

GET THE TAG & PROTECT OUR BIRDS!

with ALABAMA AUDUBON



FREQUENTLY ASKED QUESTIONS

Q: IT'S A BEAUTIFUL LICENSE PLATE! CAN YOU TELL ME MORE ABOUT THE DESIGN?

Created by students at UAB Bloom Studio, the Alabama Audubon **PROTECT OUR BIRDS** tag celebrates the beauty and dignity of our state's beloved wild birds. Featuring an adult red-shouldered hawk (*Buteo lineatus*) perching on an ancient longleaf pine (*Pinus palustris*), the tag brings the best of summer birding to the back of your car all year long.

Q: HOW DOES A SPECIALTY TAG PROTECT OUR BIRDS?

In addition to raising awareness for birds and bird conservation, the **\$50 annual charge** for each issued plate provides Alabama Audubon with **\$41.25** to use in support of its conservation and outreach efforts statewide. It's a win-win for Alabama birds and the drivers who love them!

Q: CAN I GET ONE TODAY?

Almost! Before the tags can be issued, Alabama Audubon must first secure **1,000 commitments to purchase** from Alabama drivers. After we hit 1,000, each person who has made a commitment will receive an email from the State of Alabama with a voucher for the plate and instructions on claiming it.

Q: OKAY, SO HOW MUCH DOES IT COST?

When you make your commitment directly with the State of Alabama at alaudubon.org/get-the-tag, you'll pay just **\$50/plate** plus a **\$2** processing fee. Once the tags become available, the State may charge an additional one-time issuing fee to print the metal plate. Free personalization is included in the purchase price—good news for all those BRDNRDs out there!

Q: FINANCES ARE TIGHT RIGHT NOW. IS THERE ANOTHER WAY TO SUPPORT THE TAG?

As part of a *limited-time, special offer*, you may request Alabama Audubon to cover the \$50 cost of committing to purchase a plate and to submit your commitment on your behalf.

Q: OKAY, I'M SOLD. HOW DO I ORDER A PLATE?

Great—it's easy! To make your commitment directly, simply visit alaudubon.org/get-the-tag, and follow the directions. You'll want to have your personal information (name, address, phone number, email), your vehicle information (either VIN/make/model/year or your current tag number), and your credit card/debit card on hand.

To request Alabama Audubon to cover the \$50 cost of committing to purchase a plate and to submit your commitment, complete the [Commitment to Purchase Application](#), and email it to us at info@alaudubon.org. Once we receive your request, we'll send you an email to confirm the action taken on your request.

Q: WHAT HAPPENS IF 1,000 COMMITMENTS ARE NOT SECURED BY 31 JULY 2021?

We're confident that we'll secure the required commitments. However, in the event that we don't, no plates will be issued, but Alabama Audubon will receive \$48.75 for each \$50 commitment that was made. If you make a commitment, but don't receive a plate because we failed to secure the required number of commitments by 31 July 2020, you may request that Alabama Audubon refund the amount we received from your commitment.

VISIT ALAUDUBON.ORG/TAG TODAY!

