

Raising Conservation Funds for Trumpeter Swans Via a Naming Contest



A swan by any other name

Mindy Rabideau
Primary Aviculturist
Tracy Aviary
mindyr@tracyaviary.org

Can we do a naming contest to raise money for
conservation?



Logistics

When: March 2018

Voting: both online and in-person in the gift shop

Beneficiary: The Trumpeter Swan Society

Goal: \$1,600 for a GPS collar

Names: Themed around national wildlife refuges or wetland management districts where trumpeter swans are found

Project Objective

Increase more interest in trumpeter swans by doing a naming contest for Tracy Aviary's pair, while also raising money for conservation. Funds raised will go to purchasing a GPS collar through The Trumpeter Swan Society. This collar will be used on a swan in the Oregon restoration flock. A bird from this population has never been tracked so it is unclear where they migrate to. Information from this collar will provide valuable information such as roosting sites, distance of migration, and wintering location

Names & Voting

Male:

Valentine (Valentine NWR in NE)

Fergus (Fergus Falls WMD in MN)

Morris (Morris WMD in MN)

Female:

Ruby (Ruby Lake NWR in NV)

Mingo (Mingo NWR in MO)

Necedah (Necedah NWR in WI)

Each vote is a minimum of \$1 donation. One male name and one female name can be chosen during voting. Each dollar donated counts as 1 vote (a \$10 donation would go for 10 votes for the chosen names)

Promotion

On-site

- Dedicated signage in gift shop near check out/entrance
- Designated keeper talks
- Casual conversations with guests

Promotion

Online

- AZA listservs
- Social media
 - Tracy Aviary's social media-weekly Waterfowl Wednesday posts and other updated posts on both facebook and instagram
 - TTSS's facebook page
 - Posts on various zookeeper groups on facebook
- TTSS newsletter
- Special link on Aviary's website
 - Including a history of trumpeter swans at the aviary, more information on the contest, and a link to the donation site

Tracy Aviary February 28

It's Waterfowl Wednesday! We are excited to announce that we are having a naming contest to name our pair of trumpeter swans!! Each vote will be a minimum donation of a dollar. All funds raised will go to the trumpeter swan society to purchase a GPS collar to help them learn where the swan population in Oregon migrates to! Visit tracyaviary.org/swancontest to learn more! Get your vote in for your favorite name and help contribute to the conservation of this wonderful species! #TAwaterfowlwednesday #waterfowl #nametheTAswans #trumpeterswan



The Trumpeter Swan Society March 9

Swan naming contest! Help name these swans at Tracy Aviary in Utah. Cast your vote and help TTSS purchase a GPS collar for a swan in our Oregon Restoration Project. Winning names will be announced after the contest closes on March 31. <http://tracyaviary.org/swancontest>



Today is the last day to vote for our swan names! Make sure you are tuning in tomorrow at 1pm on Facebook Live to see the chosen names!

The donations are going to The Trumpeter Swan Society(TTSS), a non-profit organization dedicated to the welfare of wild trumpeter swan populations.

Our \$1,600 fundraising goal will buy TTSS a brand new GPS collar! They are currently working on restoring a healthy breeding population in Oregon, but haven't been able to track an Oregon swan y... See [More](#)



The Trumpeter Swan Society
 March 25 · 🌐

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Swan naming contest! Cast your vote and help TTSS purchase a GPS collar to Track a Swan. Contest closes on March 31. Contest sponsored by Tracy Aviary in Utah.
<http://tracyaviary.org/swancontest>
 (c) Margaret Smith photo



Swan name contest ends March 31
Vote today!
Help raise funds to "Track a Swan"

Male

1. Valentine
2. Fergus
3. Morris

Female

1. Ruby
2. Mingo
3. Necedah

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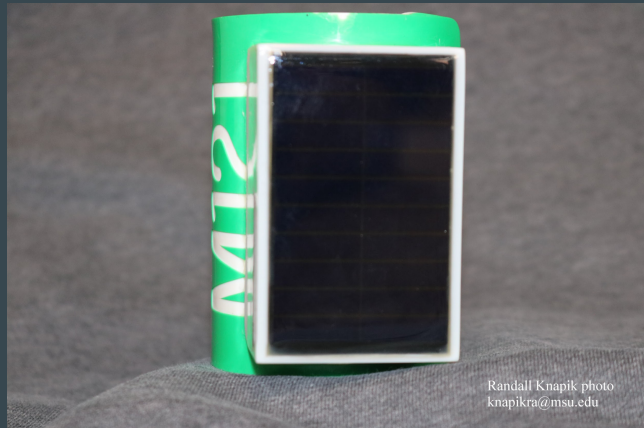


And the winning names are: Fergus & Mingo!




Funds raised


Through the donate to vote contest, \$1,000 was raised. To meet the original goal of the contest and purchase a collar, Tracy Aviary donated the other \$600 needed out of our conservation funds.



Randall Knapik photo
knapikra@msu.edu


Tracy Aviary
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Introducing Fergus & Mingo! Thank you to everyone who has voted for names of the trumpeter swan pair at Tracy Aviary! Together we raised \$1,000 for the [The Trumpeter Swan Society](#), and our conservation fund will contribute the rest so we can get them the GPS collar. Come visit these love birds on the Trumpeter Swan Pond and say hello!



The Trumpeter Swan Society
 April 8 ·

A second collar??

After the end date of the contest, more funds came in. I found out I was awarded \$1,000 towards the project from our local Audubon chapter (Great Salt Lake Audubon). Milwaukee County Zoo also donated \$500 out of their conservation fund to support the project. Tracy Aviary's conservation fund supplied the last \$100 and we had enough for a second GPS collar!

What's next?

- GPS collars will be placed on two of the Oregon restoration flock birds in Jan/Feb 2019



What's next?

The Trumpeter Swan Society will share updates from the collar on their social media and newsletter, as well as sharing them with the aviary. The aviary will share updates with their audience via social media as well as sharing updates with GSL Audubon and Milwaukee County Zoo

In addition to the conservation work, the hope is that this project will increase interest in trumpeter swans and promote the public to be more concerned with conservation initiatives (wetland preservation, no lead fishing gear/bullets, etc).

Future cygnets hatched at Tracy Aviary will likely be named according to the theme- potentially as another conservation fundraiser

Special Thanks

Tracy Aviary

The Trumpeter Swan Society

Great Salt Lake Audubon

Milwaukee County Zoo

Trumpeter swan SSP

