

# Fort Collins Audubon Society

## Goals for 2007

### A. Programs

1. Minimum of 8 programs \_\_\_\_\_
2. One program with co-sponsor \_\_\_\_\_
3. Repeat two or more programs in Loveland (during same month as Fort Collins program) \_\_\_\_\_
4. Bring in one national/regional-class speaker \_\_\_\_\_
5. Create a yearly calendar of programs \_\_\_\_\_
6. Provide a budget for speaker honorariums and expenses (other than "Big Speaker" month) \_\_\_\_\_

### B. Field Trips

1. Offer at least 4 field trips per month \_\_\_\_\_
2. Maintain practice of limiting number of participants on each trip \_\_\_\_\_
3. Include non-birding field trips \_\_\_\_\_
4. Encourage carpooling and good birding ethics (for example see ABA Birding Ethics, <http://www.americanbirding.org/abaethics.htm>) \_\_\_\_\_
5. Offer at least one development/skills workshop for field trip leaders (e.g. Kevin Cook's class) \_\_\_\_\_
6. Use field trips to recruit new members \_\_\_\_\_
7. Compile post-field-trip statistics (de-briefing form for leaders) \_\_\_\_\_
8. Offer one co-sponsored field trip per year \_\_\_\_\_

### C. Science and Conservation

1. Continue leadership of Fort Collins and Loveland Christmas Bird Counts \_\_\_\_\_
2. Continue bird monitoring/census efforts \_\_\_\_\_
3. Publish CBC and bird monitoring data – let our members know \_\_\_\_\_
4. Continue cooperative relationships and efforts with governmental and private entities \_\_\_\_\_
5. Develop FCAS support for Pawnee National Grassland IBA \_\_\_\_\_
6. Pursue nomination process of Poudre River Corridor as Colorado Important Bird Area \_\_\_\_\_
7. Pursue nature center/sanctuary concepts \_\_\_\_\_
8. Publish Christmas Bird Count and Survey data – let our members know \_\_\_\_\_

### D. Advocacy

1. Continue support for Audubon Colorado lobbyist \_\_\_\_\_
2. Maintain effective communication system for advocacy \_\_\_\_\_
3. Expand advocacy activities \_\_\_\_\_
4. Provide activism link, as appropriate, on field trips \_\_\_\_\_
5. Increase number of subscribers to fcaudubon Yahoo group \_\_\_\_\_
6. Identify and prioritize advocacy activities \_\_\_\_\_

### E. Publicity and Publications

1. Deliver newsletter at least one week prior to program \_\_\_\_\_
  2. Elevate FCAS profile in community \_\_\_\_\_
  3. Develop local birding guide \_\_\_\_\_
  4. Publish selected field trip reports in newsletter \_\_\_\_\_
- (Present practices of Publicity Chair were commended!)

**F. Fundraising and Finances**

1. Expand finance committee to review fundraising strategy \_\_\_\_\_
2. Conduct annual budgeting \_\_\_\_\_
3. Conduct fundraising for FCAS projects and outreach efforts \_\_\_\_\_

**G. Education**

1. Conduct education activities with emphasis on conservation and natural history \_\_\_\_\_
2. Develop FCAS niche in conservation education \_\_\_\_\_
3. Expand scholarship program \_\_\_\_\_
4. Continue monthly education column in newsletter \_\_\_\_\_
5. Offer at least one development/skills workshop for field trip leaders (also listed under B. Field Trips) \_\_\_\_\_

**H. Membership and Member Services**

1. Increase FCAS recruited memberships \_\_\_\_\_
2. Continue member retention program \_\_\_\_\_
3. Create a handbook or packet for new members \_\_\_\_\_
4. Distribute handbook or packet to new members \_\_\_\_\_
5. Increase participation on committees and projects \_\_\_\_\_
6. Develop volunteer program (reword—Lynne?) \_\_\_\_\_
7. Explore local student affiliations with FCAS \_\_\_\_\_

**I. Hospitality**

1. Make people feel welcome at all FCAS functions \_\_\_\_\_
2. Engage new members \_\_\_\_\_
3. Highlight board members and committee chairs \_\_\_\_\_

**J. Internal / Organizational**

1. Complete FCAS policy manual/handbook as required by FCAS by-laws. \_\_\_\_\_
2. Create ad-hoc committee to explore paid FCAS staff and office space \_\_\_\_\_
3. Board will identify projects and outreach efforts to be funded \_\_\_\_\_
4. Create a yearly calendar of all events \_\_\_\_\_
5. Each Board member encouraged to assist duties/projects of other board members and committees \_\_\_\_\_

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## Implementation Ideas for 2007 Goals

