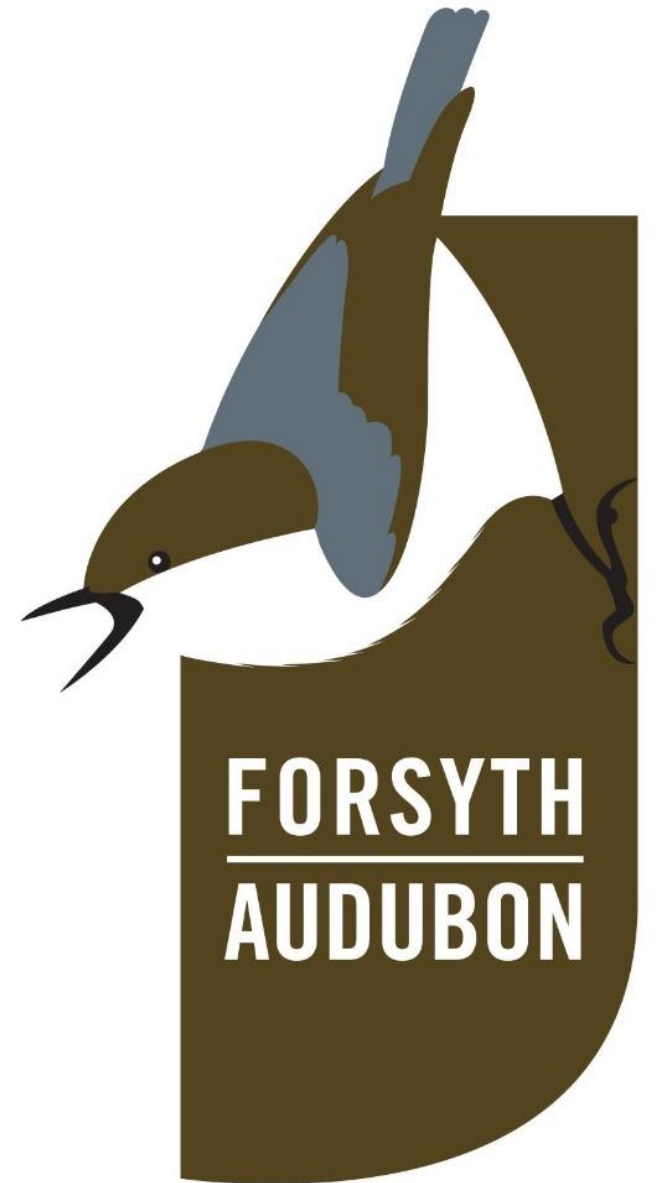


# Forsyth Audubon: *Soaring Forward*

- Forsyth Audubon Mission and History
- Strategic Plan Updates





# Forsyth Audubon's History

- Visionary leaders of the former Forsyth Bird Club chartered the Audubon Society of Forsyth County, Inc. (i.e., Forsyth Audubon) in 1971
- We have a rich history of protecting birds and habitats and have grown to over 900 members spanning five counties.
- In the past year, Forsyth Audubon volunteers donated over 3,000 hours to deliver a wide range of bird education, conservation and advocacy activities to our community.
- We estimated that 3,000 adults and children attended and benefited from our events in the past year.

# Forsyth Audubon's Purpose and Mission

- Per the bylaw's, our **purpose** is “to engage in observational, scientific, educational, investigative, historical, literary, philanthropic and charitable pursuits...in order to conserve and protect birds, other wildlife, and their habitat in the State of North Carolina and along the Atlantic Flyway.”
- The Board proposes adding the following to the bylaws:  
“The **mission** of Forsyth Audubon is to connect people to birds and their habitats, inspiring conservation through education and advocacy.”



# Forsyth Audubon's *Soaring Forward* Strategic Plan

- The strategic plan provides a roadmap to guide decision making and help ensure impact and long-term sustainability. It is closely aligned with our purpose and mission.
- The Board has recently updated the strategic plan, focusing on four “pillars”: **Education, Conservation, Advocacy, and Community Outreach / Organizational Sustainability.**
- For each strategic pillar, key goals and strategies are identified.
- Summaries of the strategic pillars, goals, and strategies are provided on the next four slides.

| Education Goals   | Education Strategies  |
|---|---|
| Educate members about birds   | Sponsor bird walks two times a month for adults, and one a month for young birders, and their families.   |
|   | Hold monthly meetings with guest speakers to inform membership on how birds and habitat protection go hand-in-hand.   |
|   | Invite new birders to participate in bird counts to increase their interest.  |
| Educate the broader community about birds and why they are important  | Offer bird education community outreach activities such as tabling at festivals, book club, Creek Week walks, and Swift Night Out.                              |
|   | Offer eBird, Birding 101, and similar classes to community.   |
|   | Expand the birding backpack program in partnership with library branches throughout our area.   |
|   | Maintain an up-to-date website that has information about birds and initiatives to establish patches of native vegetation in local parks and in people's yards. |
| Mentor and teach others to "share the message," expanding the reach bird, nature and habitat education across the community | Support the <i>NW Piedmont Master Naturalist Program</i> to mentor future naturalists.  |
|   | Fund teacher attendance at bird and nature camps to enhance their knowledge and skills.   |
|   | Promote the Bird Friendly Habitat program so that homeowners can show their neighbors how to do the same.   |

