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Why Outreach? By Sarah Lemarie



"I had no idea bird rescue existed!"
"How many birds do you have?"
"Where do these parrots come from?"

We get all kinds of questions at outreach events!

For those of us familiar with Mickaboo, it's easy to forget that most Bay Area residents have no idea there are so many parrots desperately seeking a safe place to live and someone to care for them - and that we need their help and support to keep doing what we do.

Outreach is an essential part of Mickaboo's activities.

Our outreach activities are a critical component of publicizing the Mickaboo birds seeking homes and of recruiting new volunteers and donors. It is one of the most singularly effective activities that helps us rehome rescued companion birds.

Last year, Mickaboo organized or represented at 26 different events. Starting in February all the way through October, people from the Mickaboo community volunteer at our outreach events.

We need more members of the Mickaboo community to join us!

You don't need to have a Mickaboo bird to help us at these events! You can help by:

- Transporting others' foster birds to events
- Handing out flyers at our booth
- Answering questions
- Explaining our adoption process
- Talking about why so many birds are surrendered to shelters and Mickaboo
- Handling sales of items
- 'Bird-minding' the foster birds that are on display
- Providing refreshments or covering the booth for short periods to ensure other volunteers get a break!

Outreach events are a fun and easy way to help Mickaboo spread the word about the work that we do. It is a never-ending task, and the more people we have joining us at each event, the lighter the load is for us all. You also get to meet some fantastic Mickaboo people and their birds, and usually we have bird toys for sale at great prices!

This year, some of our hard-working volunteers have travelled 90 minutes one way to help us represent at events where we were short-staffed. Help us cover the vast area and quantity of events where Mickaboo participates and enable us to have a strong presence at each of these events.

Even if you can join us for a couple of hours, it would be a massive help!

Upcoming events needing volunteers:

- October 5 - Wild Birds Unlimited in Pleasant Hill, from 10am - 4pm
This is a relatively new venue for Mickaboo, with lots of bird lovers to talk to!
- October 12 - HeadsUp Carnival in San Rafael, from 11am - 3:30pm

Stay tuned for future events on our [calendar](#); email pr@mickaboo.org if you are able to join us at these activities. See you there!

