

# Fort Collins Audubon Society

## Goals for 2006

Adopted November 6, 2005

### A. Programs

1. Minimum of 8 programs \_\_\_\_\_
2. One program with co-sponsor \_\_\_\_\_
3. Repeat one 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 \_\_\_\_\_

### B. Field Trips

1. Offer at least 4 field trips per month (2 regular, 2 other) \_\_\_\_\_
2. Maintain practice of limiting number of participants on each trip \_\_\_\_\_
3. Include non-birding field trips \_\_\_\_\_
4. Provide activism link, as appropriate \_\_\_\_\_
5. Encourage carpooling and good birding ethics (for example see ABA Birding Ethics, <http://www.americanbirding.org/abaethics.htm>) \_\_\_\_\_
6. Offer at least one development/skills workshop for field trip leaders (e.g. Kevin Cook's class) \_\_\_\_\_
7. Use field trips to recruit new members \_\_\_\_\_
8. Compile post-field-trip statistics (de-briefing form for leaders) \_\_\_\_\_
9. Offer one coordinated 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. Renew annual adoption of a natural area through City's Adopt-A-Natural-Area Program \_\_\_\_\_
6. Evaluate potential of Poudre River Corridor as a state Important Bird Area \_\_\_\_\_
7. Continue development of Nature Center/Sanctuary concept \_\_\_\_\_
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 \_\_\_\_\_

### E. Publicity and Publications

1. Deliver newsletter at least one week prior to program \_\_\_\_\_
  2. Investigate third-party advertising in newsletter \_\_\_\_\_
  3. Elevate FCAS profile in community \_\_\_\_\_
- (Present practices of Publicity Chair were commended!)

Fort Collins Audubon Society 2006 Goals

**F. Fundraising**

- 1. Expand finance committee to review fundraising strategy \_\_\_\_\_
- 2. Identify needs and uses of funds \_\_\_\_\_
- 3. Identify potential donors and financial resources \_\_\_\_\_
- 4. Conduct fundraising to include events and merchandise sales \_\_\_\_\_
- 5. Use birdathon to raise at least \$5K \_\_\_\_\_

**G. Education**

- 1. Emphasize conservation and natural history \_\_\_\_\_
- 2. Conduct education activities \_\_\_\_\_
- 3. Develop FCAS niche in conservation education \_\_\_\_\_
- 4. Expand scholarship program \_\_\_\_\_

**H. Membership and Member Services**

- 1. Increase FCAS recruited memberships by 10% annually \_\_\_\_\_
- 2. Develop a member retention program \_\_\_\_\_
- 3. Create a member's yearbook (or handbook or packet) \_\_\_\_\_
- 4. Increase member participation on committees \_\_\_\_\_
- 5. Develop volunteer program \_\_\_\_\_

**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. Pursue acquisition of liability insurance (or directors/officers insurance) for FCAS \_\_\_\_\_

# Fort Collins Audubon Society Implementation Ideas for 2006 Goals

November 6, 2005

## A. Programs

- Coordinate with other chapters and organizations re: national/regional speakers \_\_\_\_\_
- Cooperate to do Loveland program(s) \_\_\_\_\_
- Continue holiday slide show \_\_\_\_\_

## 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 \_\_\_\_\_

## C. Science and Conservation

- Give CBC and survey data to publicity person to send to newspapers \_\_\_\_\_
- Put CBC and survey data on website \_\_\_\_\_

## D. Advocacy

- Promote 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 \_\_\_\_\_
- Find corporate sponsors for Birdathon \_\_\_\_\_
- Seek matching gifts for Birdathon – eg. from members, community, et. al. \_\_\_\_\_
- Make the Birdathon a \$5K event \_\_\_\_\_
- Expand committee \_\_\_\_\_
- Determine how to distribute proceeds \_\_\_\_\_
- Hold Silent Auction \_\_\_\_\_
- Sell merchandise at meetings and at booths \_\_\_\_\_
- Develop pocket bird guide to sell \_\_\_\_\_

Fort Collins Audubon Society 2006 Goals – Implementation Ideas

- Have finance committee review of fundraising per se \_\_\_\_\_
- Conduct canoe trip \_\_\_\_\_
- (Make a list under F #3) \_\_\_\_\_

**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) \_\_\_\_\_

**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 (Ellen Wride) to a workshop for volunteer leaders \_\_\_\_\_

**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 \_\_\_\_\_
- Have committee chairs meetings (?) (n.b.,I am not sure what this meant) \_\_\_\_\_
- List new members in newsletter \_\_\_\_\_

**J. Internal / Organizational**

- Study and acquire liability insurance for Board and field trip leaders \_\_\_\_\_