

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 _____

Fort Collins Audubon Society

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 date 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 _____