

Cape Fear Audubon Strategic Plan 2018-2023

Focus Areas	Administration	Sustainability/Engagement	Outreach/Publicity	Conservation
Goals	<ul style="list-style-type: none"> Efficient and effective chapter operations that meet the goals of the primary focus areas 	<ul style="list-style-type: none"> Keep members and Board engaged Increase membership participation in the chapter and volunteerism 	<ul style="list-style-type: none"> Education of the public on topics critical to the health of birds Increase interest in birds and birding 	<ul style="list-style-type: none"> Assist in the studies of bird habitat and migration Work to protect and increase bird habitat
Measurables	<ul style="list-style-type: none"> Funds raised for CFA administration, outreach, conservation and other projects 	<ul style="list-style-type: none"> Turnover rate of the Board (example 3 new board members per year) Keep track of active volunteers Increase membership by 25% a year Retain at least 90% of existing members per year Increased participation rates (at events, meetings, and as volunteers) 	<ul style="list-style-type: none"> Covid pending 1 Friday a month during the school year of DTWOB presentations in schools, serve Title 1 school At least quarterly have other educational events/opportunities Work with city and county to do engagement and possibly plant native plants 	<ul style="list-style-type: none"> Native plant areas increased, nature at home, get metrics Participate in and lead clean ups at bird hot spots 1 Research project support per year
Outcomes	<ul style="list-style-type: none"> Well defined and sustainable budget Work is done through committees with well defined goals and objectives 	<ul style="list-style-type: none"> Increase the # of active volunteers and participation Goal for each committee get three new active volunteers on committee 	<ul style="list-style-type: none"> Increased visibility and numbers of the public educated and served, add metrics 	<ul style="list-style-type: none"> Increase native plant habitats, whether homeowner or businesses, or other areas Projects that were supported should provide summary and presentation 1 per year
Strategies	<ul style="list-style-type: none"> Conduct monthly meetings with action items stated at the end of each meeting Annual Chapter Meeting in September Conduct yearly planning meeting Create and maintain well defined list of business goals and objectives 	<ul style="list-style-type: none"> Do volunteer sign to new members and ask why they became a member, have this at renewal time as well Ask people renewing if they are interested in volunteering Use mailing list and meetings to get volunteer opportunities out to membership Conduct periodic membership business meetings per bylaws Send periodic newsletters to the members 	<ul style="list-style-type: none"> Explore other venues and opportunities to present DTWOB. Maintain bird outing/fieldtrip programs Engage UNCW Seahawks/attend their meetings regularly, more cross engagement including with bird walks and programs Implement periodic newspaper submissions in addition to publicity on specific events-press releases and community calendars Partner with area organizations, including Native Plant Society, 	<ul style="list-style-type: none"> Partner with Native Plant Society on mutual projects Continue to implement/participate and engage the public in bird counts (backyard, winter, spring, etc.) Encourage stewardship of local parks and nesting areas Attend legislative hearings relevant to conservation, participate in advocacy day Attend city council meetings Lights out with member volunteers Sign for Nature at Home participants Assist State Audubon with projects

		<ul style="list-style-type: none"> • Develop additional Membership benefits (decals) and benefits flyer • Keep calendar up to date and try to schedule bird walks up to 3 months in advance and promote events to city wide calendars 	<ul style="list-style-type: none"> • relevant to projects benefitting birds/habitat • Continue Scholarship/Grant program for students • Utilize National and State Audubon publicity • Effective utilization of website and social media to communicate with members • Ensure effective primary communication method, including mailing service for member communication and using pdf's 	<ul style="list-style-type: none"> • Develop projects relevant to governmental land preservation and conservation
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