ottawa National Wildlife Refuge in September 2023 as we celebrate fall migration of birds, butterflies, dragonflies, and more! As part of our celebrations, we will be offering many guided activities throughout the month. We will get outside to learn about animals that utilize the refuge and see how many species we can find. Anyone is welcome to explore the refuge, but registration is required for guided events.

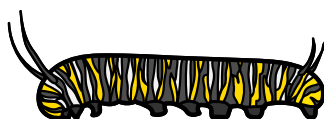
A kick off event will be held on Saturday, September 9 at Ottawa National Wildlife Refuge.



You can make a difference for wildlife and habitat conservation.

As part of our celebration, we are hosting an exciting way to raise funds for the refuge. You can participate in this "walk-a-thon" style fundraiser by asking friends, family, or businesses to sponsor you at a pledged rate per mile.

Participants in the Migration-a-Thon will track and upload the miles that you hike, walk, run, paddle, swim, or ride during the month of September. Your miles can be completed anywhere! Donors will contribute their pledged amounts, and donations will help Friends of Ottawa National Wildlife Refuge to launch a scholarship for youth pursuing conservation careers. **Our fundraising goal is \$5,000. We hope that you can commit to raising at least \$250 (with aspirations to raise more)!**





Getting Started

Get Started in 5 Easy Steps

Step 1: Register for the event.

- [Click here](#) to go to the Virtual Migration-A-Thon page or scan our code:
- Click on the orange **Sign Up** button and follow the prompts.
- Setup your individual fundraising page.



Step 2: Set an attainable goal.

Challenge yourself. Yes, we want you to raise a minimum of \$250, but aim high. People will be more motivated to get involved if they feel their contribution will have an impact in helping you reach your goal. Your network wants you to succeed!

Step 3: Know your 'why'.

Why are you raising money for Friends of Ottawa National Wildlife Refuge? Your network of donors will be interested to learn about programs and services that support and help youth in conservation. And remember, they are also interested in you and your connection to the Friends! Share personal stories about your favorite experiences at the refuge to make a connection.

Step 4: Who should I reach out to when raising funds for the Migration-A-Thon?

It's time to build your donor tribe. Break out your phone, scroll through Instagram, Facebook, and LinkedIn, sort through emails, and create a list of people you interact with and want to ask for support (this includes friends, family members, neighbors, classmates, coworkers, or businesses you patronize)!

Step 5: Ask, ask, and ask again.

Having your contact list ready to go will allow you to hit the ground running with your outreach! Once your list is finished, contact every one of them. If you don't ask, the answer will always be no. You got this!



Fundraising Tips

A Roadmap to Success

You've probably already thought about ways to reach your fundraising goal of \$250. We did too! Read on for helpful tips to make raising more money fun and effective.

Post and Share! Social media can often be your best platform for reaching wide audiences. The more times you share what you're doing and tag the Friends (@friendsofottawanwr), the better your chances are that your friends and family will see your posts and donate online using the page you created. In today's world, people's news feeds are changing every second. Keep your posts fresh and engaging by using a different statistic or photo each time! (See our suggested social media posts!)

Tell people why Friends of Ottawa National Wildlife Refuge is important and why supporting habitat and wildlife conservation is important!

If you ask, they will give. Remember: your friends and family will want to support you, and a cause you believe in. A personal text message or phone call is the number one most effective fundraising method.

Make it as easy and seamless as possible for people to donate. Post a direct link to your fundraising page when sharing on social media or include it in your text/email.

Life happens. Reminders are not a bad thing. Follow up and share why their donations matter and that now is the time to give.

Matching Donations. Ask your donors about matching gifts to double their donations. Many companies support charitable giving by matching employee gifts. Donors can learn more from their HR representative.