### A. Programs

- Coordinate with other chapters and organizations re: national/regional speakers \_\_\_\_\_
- Cooperate to do Loveland program(s) \_\_\_\_\_
- Continue holiday slide show \_\_\_\_\_
- CO-ORDINATE FIELD TRIPS WITH PROGRAMS \_\_\_\_\_
- Include Programs looking at environmental issues and specific impacts on birds and wildlife, and alternative choices \_\_\_\_\_

### B. Field Trips

- Create an activism information brochure for field trip leaders (to be used at their discretion) \_\_\_\_\_
- Teach the top 10 AVA birding ethics to leaders \_\_\_\_\_
- Create Web link for field trip leaders to record trip statistics \_\_\_\_\_
- On website and in Newsletter have "comments" column re: various field trips \_\_\_\_\_
- Promote Pocket Guides on field trips \_\_\_\_\_
- For larger field trips, co-ordinate with a program \_\_\_\_\_

### C. Science and Conservation

- Give CBC and survey data to publicity person to send to newspapers \_\_\_\_\_
- Put CBC and survey data on website \_\_\_\_\_
- Develop talks on backyard birds and habitat for the public, involve other orgs in bird surveys \_\_\_\_\_

### D. Advocacy

- Continue Yahoo! Group for advocacy information and alerts \_\_\_\_\_
- Send representatives to Audubon/Sierra Club legislative workshop \_\_\_\_\_
- Invite Lobbyist to visit Board \_\_\_\_\_
- Write newsletter article on legislative issues, encouraging members to write letters, make calls, etc. \_\_\_\_\_
- Issue alerts \_\_\_\_\_

### E. Publicity and Publications

- Determine criteria for advertisements in newsletter \_\_\_\_\_
- Decide size, cost, etc. for ads in newsletter \_\_\_\_\_
- Expand publicity to educators and students (including colleges) \_\_\_\_\_
- Participate in fairs, etc. with 4 booths a year \_\_\_\_\_
- Put membership brochure, extra newsletters, etc. in public locations \_\_\_\_\_
- Distribute flyers for special events and programs by either a volunteer or paid distributor (Nancy York) \_\_\_\_\_

### F. Fundraising

- Develop a list of corporate sponsors & develop relationship with them \_\_\_\_\_
- Find corporate sponsors for Birdathon \_\_\_\_\_
- Seek matching gifts for Birdathon – eg. from members, community, et. al. \_\_\_\_\_
- Make the Birdathon a \$5K event by making it more competitive and more fun \_\_\_\_\_
- Expand fundraising//finance committee & develop fundraising strategies \_\_\_\_\_
- Determine how to distribute proceeds of fundraising/Birdathon \_\_\_\_\_
- Sell merchandise at meetings and at booths \_\_\_\_\_
- Add environmental books and children’s books to items offered for sale \_\_\_\_\_
- Have finance committee review of fundraising per se & develop strategies \_\_\_\_\_
- Conduct trips: canoe, kayak, Trinidad & Tobago \_\_\_\_\_
- Consult other organizations on fundraising \_\_\_\_\_
- Investigate bird art exhibit as fundraiser in partnership with artists and art entity \_\_\_\_\_
- Support Bird Garden Tour as fundraiser. Include selling bird garden supplies \_\_\_\_\_

**G. Education**

- Provide bird ID classes, especially to city and county naturalists \_\_\_\_\_
- Promote wildlife videos \_\_\_\_\_
- Offer scholarships \_\_\_\_\_
- Raise Audubon profile with other organizations in our area \_\_\_\_\_
- Implement scholarship program draft (see handout) \_\_\_\_\_
- Develop backyard bird id and backyard habitat talks for public presentations \_\_\_\_\_
- Initiate plans to help develop public/private bird garden resources in community \_\_\_\_\_

**H. Membership and Member Services**

- Use website as tool for increasing and recruiting members \_\_\_\_\_
- Use volunteer coordinator to develop and sustain volunteer program \_\_\_\_\_
- Develop members “handbook” – determine what would go into it \_\_\_\_\_
- Send Volunteer Coordinator to a workshop for volunteer leaders \_\_\_\_\_
- Survey silent members on services wanted and volunteer possibilities \_\_\_\_\_

**I. Hospitality**

- Have 2 people at the welcome table at meetings \_\_\_\_\_
- Use nametags for everyone – indicate what green name tags mean \_\_\_\_\_
- Focus on new members/visitors at each meeting \_\_\_\_\_
- List new members in newsletter \_\_\_\_\_

**J. Internal / Organizational**

- Volunteer Development through :
  1. Listing opportunities on 211 & other outside lists such as VOC, CAEE, volunteer columns in newspapers, CSU service learning \_\_\_\_\_
  2. Developing specific lists of tasks for needed volunteers, publicize at meetings and in Newsletter \_\_\_\_\_