Five Valleys Audubon Society
Rebecca Richter *TogetherGreen* project activities and metrics
1/17/2013

Outreach and growth of support base from 1/21/2012 - 1/17/2013 (as related to *TogetherGreen* activities)

Events/field trips (either sponsored by TG fellowship or promotion aided by TG)

- 1/21 & 1/22/2012: Two trips to the Mission valley to see Snowy Owls and other raptors (32+36=68 adults and 6 children)
- 3/11/2012: Maclay Flat beginning birding trip with Brian Williams (31 adults + 5 children)
- 4/22/2012: Outreach table at Caras Park on Earth Day (250 adults + 150 children)
- 4/29/2012: Kim Williams Trail bird walk with Larry Weeks (20 adults + 5 children)
- 5/10/2012: Bird Party at Fort Missoula Native Plant Garden (40 adults + 10 children)
- 9/15/2012: Bird Migration Celebration (200 adults + 50 children)
- 10/20 & 23: Saw-whet Owl trapping with Denver Holt (97 adults + 12 children)

Total adults: 706
Total youth: 238

Members
36 new members

Volunteers
55 new recruits

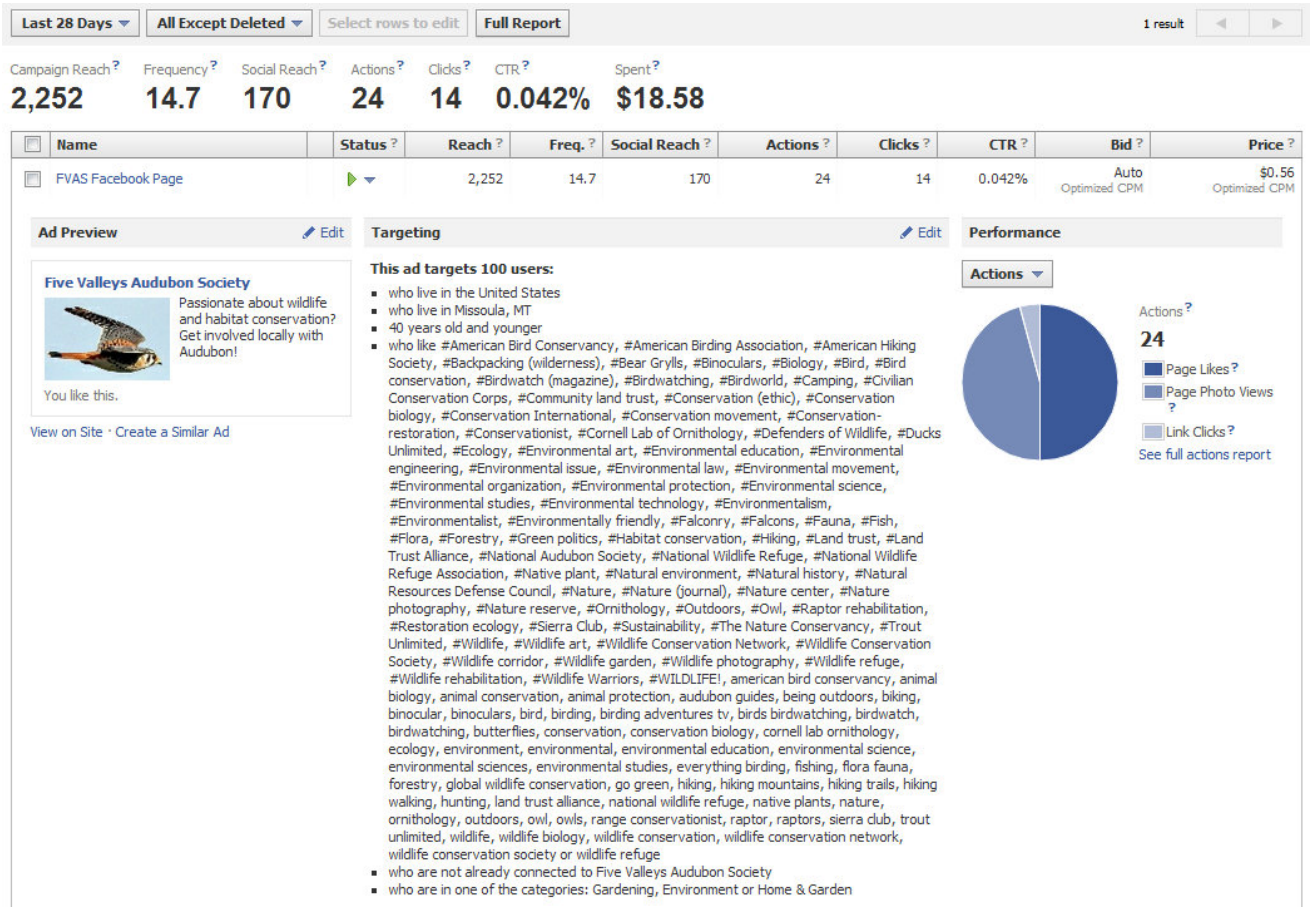
Email addresses
300 new email addresses collected