| Conservation Goals  | Conservation Strategies  |
|---|--|
| Evaluate and monitor local bird populations and their habitats                                | Organize and promote citizen science surveys that monitor populations of migratory, breeding, and over-wintering birds in our service area through Bird Counts, Hawk Watch, Climate Watch, Nest Watch, and eBird checklists and breeding codes.                                  |
|   | Use data-driven methods to identify, map, and prioritize key habitats for land conservation efforts.   |
|   | Continuously assess habitat quality over time with biodiversity surveys (bioblitzes).  |
| Develop, implement and maintain habitat management projects                                   | Develop and promote Natural Resource Management plans for critical habitats on public land, including city and county Parks.   |
|   | Provide ongoing consulting and support to public land managers to improve long-term habitat stewardship, including invasive plant and litter removal.  |
|   | Encourage and support homeowners in adopting bird-friendly yard practices, such as planting native plants, removing invasive species, reducing light pollution and window strikes during migration, and participating in the Bird Friendly Habitat Certification (BFHC) program. |
| Foster and maintain relationships with partner organizations that enable habitat conservation | Maintain open channels of communication with city and county partners.   |
|   | Inform and collaborate with other non-profit partners on Forsyth Audubon conservation projects.  |
|   | Collaborate with local academic research partners for technical expertise.   |
|   | Encourage members to participate in conservation activities as community ambassadors.  |

| <b>Advocacy Goals</b>                        | <b>Advocacy Strategies</b>  |
|--|---|
| Advocate at the "grassroots" community level | Promote bird-friendly buildings and homes (e.g., "Lights Out") by educating the community and building relationships with local businesses.   |
|  | Encourage and publicize bird-friendly buildings, native plants, and habitat conservation using social media and by seeking collaboration with media broadcasters.   |
|  | Partner with key community influencers to help advocate for increased business and community participation in the strategies noted above, and to publicize successes.   |
| Advocate at the local City and County level  | Build and maintain relationships with elected officials to garner support for Forsyth Audubon initiatives. Advocate for policies to protect birds and build healthy urban habitat for people and wildlife. Invite officials to participate in Forsyth Audubon activities. |
|  | Build relationships and partner with city and county staff to plan and implement Forsyth Audubon initiatives.. Invite staff to participate in Forsyth Audubon events.   |
| Advocate at the state level                  | Actively participate in annual Audubon NC Advocacy Day to garner support to birds and their habitats, including advocating for key legislation.   |
|  | Invite state elected officials to bird walks and other Forsyth Audubon activities. Thank them for legislative progress and wins that support birds and their habitats and seek their insights.  |
|  | Share advocacy updates and successes with members and the community, via our newsletter, social media, and other media outlets.   |
| Advocate at the National Level               | Facilitate Forsyth Audubon's participation in action alerts from National Audubon and Audubon NC, directed to federal representatives, by forwarding this information to the membership, friends, distribution lists, and social media.                                   |

| <b>Organizational Sustainability Goals</b>   | <b>Community Outreach &amp; Organizational Sustainability Strategies</b>  |
|--|---|
| Grow and diversify Forsyth Audubon's membership  | Provide a wide array of bird and nature activities across the community to attract and retain members.  |
|  | Leverage multiple media sources (social media, newspaper, etc.) to advertise activities and promote the mission and work of Forsyth Audubon.                        |
|  | Align mission and strategic plan with member interests and community needs, considering the membership survey results and other feedback.                           |
| Develop a long-term strategic plan aligned with Forsyth Audubon's mission, and develop strong leaders to successfully deliver the plan | Use volunteer and committee structure, and partnership with the NW Piedmont Master Naturalist Program. to mentor and develop strong leaders.                        |
|  | Update strategic plan every three years, at a minimum, and align budget and committee work plans with the strategic plan.   |
|  | Partner with other organizations to maximize our impact, expand our capacity and expertise, and identify potential Forsyth Audubon members and leaders.             |
| Ensure financial stability to support mission and strategic plan implementation  | Develop and implement a structured annual fundraising program.  |
|  | Encourage endowment contributions to provide sustainable project support income.  |
|  | Be transparent by sharing information, demonstrating our impact and sustainability, including an annual financial report, annual impact report, and strategic plan. |

# Forsyth Audubon: *Soaring Forward*

- We welcome member review comments and suggestions on our draft strategic plan.
- If you would like to meet with a Board member to discuss further, please contact Forsyth Audubon's President (Dave Zimmer) at: [dtzimmer21@gmail.com](mailto:dtzimmer21@gmail.com)

