



Creating a Display



Creating a display can be a valuable way of informing people about the wildlife, habitats, and projects taking place on your property. This display presents a formal statement of the success of environmental management efforts.

The long-term success of your Audubon Cooperative Sanctuary depends upon the support and involvement of people. Creating a display can help to educate others about wildlife species, habitat, and conservation projects. It can also promote the positive efforts you have undertaken to maintain a high degree of environmental quality at your site. This report is designed to help you set up an attractive display — a display that draws people’s interest and encourages their support.

A display can be a collection of pictures, maps, stories, project descriptions, awards, articles, and more, arranged on a one dimensional bulletin board or in book form. A display can include project materials, such as a sample nest box, dried plant material, or plaster cast foot prints of different wildlife found on the property. Or it may provide portable educational materials, such as field guides, trail maps, or wildlife checklists. It may cover one project in detail, or it may present a broad philosophy of why things are being done the way they are. Displays may be indoors or outdoors. The possibilities are endless. Displays, like other Audubon Cooperative Sanctuary projects, can start small and, as support grows, become centerpieces for your environmental efforts.

Getting Started

1. Find the talent available to you

We suspect that there are people who work with you or are regular visitors to the property who would enjoy volunteering their time or expertise to help you create a display. Someone with knowledge of birds or wildlife may be interested in writing wildlife descriptions. Others may be talented artists. Let people know of your plans and invite the help, talent, and suggestions of interested people. Together, you can create an attractive and educational display.

2. Choose a message, style, and format

Decide what you really want to say to your audience. Then choose key messages and supporting materials to get your point across. Also determine how information would be best presented. The display could be *formal* or *informal*, *permanent* or *transitional*. What style would be best suited to your site?

3. Determine how you want to present information

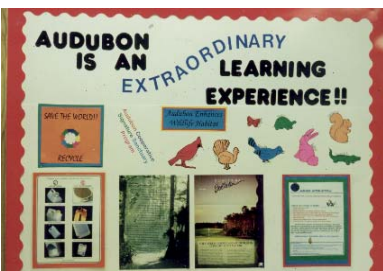
There are many ways to present information about your participation in the Audubon Cooperative Sanctuary Program (ACSP). Your display could be instructional, interactive, or simply a collection of artwork or photographs of the wildlife and natural features on your property. An instructional display

might describe the ACSP and how your property benefits from participation. An instructional display might also explain the needs of wildlife or tell how the property is maintained with environmental sensitivity. For a more interactive presentation, post a wildlife inventory or nest box monitoring record and invite participation. Ask questions about wildlife or natural features unique to your area. Include a list of ongoing projects.

4. Present information to encourage interest

Remember that “pictures speak a thousand words.” Choose a combination of pictures and text for the best results. The following information highlights features that could be incorporated into your display to create interest and inform people about your sanctuary.

Items to Include



This fun and educational display is aimed at motivating employees to participate in Audubon Cooperative Sanctuary projects.

Artwork

Include drawings or photographs for visual appeal. You may have photos of interesting natural features or wildlife that could be used. Wildlife drawings or paintings may also be appropriate — many art exhibits, gift shops, and specialty stores have wildlife art available. Your local arts council, college, or high school art department may also be able to provide references. To create a fun, informal display, sponsor an art contest for kids requesting drawings of birds, fish, mammals, and other wildlife that are found in your area. Post some of the drawings with your display.

Audubon Cooperative Sanctuary Information

To educate guests and employees about the program, post a program brochure, certificates of achievement and art print, a newsletter, or a general description of the program. Let us know if you need extra copies of these items for your display.

Awards

You may wish to post certificates and letters of commendation that you receive in order to showcase the recognition you have gained for your efforts. This can be important in helping others to understand the value and importance of what you are doing.

Wildlife Information

Your display could include natural history information, giving a brief description of featured species on your property. It could also include poetry or quotes from nature writers like Henry David Thoreau, Robert Frost, John Burroughs, Rachel Carson, John Muir, or local writers. Consult your library for resources, and don't forget to check encyclopedias and kids books — these publications use less scientific jargon and are easily understood. Audubon International publications are another good source of information.

Wildlife Inventory

Your display could feature an inventory of the wildlife seen on your property. This can be a simple listing or you could invite people to record their sightings on a sheet of paper or in a book.

Map

A simple map with habitat areas designated on it can be valuable in illustrating the layout and availability of habitat on the property for planning purposes, as well as for educating others about the efforts to enhance wildlife habitat.

Incorporating a wildlife inventory with a map designating where certain types of wildlife were seen is another fun way to prepare visitors for observing wildlife and nature and, at the same time, allow them to contribute their observations after visiting the property.



A combination of habitat photos, wildlife information, and a map draw visitors' attention to significant natural areas at Quinta Da Marinha in Portugal, an Audubon Signature Sanctuary.

Events and Activities

Let people know how they can get involved. Post the name of a contact person and any meeting dates, or include a sign-up sheet for projects that you would like help with. The display can become the centerpiece for updating people on projects that have been undertaken. Do not forget to include newspaper or other articles about your efforts.

e-Source

Visit our online information center for fact sheets on a variety of environmental topics:

www.auduboninternational.org/e-source

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