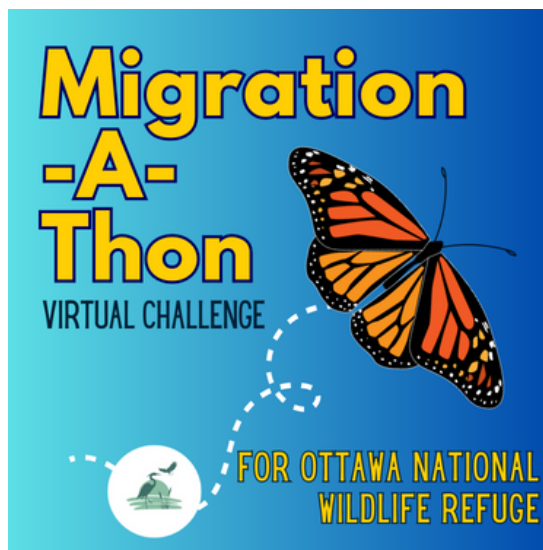
Thank you, thank you! Thanking your donors with a handwritten card, text/email or shout out on social media is a great way to show you appreciation for their support.



Social Media Guide

Let's Get Social

We've created some suggested social media posts you can share on your accounts to gain support for our Migration-A-Thon. Of course, feel free to add your own personal flair and messaging and tag @FriendsofOttawaNWR in your posts. By tagging @FriendsofOttawaNWR, we will like, comment, favorite, share, and reply back to your messages to help increase traction and create buzz! Make sure to share the graphic below (or add your own image) to accompany the language and messaging we've drafted for you.



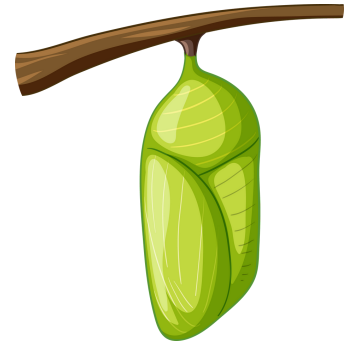
Sample Posts

- I'm proud to be teaming up with @FriendsofOttawaNWR for a virtual Migration-A-Thon this September to protect wildlife habitat for generations to come. Will you join me by pledging \$x for each mile I (walk/swim/bike/run) this September? <link to your fundraising page>
- To celebrate #FallMigration, @FriendsofOttawaNWR is hosting a virtual Migration-A-Thon to help create a buzz for #ottawanwr. Your donation will directly benefit programs that mentor future conservation leaders and protect wildlife habitat for generations to come. Can you help? <link to your fundraising page>



Talking Points

Event Specific



- Fall migration is in full swing in September. It's a time when some types of birds, butterflies, and dragonflies flock through Ottawa National Wildlife Refuge's 11,000 acres of protected habitats as they journey south to overwintering grounds. Some species like the monarch butterfly travel hundreds or even thousands of miles to their winter home!
- In honor of their journey, Friends of Ottawa National Wildlife Refuge is hosting our first ever Monarch Migration-A-Thon in September of 2023. This month-long virtual "move-a-thon" is a way for us to come together and move (walk, run, swim, paddle, ride, etc) in our community with a goal of reaching 2,269 miles collectively (the distance it takes a monarch butterfly to travel from Oak Harbor, Ohio to the butterfly sanctuary in Sierra Chincua, Mexico.).
- Researchers estimate that a jaw-dropping 970 million monarchs have vanished since 1990. There are a number of threats to monarch butterflies including habitat loss, climate change, and pesticide use that is reducing milkweed populations, a plant on which the monarch lays its eggs. The long-term solution to ensure the survival of this species is to plant native milkweed species and nectaring plants and protect winter roost locations. This event raises awareness about the monarch migration in hopes of inspiring the next generation of conservationists to protect threatened and endangered species through habitat conservation.
- I hope you will consider making a donation per mile to support my goal of ____ miles this September. Your gift will help Friends of Ottawa National Wildlife Refuge to conserve and protect wildlife habitats at Ottawa National Wildlife Refuge for monarch butterflies and many other important species.





