



THE HAIL CALL

The Official Volunteer Publication of Georgia Ducks Unlimited

Neely Raper, State Chairman, neelyraper@yahoo.com

Volume Eight, Issue Eleven

November 2013



Sharing Duck Camp

Neely Raper, GADU State Chairman

The fall banquet season is off to a great start! All three regions in the state had at least one event in September and the results were incredible. The passion and excitement is echoing across the state and the winner is habitat. And October and November is shaping up to be just as fruitful. Let's all continue to work together and keep the Team Georgia DU train powering forward!

As we continue to plan this month-and every month-keep in mind that a great strategy without commitment will go nowhere. A great team without a clear sense of direction will not succeed. Our winning approach, when done right, will yield the right strategy, and build a great team at the top. Our battles will be won! The enduring victory that drives further success will create new ways of working together that will enable us to reach levels we have never imagined!

VOLUNTEER OF THE MONTH

Stephen D. Harrell, Albany DU

The volunteer for the month of October is Stephen D. Harrell and his reformed DU committee in Albany. Stephen has taken a once-dead chapter and turned it into the event everyone in the community wants to attend. Last year was the first time Albany had held a D1 event in several years. The 2012 event was a big success and earned Albany Area DU recognition as one of the top new chapters in the state. But Albany was not content to rest on their laurels - they planned to make this year's event even better. On September 5th, Albany Area DU did just that. At the end of the night, the guys had increased their net contribution to the ducks by almost \$10,000. These guys work very hard all year long for the ducks and I am very proud to call them friends and great DU volunteers!

THE GREATEST VOLUNTEERS ARE IN GEORGIA!

GADU BRAGGING RIGHTS

Matt Dubnik and his Gainesville DU committee set a goal last year to make the Top 100 in 2013. They made the appropriate changes to their banquet and dedicated themselves to sell out the event - a goal they accomplished a month before the big night. Gainesville focused on their live and silent auctions to make sure they had the items needed to reach their projected revenue goals. These goals were set high enough to insure they would become a Top 100 chapter. This committee has done everything they've set out to do and more, including securing four new Life Sponsors and one upgrade to help reach the state's 2013 Major Sponsor goals. Thank you, Gainesville DU - you are truly making a difference for wetlands conservation!

From the Duck Blind (continued)

Thank you for all that you do to make a difference for Ducks Unlimited!



WHY WE VOLUNTEER FOR GEORGIA DUCKS UNLIMITED

UPCOMING GEORGIA EVENTS

SEE www.ducks.org/georgia FOR MORE DETAILS

11/13/13 - UGA WHP
11/14/13 - Ben Hill/Irwin County Banquet
11/14/13 - Elbert County Banquet
11/14/13 - Savannah Banquet
11/14/13 - Valdosta Dinner
11/19/13 - Georgia Tech Banquet
11/21/13 - Athens Banquet
11/21/13 - Columbus Banquet
11/21/13 - Statesboro Banquet
11/21/13 - Thomasville Banquet
12/11/13 - Okefenokee Banquet

**JULY 18-20, 2014 - GADU
State Convention at Sea
Palms Resort, St. Simons
Island**

**GEORGIA RANKED 5th IN
THE DU NATION FOR 2012!**

GEORGIA QUICK FACTS

Total DU Membership:

15,656

- General Members: 13,650
- Greenwings: 916
- Legacy Greenwings: 61
- Sponsor Members: 700
- Major Sponsors: 329

Grassroots dollars:

\$1,262,612

Total acres conserved:

22,962



State officers of Georgia Ducks Unlimited gathered in Rome on September 8 for their fall meeting and dove hunt. The meeting had a special guest, DU TV host Wade Bourne (third row, far right) who fired up the gathering with a strong motivational message and a sneak peek at the 2014 DU TV season.

Some highlights from the meeting emphasize why we volunteer for Georgia Ducks Unlimited.

- GADU income is up \$219, 425 versus this time in 2012, which represents a 21% increase!
- GADU has increased its members by 527 so far!
- GADU has 708 Bronze Sponsors, for an increase of 12.6% in the fiscal year!
- GADU has signed up nine new Life Sponsors towards our goal of 12, six major sponsor upgrades towards our goal of nine. We also have seven verbal commitments to the Feather Society which meets our goal!
- The 2014 Georgia DU State Convention will be held July 18-20 at Sea Palms Resort on St. Simons Island. The membership registration cost will be \$75 and the room rate is \$129 per night.



