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!)
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 date 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
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