Talking Points

About Friends of Ottawa National Wildlife Refuge

- Friends of Ottawa National Wildlife Refuge was founded by a group of passionate volunteers who wanted to make a difference for Ohio's only national wildlife refuge complex.
- Since 1997 the Friends have supported the refuge's growing visitation by providing programming, fundraising, and volunteerism opportunities and serving as a bridge between the refuge and our surrounding communities.
- Today the Friends help the community connect with nature by providing public access points for outdoor recreation, supporting youth programs like intern stipends and transportation grants for field trips, and acquiring and restoring land to natural habitats.
- The Friends believe that introducing people to the beauty of nature will foster a deeper understanding of its importance to ensure that the refuge and other critical habitats are protected forever.
- With your help, the Friends can create a visible impact for Ottawa National Wildlife Refuge now and for future generations to enjoy.



There you have it! You are well on your way to reaching your fundraising goal. Remember to keep everyone posted on your fundraising progress. **Updates are a great way to keep everyone in the know and can even act as a reminder to some supporters who haven't yet gotten involved.** Letting supporters know what you have accomplished so far will excite them and encourage them to help you reach your goals.

Can't find something? No problem! Contact Aimee Arent: mobile 419-707-7756 or email: friendsofottawanwr@gmail.com



Perks

Check out these fun perks for top movers and raisers!

Distance Milestone	Perk
10 miles	10 miler badge.
25 miles	25 miler badge. Social media shout out!
50 miles	50 miler badge & monarch pin. Social media shout out!
100 miles	100 miler badge & Swag Bag. Social media shout out!
Overall Most Miles Moved	Private tour of the refuge for yourself and up to 12 friends, certificate of achievement and social media FAME.
Fundraising Milestone	Perk
\$250 raised	Egg badge. Social media shout out!
\$500 raised	Caterpillar badge. Social media shout out!
\$1,000 raised	Chrysalis badge. Social media shout out!
\$2,500 & up raised	Butterfly badge. Social media shout out!
Overall Top Dollars Raised	Private tour of the refuge for yourself and up to 12 friends, certificate of achievement and social media FAME.



Guided Programs

These guided programs will be offered at Ottawa National Wildlife Refuge as a fun way to get outside with friends to learn more about the refuge's habitats and wildlife. All programs are free. An asterisk(*) indicates that registration is required. To register, please call 419-898-0014 starting August 26.

September 3 (Sunday).

Monthly Bird Census (varies)

8:00am - 12:00pm

(Meet in the Trailhead Parking Lot)

September 5-30 (Daily).

Collision Monitoring in Downtown Toledo

If interested, contact Jessica at 419-898-0014 x 29 or jessica_duez@fws.gov

September 9 (Saturday).

Migration-A-Thon Kickoff Day!

Wildlife Drive (7 miles)

Open 7:00am-7:00pm

Bike the Dike* (3 miles)

10:00am-11:00am

Yoga at the Ranger Station*

11:00am-12:00pm

Kids' Hike & Craft (2/3 mile)

11:00am-12:00pm & 1:00pm-2:00pm

Shuttle Tours* (2.5 miles)

11:00am, 12:00pm, 1:00pm (45 mins)

Tram Tour* (4 miles)

2:00pm (1.5 hours)

September 10 (Sunday).

South Woods Hike

1:00pm-2:00pm (1.5 miles)

September 15 (Friday).

Crane Creek Paddle with H2Ohio*

8:30am-11:00am & 12:00pm-2:30pm

Twilight Walk (1 mile)

7:00pm-8:00pm

Moth Night*

8:15pm - 11:30 p.m.

September 16 (Saturday).

Beach Cleanup* (0.5 miles)

10:00am-11:00am

5K Fun Run & Walk* (3.1 miles)

11:00am-12:00pm

September 17 (Sunday).