NOVEMBER TIP OF THE MONTH

SUCCESSFUL FUNDRAISING REQUIRES SOME NEW IDEAS FOR YOUR EVENT

GEORGIA DU STATE OFFICERS

State Chairman – Neely Raper
State Chairman Elect –
Marc DeMott
State Council Chairman –
Tommy Griffin
State Membership and Recruitment
Chairman – Drew McCall
State Treasurer – Marc DeMott
State Sponsor Chairman –
Frayne Bentley
State Greenwing Co-Chairman –
Louie Maloy and DeWayne Blair
State Ladies Chairman – Tanya Sims
State Shoot Chairman – TBD
State Campaign Chairman –
Matt Dubnik
State Public Policy Chairman -
Monty Lewis
State Marketing and Publicity
Chairman – George Erwin

**GA DUCKS UNLIMITED WILL
FILL THE HALLS, INCREASE
OUR EVENT EFFICIENCY TO
60 PERCENT OR MORE AND
SEEK MORE UNDERWRITING
IN THE 2013-2014 BANQUET
SEASON!**

THE BASICS FOR A SUCCESSFUL EVENT

- 1) Fill the hall by pre-selling all your tickets.
- 2) Watch your expenses to increase your efficiency to at least 60 percent.
- 3) Pursue underwriting for your meal, bar, raffles and auction to raise your net/net.
- 4) Build up your chapter's Bronze Sponsor attendance for profitable second-event opportunities.

TIP FOR NOVEMBER - UNDERWRITING IS KEY TO YOUR SUCCESS!

Successful Top 100 committees all share a similar formula: they grow their committee to fill the hall, they watch their expenses and they excel at underwriting. Soliciting underwriting is not complicated - you just have to make the ask. Talk to those businesses that you patronize, tell them the DU story and ask for a cash or merchandise donation.

When soliciting underwriting, have several offerings at varying levels of commitment. If it is appropriate, ask them for an event sponsorship to cover your arrangements, meal and bar. If that is too rich, ask them to sponsor your Gun of the Year or gun raffle. How about buying a sponsor table? Why not underwrite some event merchandise, such as prints or decoys? Would they consider becoming a Bronze Sponsor or at least buying a ticket and helping you sell four tickets to their friends? Provide a range of offerings so they can comfortably join in the fun at a DU event!

Our goal in Georgia is to seek more local underwriting in the 2013-2014 banquet season.

GEORGIA DU NEEDS YOUR HELP!

We need help in the following communities, so if you know someone in these communities or can help yourself, please contact GADU State Recruiting Chairman Drew McCall at jamccall@valdosta.edu to volunteer or refer a prospective volunteer for the ducks.

**Calhoun, Dahlonega, DeKalb County,
Screven County and Thomaston**



MAJOR SPONSORS, MAJOR DUCKS

Conservation for Generations

MIGRATION ALERT

Atlantic Flyway

Many Atlantic Flyway waterfowlers kicked off the hunting season with resident Canada goose and early teal, while others are eagerly anticipating the main event.

Diver hunters should note that the first major movement of scaup traditionally occurs during the first full moon in October; this year that's on October 18. There's also added excitement for the two-bird limit on canvasbacks, and goldeneye numbers—the Atlantic Flyway's fourth most plentiful duck just behind mallards—were up significantly in the eastern survey area.

Overall, many Atlantic Flyway waterfowlers like what they see for the coming season, especially compared to last fall when drought conditions had many hunters scrambling just to find water. Assuming cold weather arrives on time this fall, this season could be the best in years for the region.

AN EVENING OF CONSERVATION

The focus of an Evening Of Conservation is DU's International Conservation Plan, regional and local focus priority, prior accomplishments and the importance of private support. Emphasis is directed to DU's on-the-ground work to conserve critical wetland habitat. The event's goals are to identify and cultivate new Major Sponsor prospects and to steward current prospects.

