



Organising your own Dawn Chorus event is easy – read on for a few tips.

Where

Find somewhere that people can get to which is likely to have a good number of birds. Nature reserves and national parks are great but not everyone is near one. Successful events have taken place in back gardens, sports grounds and even barracks!

From all the reports over 30 years of organising this event, we know that woodland produces the best choruses, but wherever you go, make sure you have permission to be there. Also, think about how many people you can accommodate and whether you need to get people to book their places in advance.

On the day, meet up as dawn is breaking and enjoy the music as the sun rises.

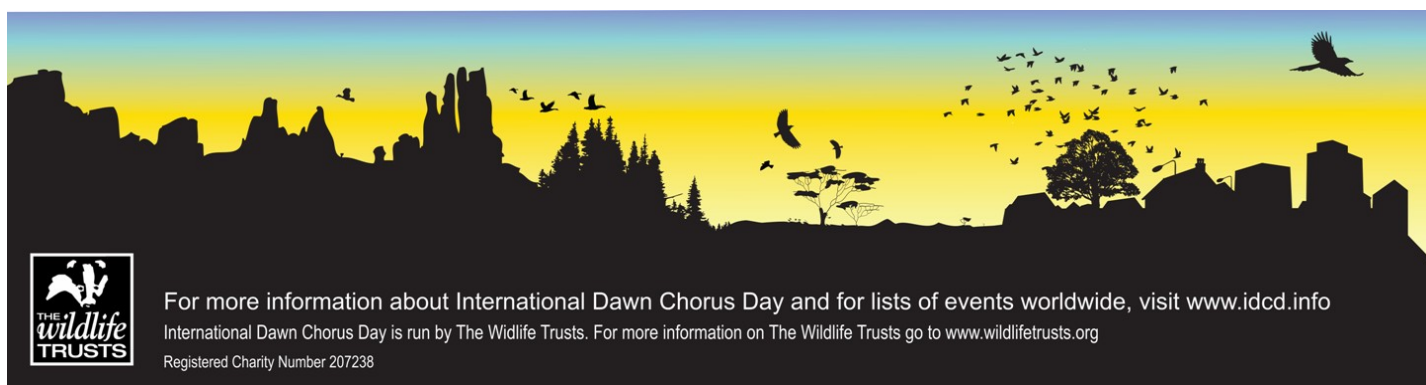
When

The time depends on where you are, about 4 a.m. in northern temperate areas, 6 a.m. in the Tropics and in the Southern Hemisphere as late as 8 a.m. A great way to finish your event is to share breakfast with the other people who came, if that's possible.

Publicity/Press Pack

If you're part of a group, publicise the event to your members, supporters, friends and the public. Use your links through Facebook, Twitter and any other social media to generate some interest, too.

We encourage you to utilise the contents of this press pack prior to the event to aid its promotion. Contained in the press pack are:



For more information about International Dawn Chorus Day and for lists of events worldwide, visit www.idcd.info

International Dawn Chorus Day is run by The Wildlife Trusts. For more information on The Wildlife Trusts go to www.wildlifetrusts.org

Registered Charity Number 207238



- A leaflet (to distribute during the event, but can also be used before to promote event if you wish)
- A4 poster
- A5 poster
- A press release

The press releases, for example, can be sent to local newspapers, radio and television if you're looking to make it a big event.

Money

If you want to raise funds for a conservation project, you can use your Dawn Chorus Event to attract new members, or why not get sponsored for every bird you hear? Some people also charge for their event to cover the cost of providing breakfast and any other expenses, but please make this clear.

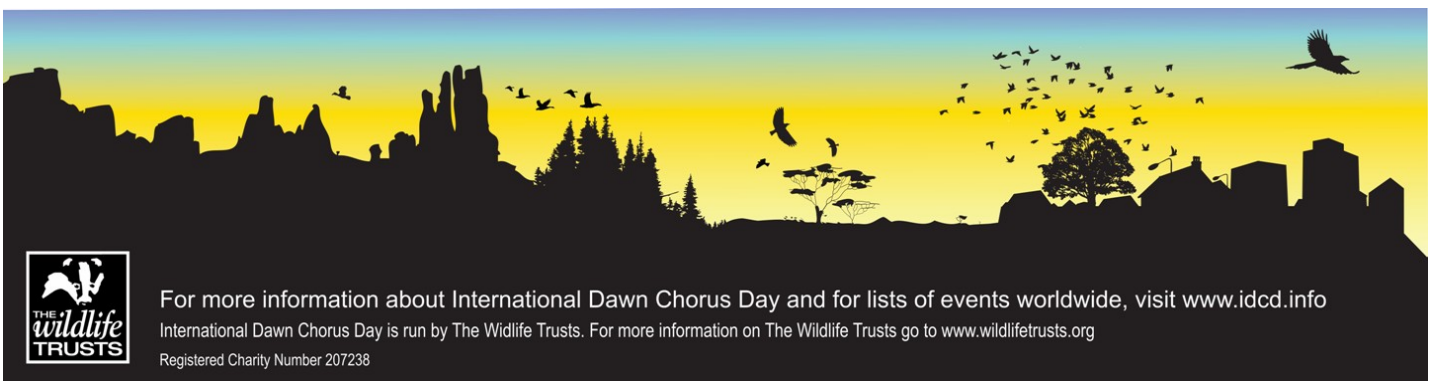
Afterwards

Please let us know how it went and what birds you saw and/or heard. This information is useful for promoting the event, helping to make it better, as well as for research into the health of our bird populations.

Other Benefits

You can raise your group's profile or just have a fun event for your existing members. But above all, spread the word about how you and people all around the world work to celebrate and protect wild birds! To make sure that we can all see what's happening around the world, don't forget to tweet using **#IDCD** if you can.

This year's International Dawn Chorus Day will be the biggest and best ever. All around the globe people will be rising early to greet the rising sun and enjoy nature's daily miracle. Join bird lovers all around the globe by taking part in International Dawn Chorus Day - the world's favourite bird watch!



For more information about International Dawn Chorus Day and for lists of events worldwide, visit www.idcd.info

International Dawn Chorus Day is run by The Wildlife Trusts. For more information on The Wildlife Trusts go to www.wildlifetrusts.org

Registered Charity Number 207238