Fox Unit Storybook Hike (1/4 mile)

1:00pm-2:00pm

September 21 (Thursday).

Wildlife Drive-Bike* (7 miles)

9:00am-11:00am

September 22 (Friday).

B.A.R.K. Ranger* (2/3 mile)

10:00am-11:00am & 1:00pm-2:00pm

2:00pm-4:00pm (individual)

Tree Walk (2.5 miles)

(Meet in the Trailhead Parking Lot)

11:00am-1:00pm

September 23 (Saturday).

National Public Lands Day at Nehls Memorial

Nature Preserve

Paddle & Picnic* (~2 miles)

11:00am-12:00pm & 1:00pm-2:00pm

Storybook Hike (~1 mile)

9:30am-10:30am & 2:30pm-3:30pm

September 24 (Sunday).

Cedar Point Bus Tour* (5.5 miles)

12:00pm-3:00pm

(Meet at the Visitor Center)

Fox Unit Storybook Hike (1/4 mile)

1:00pm-2:00pm



Suggested Hiking Trails

Here are some of our favorite Ottawa National Wildlife Refuge trails. Feel free to use these or let them inspire you on your own routes!

Main Complex

The main complex hiking trails offer a variety of habitats including diked marshes, wet woods, a freshwater estuary, and beach. You could see anything from wading birds and white pelicans to river otter and beaver!

These trails are on grass and earthen dikes (with a small section of boardwalk near the Visitor Center) which are good for biking, hiking, and of course birding.

Restrooms are available at the Visitor Center, in the Visitor Center Parking Lot and at the Trail Head Parking Lot.

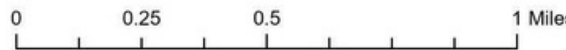


Legend

Walking Trails	
Dark Blue Trail	3.00 Miles
Light Blue Trail	3.50 Miles
Light Green Trail	2.75 Miles
Orange Trail	2.25 Miles
Pink Trail	2.50 Miles
Purple Trail	3.50 Miles
Gold Trail	1.75 Miles
Teal Trail	1.30 Miles
Gallagher Trail	0.50 Miles
Spur Trail to Gallagher Trail	0.15 Miles

