



## Atlanta Audubon Society Strategic Plan 2017-2020

**VISION** A conservation-minded and fully engaged Georgia where birds prosper, habitats flourish, and public understanding grows.

**MISSION** Building places where birds and people thrive.

**APPROACH** Create bird-friendly communities through conservation, education, and advocacy.

### Our Work

- We will advance the conservation of birds in Georgia through innovative, collaborative programs. We will be the lead convener on issues affecting the health of birds and their habitats, engaging with conservation groups and individuals to increase the quality and quantity of bird-friendly communities.
- We will create environmental stewards through high-quality educational activities and experiences for adults, youth and professional educators based on sound science that will promote our conservation message and increase the effectiveness of our outreach to diverse communities.
- We will strengthen our collective voice and advocate for policies at all levels of government on issues of importance to birds based on sound science, and we will engage with the business community to advance issues and practices that support bird-friendly communities.

### *Actions*

- ✓ Create and restore bird habitat
- ✓ Assess and monitor bird populations through citizen science and rigorous research
- ✓ Investigate and address threats to bird mortality in Georgia
- ✓ Train and support professional educators
- ✓ Educate, equip, and activate the community
- ✓ Engage like-minded partners to leverage our work and expertise
- ✓ Advocate for birds with public and private decision-makers

## **Our Community**

- We will provide consistent and frequent interactions and communication with all our constituents and create meaningful messaging that builds loyalty, prompts new audiences to join and to interact with our organization, provides people with science-based information that they can use, and promotes our public image.
- We will improve the quality of life for Georgians by connecting them with the natural world through birds.

### **Actions**

- ✓ Share widely our expertise, knowledge, and conservation successes
- ✓ Expand communications and opportunities to new and diverse audiences
- ✓ Build support and incentives for volunteers

## **Our Sustainability**

- We will maintain a strong financial position by creatively growing a diversified revenue stream through organized, effective fundraising.
- We will engage in excellent board governance practices and maintain strong human resource practices.

### **Actions**

- ✓ Grow our membership
- ✓ Seek capacity funding opportunities
- ✓ Ensure all staff and board members participate in professional development

## **INDICATORS OF SUCCESS**

1. Advancement of our conservation efforts through expanded and new programs and partnerships in Metro Atlanta and statewide
2. Growth of our educational outreach to adults, youth, and educators, with special attention to diverse and underserved communities.
3. Management of our fundraising through a well-developed and well-executed fundraising plan that expands our revenue through multiple streams.
4. Development of board members and staff to improve their expertise in their respective roles.
5. Enhanced membership and engagement through innovative communications and outreach.

## **CORE VALUES**

Atlanta Audubon Society upholds core values that represent what we believe in and how we approach everything we do. We pledge to engage in strategic thinking and practices that will advance the organization and its mission, building off of our strategic plan, but not limited by it.

### **Passion and Commitment**

Birds, nature, and conservation inspire our work. We share our passion and connect people with nature, inspiring everyone to be stewards of birds and the environment. We know that where birds thrive, people thrive.

### **Trust and Credibility**

Personal and organizational integrity serves as the foundation for our work. We build trust and credibility by being honest, hardworking, and responsible with rigorous attention to sound science and long-term thinking.

### **Respect**

We respect the opinions and roles of our members, volunteers, staff, board members, partners, and stakeholders, and learn from their experience, expertise, and beliefs.

### **Diversity**

We strive to mimic the diversity of nature and of our community in our work. Just as bird diversity strengthens ecosystems, the diversity of human experiences, traditions, and viewpoints strengthens our conservation, education, and advocacy efforts.

### **Stewardship**

We seek to achieve our mission by working with public agencies and private landowners to build, restore, and maintain bird-friendly places, offering programs that are supported by sound science, supporting programs that mitigate the effects of climate change and other human-caused threats to birds, and educating policymakers and the public on issues that affect birds and their habitats.

### **Collaboration**

Teamwork is critical to our success. To foster maximum impact, we believe in collaborating with other conservation groups to promote our shared missions.

### **Inspiring Action**

We believe that every person can make a positive difference for birds and their habitats. By providing educational and transformational experiences, we promote a conservation ethic now and into the future.