This event is designed as a first-contact cultivation event, which is different from our traditional event system. The event is best limited to 10-12 couples in an intimate setting such as a major donor's home or club. Such activities also provide opportunities for recognizing DU leaders and donors completing their current sponsorship level.

The program is informational in nature and is designed as a brief time commitment. Evenings of Conservation are usually held as a cocktail event with heavy hors d'oeuvres.

Follow-up after the event is crucial and will lead to major gift success. That is why it is important to plan events for which staff and volunteers can provide timely and effective follow-up. All attendees should receive at least one type of follow-up communication within a month of the event. If you would like to host an Evening of Conservation in your community, please contact Matt Dubnik below.

Make your commitment to **SAVE THE BEST** for Georgia ducks. Contact Matt Dubnik at mdubnik@fullmedia.com to invest in the future of Georgia's ducks and save the prairie breeding areas. It is a conservation fact that more money in the ground means more birds in the skies!



HABITAT CONSERVATION PROGRAMS (As of January 1, 2013)

Acreage conserved in Canada:	6,384,059
Acreage conserved in Mexico:	1,902,470
Acreage conserved in the U.S.:	4,717,699
Total Acreage Conserved in North America:	13,004,228
Acres Influenced in North America:	91,840,513*
Total Acreage Influenced and Conserved in North America	104,844,741

*Acres conserved in Canada through retention/restoration with agreements of <10 years or that DUC has influenced through policy measures.



♦ FIREARM INCENTIVE PROGRAMS ♦

Below are the three different ways your chapter may earn free firearms.

Chapters may earn a free gun for each category.

10/30 PROGRAM

TO QUALIFY:

- Ducks Unlimited National Headquarters must receive event tickets and the majority of the event proceeds* within 10 calendar days following the event.**
- Ducks Unlimited National Headquarters must receive the financial report and the remainder of the event proceeds* within 30 calendar days following the event.
- D events must net/net \$5,000 or more; all other events must net/net \$2,500 or more.

* Where Ducks Unlimited fundraising events are concerned, event proceeds and event income are considered to be the same thing.

** For the purpose of this incentive, any proceeds processed through a Ducks Unlimited issued credit card machine will qualify as the "majority of the event proceeds."

GROWTH INCENTIVE PROGRAM

TO QUALIFY:

- If prior year's event net/net was less than \$20,000, event proceeds* must increase by 5%.
- If prior year's event net/net was over \$20,000, event proceeds* must increase by \$1000.
- D events must net/net \$5,000 or more; all other events must net/net \$2,500 or more.

* Where Ducks Unlimited fundraising events are concerned, event proceeds and event income are considered to be the same thing.

CALL'EM IN CLUB PROGRAM

TO QUALIFY:

- The total number of members through the event must be 70 or greater.
- The event must experience no net loss of total members versus the associated prior year's event.
- The event must achieve a 60% retention rate of event members from the prior year's event.
- D events must net/net \$5,000 or more; all other events must net/net \$2,500 or more.

* For the purpose of this incentive, "members through the event" is defined as any attendee, regardless of category, who makes at least a minimum membership payment through the event.



MONTHLY PAY OPTION

YOUR BRONZE SPONSORSHIP OPPORTUNITY

Were you aware that you can fulfill any sponsorship with a monthly pay option? This means any sponsorship level such as a \$250 bronze sponsorship, a \$500 silver sponsorship or a \$1,000 gold sponsorship can be paid via MPO. In fact, you can even use MPO to fund your life sponsorship or other major donor gift to spread out the payments on a monthly basis. The way it works is simplicity itself in that it allows Ducks Unlimited to debit you around the 15th of each month. The debit can be charged to a credit card, which is also a great way to rack up rewards points, or it can be debited from a checking account.

IMAGINE SAVING AN ACRE AS A BRONZE SPONSOR FOR LESS THAN ONE DOLLAR PER DAY!

