



Oscar (22) has been advocating for kōkākō since he was 12. He campaigned in 2015 and 2016. **In 2016, kōkākō won!**



George (18) loves pohowera | banded dotterels. He campaigned for them from 2016 to 2019. He was 13 when he started. **Bandie came 4th in 2019.**



Michael (20) successfully got rowi into the BOTY competition in 2018 when he was 16. He'll be campaigning again in 2022.

Get ready for the competition

TIPS AND TRICKS FOR

Getting involved in Bird of the Year (BOTY) is great fun, **AND it's also a great way to help birds. Why? The more people we get to know and care about our brilliant birds, the more they'll want to protect them!**

Oscar Thomas, George Hobson, and Michael Burton-Smith are all bird lovers and seasoned BOTY campaigners. Here are their best tips and tricks to help you to get your bird winning the competition.

Pick a bird that you genuinely love with all your heart – your number 1 ❤️

Enthusiasm helps you to campaign for your bird and gets people to listen to what you have to say. Know why your bird matters to you.

Why banded dotterel?

"They're floofy. They're adorable. They need our help!" – George

Tell absolutely everyone you know to vote for your bird 💬

Spread the word anywhere, anytime, to anyone who will listen!

Get your family, school, clubs, and local community behind you and your bird to start.

Use social media (with adult support if you're under 13). See if you can get into the media (newsletters, newspapers, radio, TV) – this can really boost votes!

Hatch a plan 🥚

The most essential aspect of any great campaign is planning. Start a brainstorm to plan what you're going to do, and prepare for a long two weeks of nail-biting fun!

Represent your bird 👤

Be a visible part of your campaign. People love it when young people get behind a bird. Use this to your advantage!

BIRD of the **YEAR** 2022
To Maui Rongonui o Te Tau

Alliances 🥚

Has your bird got something in common with other birds in the competition? With the way BOTY voting works now (where you pick five birds instead of just one), it can pay to "team up" to campaign together with others and get more votes for your birds.



Meme by South Island Kokako for Bird of the year 2022

Competitions and supporter gear 🧢

Holding competitions with prizes can be a great technique to reel in potential voters. You can ask companies to sponsor you with prizes to give away. BOTY teams have had lots of fun designing t-shirts, hats, and bags for voters to collect and wear.



Previous gear by teams Vote Kōkako, Vote Hoiho, and Vote Tōroa

KCC
Kiwi Conservation Club - Hakuturi Toa

USE YOUR VOICE

CAMPAIGNERS



Meme by Albatross for Bird of the Year #VoteTōroa

Engaging photos, graphics, and videos 😂

Collect together high quality images and footage of your bird (make sure you have permission to use them). Use them as they are to show off your bird's best features, and remix them in fun and funny ways that will appeal to voters (like making memes).

Keep campaigning ↑

It's very rare that your bird will win BOTY on the first year you campaign for it, especially if you've chosen one that needs more attention and more love. Keep backing your bird and campaign for it each year. This will help build up support.

Forest & Bird YOUTH
NGĀ MĀHURI TIAKI