



SOUTHEAST VOLUSIA AUDUBON SOCIETY, INC.

P.O. Box 46

New Smyrna Beach, FL 32170

Strategic Plan 2016-2018

This is the strategic plan for the Southeast Volusia Audubon Society, Chapter E09 for the current and next year.

Goal: Increase membership. It Vice President will convene committee to brainstorm ways to increase membership. Among the ways currently under discussion are:

- Give away free first year memberships to people who attend our meetings but are not/were not National Audubon members.
- Increase our visibility. In addition to the newspaper PSAs about our meetings and field trips, purchase magnetic signs for the field trip lead car identifying our affiliation.
- Figure out a way to mine the 160 members on the roster and try to get some of them to attend meetings.
- Create a flyer which lists our programs and field trips that the members of the executive will have to distribute to people participating in other activities in which they are active.

Goal: To increase the value of field trips to our membership.

We have a dwindling number of “good birders” and we need to be able to keep current field trip participants engaged with worthwhile experiences on field trips. Our field trip chair will coordinate with the other two chapters in Volusia County to have joint field trips and to adjust our schedule as appropriate to make this happen.

Goal: Find ways to engage young people in birding, conservation and environmentalism. Explore the possibility of projects with Scouts and perhaps Eagle Scout candidates.

Goal: Find ways to partner with other like-minded organizations to save the Indian River Lagoon and Florida’s springs. Explore the possibility of using petition sites such as Change.org.

Donald H. Picard, President
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www.SEVolusiaAudubon.org
<http://blog.SEVolusiaAudubon.org>