Ottawa National Wildlife Refuge - Main Complex Trails

Located at 14000 W. State Route 2, Oak Harbor, OH 43449





Suggested Hiking Trails

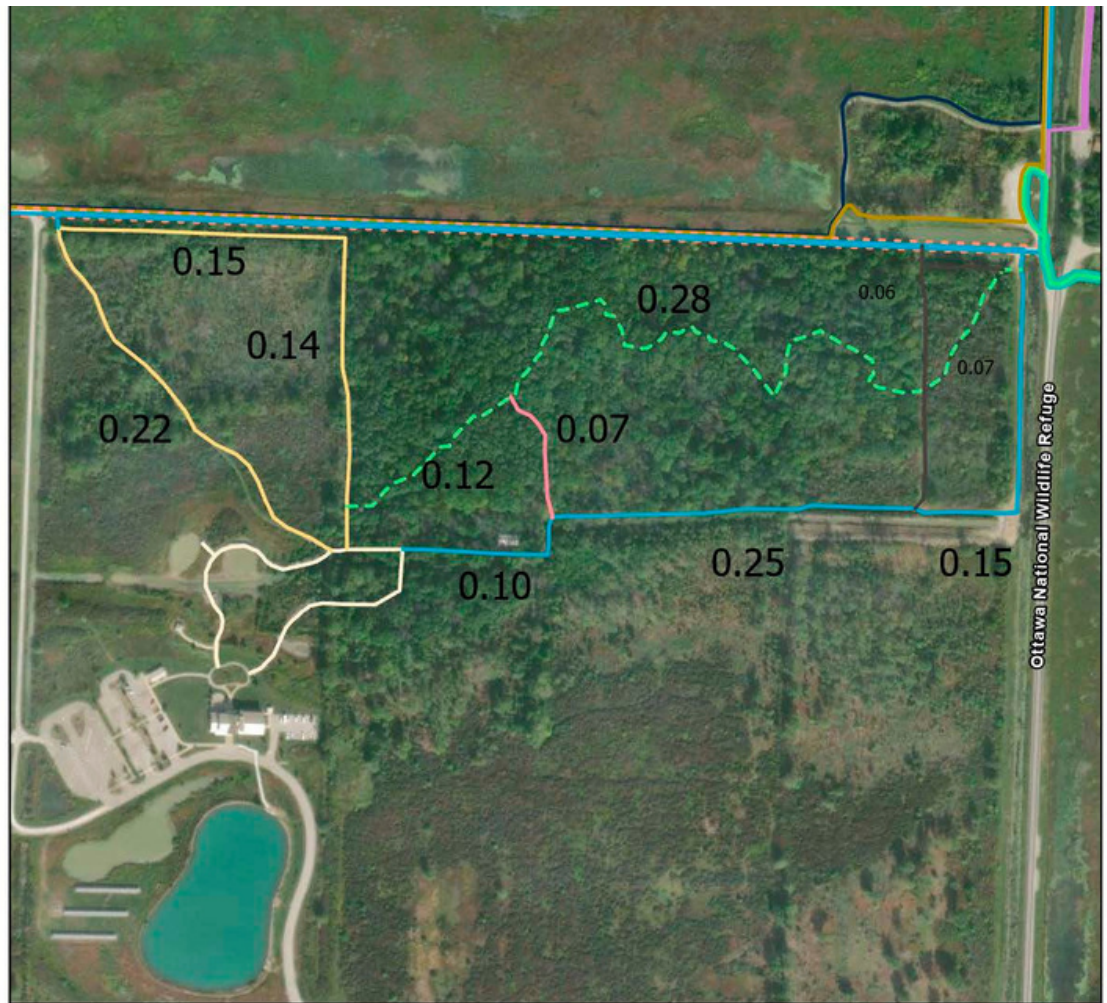
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Main Complex - South Woods

The South Woods is located directly behind the Refuge Visitor Center and is connected by a 1/3 mile boardwalk loop. There are many routes to explore the woods and this enlarged map shows the distances for each section.

The woodland trails are a combination of crushed gravel, earthen dikes, and forest floor.

Restrooms are available at the Visitor Center, in the Visitor Center Parking Lot and at the Trail Head Parking Lot.

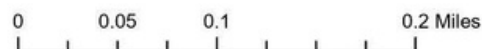


Legend

South Woods Walking Trails

	Green Trail	0.50 Miles
	Light Blue Trail	0.96 Miles
	Orange Trail	0.28 Miles
	Pink Trail	0.07 Miles
	Maroon Trail	0.19 Miles
	Yellow Trail	0.52 Miles

Ottawa National Wildlife Refuge - South Woods Located behind the Refuge Visitor Center





Suggested Hiking Trails

Here are some of our favorite Ottawa National Wildlife Refuge trails. Feel free to use these or let them inspire you on your own routes!

Fox Preserve

This mesic prairie is the site of the Friends group's very first land acquisition and restoration project made possible through the Joan and Richard Kimple Conservation Fund.

The loop closest to the parking lot is home to a storybook trail which makes this site a nice hike for families. The next section is boardwalk over wet prairie, immediately followed by a meadow trail to the woods. A forest floor trail takes you through a section of the remnant Great Black Swamp forest.

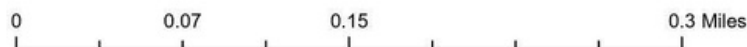
Fox Unit Trail : 1 Mile

Located across SR 2 from the main entrance on Lickert Harder Rd.