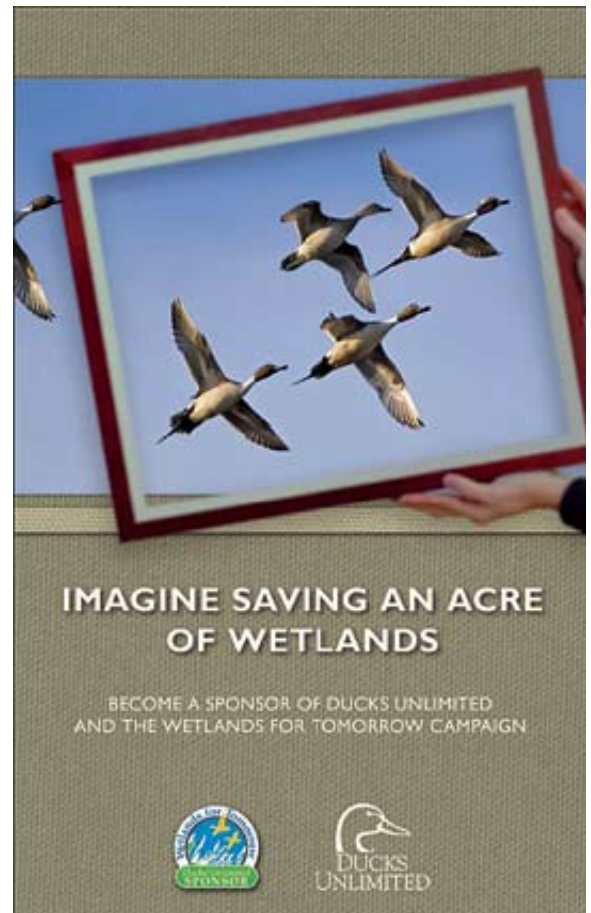
Bronze Sponsor = \$20.84 per month

Silver Sponsor = \$41.67 per month

Gold Sponsor = \$83.34 per month

Life Sponsor = \$166.67 per month over five years

This will allow you to help those ducks that wing their way in front of your blind. In Georgia, our priority is the Prairie Pothole Region, since approximately 50 percent of our ducks breed on the Great Plains.



Here is a great idea for your next banquet or sponsor function, the Sponsor Thermometer

A Sponsor can have his or her name applied to a line on the thermometer once for every \$250 of sponsorship (Bronze = 1 line, Silver = 2 lines and Gold = 4 lines). You then give something away for every five lines. The ideal situation here is for 100 percent of the merchandise to be underwritten or donated, but the total absolute cost for the committee on merchandise should never exceed \$200 for every 10 sponsors since this is NOT designed to be a trading-dollars-for-dollars program. When used correctly, this program will add valuable dollars to the bottom line of your event and add crucial acres of habitat on the ground.

For more information, contact GADU Sponsor Chairman Frayne Bentley at (404) 372-9864 or Frayne1959@att.net



AN EASY GEORGIA DU ACTION STRATEGY FOR 2013 - 2014

SEALED BID AUCTION FUNDRAISING - THIS IS THE ONE SEASON THAT NEVER CLOSES!

The Sealed Bid Auction Program is another fundraising tool available to Ducks Unlimited chapters. While DU hosts approximately 5,000 dinner and outdoor events every year, the SBA program provides volunteers with an opportunity to raise grassroots funds year round. With the ability to reach a broad audience, participation is sure to benefit your local chapter. Businesses that choose to participate can demonstrate to the public their commitment to environmental conservation and proudly show their DU support. For information about bringing SBA to your community, please contact your regional director or Ducks Unlimited national headquarters today.



Interested in Your Chapter
Making an Extra \$5K - \$10K a Year?

Recruiting New Committee
Volunteers?

Earning Free Guns for the
Annual Banquet?





FOUR RIVERS LAYOUT BOATS

A GREAT FRIEND OF GEORGIA DU



You will always find successful hunters using the E.B.A.D.S. with accessories from Four Rivers Layout Boats. Four Rivers is donating another boat this year to support the mission of Georgia Ducks Unlimited and put more money in the ground so we can have more birds in the sky. If you are considering a new layout, river or marsh boat, you owe it to yourself to check out this boat!

**Go to www.fourriverslayoutboats.com
and see why they have been "cancelling flights" for 16 years straight!**

13'6" Length
4'2" Beam
13 hp rating
550 lbs wt cap.

E.B.A.D.S.

