Friends of Bon Secour National Wildlife Refuge

The University of Alabama Sales Program
Fall 2015
Website Revisions

BEFORE

The Friends of Bon Secour (FBS) is a nonprofit citizens group that seeks to increase public and governmental awareness of the value and fragility of the refuge. We also work to obtain funds, through donations or grants, that go toward helping with management of the refuge as well as obtaining needed wildlife habitat.

AFTER

The Friends of Bon Secour National Wildlife Refuge are taking a walk in the wild side, and we'd like you to join us! The mission of the Friends Group is to increase awareness to both the government and public sector of the value and fragility of the Bon Secour National Wildlife Refuge. As a 501(c)(3) nonprofit, the Friends Group relies on grants and donations in order to manage the Refuge and preserve its diverse wildlife.
Follower Growth
Facebook Then and Now

- Page Likes: 132
- Likes per Post: 7-8
- Photos: 35

LIKES PER POST
PHOTOS
Brochure

front panel

About the Refuge

Over 370 species of birds

Named one of the 10 Natural Wonders of Alabama, the Bon Secour National Wildlife Refuge comprises 7,000 acres on five parcels of land.

Nature has never been so close!

The Refuge is the last large parcel of undeveloped land on the Alabama Gulf Coast. It offers four hiking trails that range in difficulty from easy to strenuous and provides an up-close and personal experience for nature lovers.

The Refuge offers four trails ranging in difficulty with a unique natural backdrop. For more information on the specific distances and levels of difficulty, please visit our website.

Volunteer

Want to get involved with the Refuge? Volunteers can lead tours throughout the Refuge, work on maintaining the trails, and staff the visitors center. We love to have local volunteers come out and spread the word of our mission!

Contact Us

Meet the Friends of Bon Secour

Taking a walk on the wild side since 1997

The Friends of Bon Secour National Wildlife Refuge are citizens who appreciate the Refuge and preserve its vital habitats.

Social Media

Facebook: Friends of Bon Secour National Wildlife Refuge
Twitter: BonSecourBNWR
Instagram: Bonsecourfriends
Pinterest: Friends of Bon Secour

Donate

All donations assist the Refuge with their financial needs. Funds are needed to acquire, preserve, and protect natural habitats for vanishing and endangered species within the Refuge.

inside center panel

Activities

Fun for the entire family

No matter what your interests are, there is plenty for you to do at the Refuge! When visitors explore our four unique trails, they have the opportunity to bird watch, hike, take photos, fish, and even participate in boating.

Share the Beach with sea turtles!

One of the 10 Natural Wonders of Alabama
Fun Facts Sheet

Quick History

Interesting Facts

Social Media

Call to Action

The Friends of the Bon Secour National Wildlife Refuge, or the Friends Group, is a non-profit organization established in 1997 with the task of protecting and spreading the word of the fragile Bon Secour National Wildlife Refuge. The Friends work tirelessly to spread public awareness and raise funds to protect this great natural wonder.

Listed below are some fast facts about the Friends Group and the Refuge itself.

- The Refuge consists of over 7,000 acres of wildlife habitat just west of Gulf Shores.
- Admission to any of our four nature trails is free.
- The Refuge is named one of the 10 Natural Wonders of Alabama.
- The Refuge was established in 1980 by Congress to protect endangered species in the Gulf Shores area.
- It is the only undeveloped part of the Alabama Coastline.
- Over 370 different species of migratory birds have been identified at the Refuge.

You can view some of our spectacular wildlife on social media:
- @FriendsBSNWR
- @bonsecourfriends
- facebook.com/bonsecour
- pinterest.com/bonsecourfriend

The Friends Group is always looking for more volunteers!
If you are interested in leading tours, maintaining trails, helping with biological surveys, or even just helping staff our visitors center, please let us know.

Please contact Pam Yadamec at (251) 540-7720 for more information.
**Donor Sheets**

**Individual Donors**

<table>
<thead>
<tr>
<th>Level</th>
<th>Example Animal</th>
<th>Minimum Donation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>Alabama Beach Mouse</td>
<td>$25-$40</td>
</tr>
<tr>
<td>Level 2</td>
<td>Snowy Plover</td>
<td>$50-$99</td>
</tr>
<tr>
<td>Level 3</td>
<td>Sea Turtle</td>
<td>$100-$240</td>
</tr>
<tr>
<td>Level 4</td>
<td>Alligator</td>
<td>$250+</td>
</tr>
</tbody>
</table>

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Join us in preserving Alabama’s coastline!

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**Organization Donors**

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<table>
<thead>
<tr>
<th>Rank</th>
<th>Minimum Donation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze</td>
<td>$500-$999</td>
</tr>
<tr>
<td>Silver</td>
<td>$1000-$2499</td>
</tr>
<tr>
<td>Gold</td>
<td>$2500-$4999</td>
</tr>
<tr>
<td>Platinum</td>
<td>$5000+</td>
</tr>
</tbody>
</table>

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**Address**

12295 State Highway 180
Gulf Shores, AL 36542
251-540-7720

Please make all checks payable to the Friends of Bon Secour National Wildlife Refuge.
E-Mail Newsletter

- Why Refuge Reporter
- Content
  - Upcoming Events
  - Volunteer Spotlight
  - Past Events/Volunteer Opportunities
- Distribution Channel
  - Email
  - Facebook, Twitter, Instagram
“Taking What We Have To Make What We Need”

Black Belt Community Foundation lives by this motto and strives everyday to take the scarce resources we have around us to create a new and better life for the 19 counties in the Black Belt region of Alabama. Our organization caters to those who value community growth as well as those who seek to improve impoverished communities. We work to leverage many state-wide improvement efforts toward a common goal; growth.

Each day we work to cultivate a positive attitude amongst the rural Black Belt community. The opportunities that BBCF provides serve as the means to help our citizens develop the necessary skills to grow out of the seemingly endless cycle of poverty.

Who Do We Help?

The Black Belt Community Foundation works with organizations and communities in the Alabama Black Belt to improve the region and cultivate a positive attitude in its people.

Each year BBCF awards grants to over 100 nonprofit organizations in the Black Belt. These grants help community organizations to develop and create interest in the arts, the environment, and community health services. BBCF also works to establish funding for scholarships and grants that help promote strong knowledge for civic involvement and education.

Testimonials

Old Merritt and Shiloh Schools

“Both Schools, built in the early 20th century, have very little funding and even less support throughout the state. Funding from the Black Belt Community Foundation was the first time they had received external affirmation that their programs are inspiring to others.”

Selma Air

“Through multiple grants received from Black Belt Community Foundation, Selma Air was able to travel to and educate the community about the ravages of AIDS. The money also helped distribute much needed educational pamphlets in the community at a time when no other funding was available to the organization.”

UPS

“Our partnership with UPS has been one of the strongest and most successful relationships that the Black Belt has ever seen. Together, we have made amazing strides towards bettering the Black Belt community through scholarships and grants. It’s been great!”
Taking what we have to make what we need.

The Black Belt Community Foundation connects your passion with immediate action by matching resources to causes and communities in need. And we unite your wish to make a difference with a meaningful way to get there.