Legend

Name	Distance
Fox Wood Lot Trail	0.72 Miles
Fox Meadow Trail	0.11 Miles
Fox's Story Trail	0.26 Miles





Suggested Hiking Trails

Here are some of our favorite Ottawa National Wildlife Refuge trails. Feel free to use these or let them inspire you on your own routes!

Grimm Prairie

Named for the 2000 Federal Duck Stamp artist and conservationist Adam Grimm, this parcel located on the western edge of the main complex is an excellent spot for birds. Sparrows, meadowlarks, bobolinks and dickcissels frequent this grassland.

This is a mowed grass trail. Watch for the parking area off of Krause Rd near State Route 2.



Ottawa National Wildlife Refuge - Grimm Prairie

Located on the west side of the main complex near the intersection of Krause Rd and N. SR 2.

Legend

— Adam Grimm Trail 0.75 Miles

0 0.05 0.1 0.2 Miles





Suggested Hiking Trails

Here are some of our favorite Ottawa National Wildlife Refuge trails. Feel free to use these or let them inspire you on your own routes!

Nehls Preserve

Nehls Memorial Preserve

Located at 4400 E. Muggy Rd, Catawba Island, Ohio

This shortgrass meadow and scrub-shrub habitat offers a great hike with a variety of options for all ages and abilities with a gravel road and grassland trails.

Bring your kayak and make use of the EZ Launch kayak launch, to enter and exit the water with extra stability.

A storybook trail and a picnic pavilion near the water make a great addition for a family outing.

This site is owned by Black Swamp Conservancy and cooperatively managed by Ottawa National Wildlife Refuge.



Legend

Nehls Unit

Name

	Nehls Spur Trail	0.03 Miles
	Nehls Tour Route Loop	0.45 Miles
	Nehls Meadow Trail	0.44 Miles
	Nehls Woodlot Loop	0.14 Miles





Suggested Hiking Trails

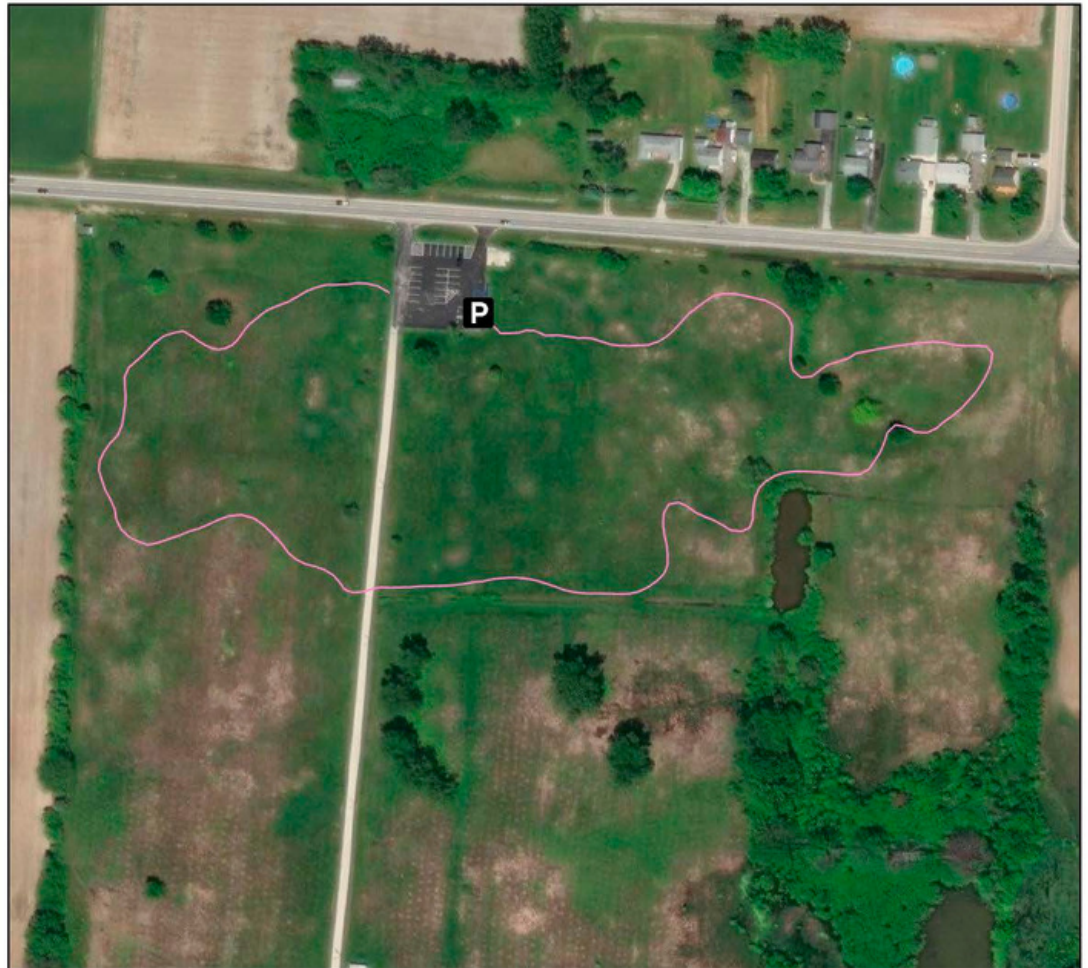
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Marinewood

