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