



Ten Ways to Spotlight Biodiversity Days

1. Ask the Mayor or Board of Selectmen to endorse, support or announce the event. Perhaps a proclamation is read, or events can be advertised on the town website.
2. Link nature walks planned in the community to other local programs and policy initiatives – e.g., a plan to acquire or protect rare habitat or to preserve farmland.
3. Give particularly knowledgeable experts – especially local experts – a prominent role in the process – as trip leaders, BioBlitz contestants (see below) or advisors.
4. Involve other groups that have their own ability to draw participants and attract notice into the process – as co-sponsors or organizers, for example.
5. Have the community's schools, especially elementary schools, develop their own walks, outdoor classrooms and end-of-year educational events. Different grades can challenge one another to find unusual species, remove exotics or turn in the longest list of local biodiversity.
6. Have nature walks focus on rare or unusual species or habitats – right in your backyard.
7. Plan a "town tour" – perhaps on foot or by bicycle – that shows citizens key locations at which the Conservation Commission's top-priority conservation policies and initiatives could be deployed.
8. Focus part of the week on exotic or invasive species – where they are, how fast they're spreading and what's to be done about them.
9. Bring experts (or non-experts) together via a BioBlitz to determine who can find the greatest wealth of nature within a tight timeframe and confined space. This might include a kick-off event where all come together and are given a challenge to identify the most species during Biodiversity Days week, with prizes awarded at a wrap-up event.
10. Bill Biodiversity Days as a Treasure Hunt – including friendly competition to identify the greatest number of species (in general or in specific categories). Award prizes for the "most unusual," "ugliest," "most beautiful," "most exotic," "most colorful," "looks like a cartoon character," "most surprising – does *that* really live here?" "cutest," and so on. End with a celebration where all come together to share stories and findings.

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