

Creating a Display

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.



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.

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 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.