Marinewood Unit Trail : 0.65 Miles
Located at 4640 W Harbor Rd, Port Clinton, OH 43452

The Marinewood Unit is located on SR 163 between Oak Harbor and Port Clinton. It is the old Marinewood Golf Course. Since being acquired by the U.S. Fish and Wildlife Service in 2014, it is now the site of a pollinator restoration and tree restoration project.

The .65 mile trail loop is mowed grass. With the Portage River nearby, bald eagles as well as grassland birds are a common sight.



Legend

- Parking
- MarineWood Trail 0.75 Miles





Frequently Asked Questions

Can I log different types of activities to reach my mileage goals?

Yes, you can! Hike, bike, swim, paddle, just get out there and move.

Do I need to be on the refuge to participate?

Where do I submit my miles moved?

When logged into www.RunSignUp.com, click on your profile, then navigate to the "Virtual Challenge: Migration-A-Thon" event. Then click on "Submit Virtual Results". Here you can select the type of activity you did and enter your miles (and time if you wish). You may submit results from September 1, 2023 - September 30, 2023.

Can you walk me through setting up an online fundraising page?

Sure! Go to our [race page](#). If you are registering for the virtual challenge, do that first by clicking "Sign Up". If not, click "Become a Fundraiser." Fill out your name, fundraising goal, and create a tagline and custom fundraiser url if you wish (your name works great!). You can then customize your fundraising page by adding your profile photo and a personal story about why you are raising funds for the refuge. Click "Set Up Fundraiser". Click "Manage" next to your name to edit your fundraiser or select "links/sharing" to find a direct link for your fundraising page that you can share with your friends. If you are participating in the virtual challenge, your supporters can click on the "Donation Pledges" at the bottom of your page to make a pledge per mile.

Do I have to log miles to fundraise for the refuge?

No, you can [Become a Fundraiser](#) on our Migration-A-Thon website and share with your contacts in person, via email or social media without participating in the virtual challenge.

When should I collect donations?

Donors will receive reminders to fulfill their pledges upon completion of the virtual challenge on September 30. You can help by reaching out to your friends and family who plan to contribute. Please help us to ensure that all pledges are to the refuge by October 15. Offline donations may be mailed to the Friends or dropped off in the Visitor Center.



Thank you for supporting Friends of Ottawa National Wildlife Refuge!



Friends of Ottawa National Wildlife Refuge is a 501(c)3 nonprofit

14000 W. State Route 2 | Oak Harbor, OH 43449

www.friendsofottawanwr.org

419-898-0014 x13 or 419-707-7756

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