Websites
www.birdmigrationcelebration.org – RR designed to promote the Bird Migration Celebration on September 15, 2012. Could also be used to promote other activities focused on migratory birds in fall and spring.
www.fortmissoulaprairie.org – RR – designed for the Fort Missoula Prairie restoration project
www.fvaudubon.org – TG supported Chapter leader training for website development; RR provided feedback on design

Facebook

- Page started 1/12/2012
  - 302 Likes, as of 1/17/2013
- Facebook Ad - 6/5/2012 – 9/11/2012
  - Targeted to 13-40 year-olds with an interest in birds, conservation, or environment
  - Started with 105 likes; ad generated 138 new likes in a little over 3 months (1.4 likes/day in 99 days) – nearly a 132% increase or 1.3% increase per day
  - Cost $452.03, or $3.28/like

- Bird Migration Celebration profile
  - Launched 8/3/2012
  - 320 friends as of 1/17/2013



Other new online presence/resources

Google

- Application sent to Google for Nonprofits 4/26/2012
  - Free or discounted version of Google Apps
  - Free Adwords advertising
  - Premium branding and increased uploads on YouTube
  - Free licensing for Google Earth, SketchUp, and Maps API
- FVAS general email address
- Calendar for internal/external Chapter events

VolunteerMatch – post volunteer listings to reach a wider audience

- Do you love prairie birds? Help restore their habitat! (74 views/1 referral)
- Play on the river and in the woods while looking for Lewis's Woodpecker nesting sites (117 views/1 referral)

SurveyMonkey—administer ongoing or on-the-fly surveys; data exportable

VolunteerSpot—easy volunteer signup for scheduled events

Event website—birdparty.yolasite.com
Meetup—recommend signing up for an account to reach new audience in Missoula area
MailChimp—developed e-newsletter template for FVAS and the Bird Migration Celebration

Steps to continue growing the Chapter's supporters

- Create relevant and compelling **mission** and **goals**
- Provide diverse, meaningful opportunities to **engage** in **conservation**
- Develop powerful, consistent **branding**
- Conduct active, ongoing **marketing** and **outreach**
- **Communicate** regularly in relevant formats and frequency for each audience
- Recruit and recognize **volunteers**
- Build sense of **community**

Other recommendations

- Identify target audiences and determine how to serve each (when developing programs, etc.)
- Create a virtual office for FVAS leaders
    - Photos and videos
    - Share documents
    - Physical resource library (e.g., binoculars, radios, bird game board, brochures)
- Create calendar of diverse programs (e.g., events, field trips, films, adventures), but also allow for spontaneity
- Provide training/job description/standards for each leadership position
- Create an sense of fun and excitement at each program
- Develop opportunities for networking and socializing, with or without birds
- Create chair/committees for volunteers, marketing & communications, and outreach
- Work more collaboratively with partners