



# Pilchuck Audubon Society Strategic Plan 2021-2023

## Mission

To conserve and restore natural ecosystems focusing on birds and other wildlife for the benefit of the earth's biological diversity.

## Vision

A Pacific Northwest where people value, protect, and enjoy healthy, sustainable ecosystems for the benefit of birds and other wildlife.

## Strategic Priorities & Primary Objectives

**Education:** PAS considers education pivotal to our mission and we will continue to provide classroom conservation grants, increase our monthly programs and class offerings, and provide improved birding resources.

- Maintain our speaker series and membership meetings at  $\geq 8$  opportunities
- Award 10 classroom conservation grants each year
- Increase number of classes hosted to  $\geq 7$  per year
- Complete update of Birding in Snohomish County book

**Community Engagement:** To be a successful community organization, it is essential that we increase our presence and involvement in our communities. We will develop communication strategies, broaden and improve our outreach at community events, better showcase our existing projects, and provide an easier path for volunteers to get involved.

- Develop a communications plan
- Finish website transfer and upgrade
- Documentation of existing projects
- Host the Puget Sound Bird Fest annually
- Create a volunteer tracking system
- Increase social media presence
- Assess our current equity, diversity, and inclusion metrics
- Provide  $\geq 2$  presentations per year about PAS or our work to other organizations or groups

**Community Science & Conservation:** To further our conservation goals and establish PAS as a resource with valuable expertise in our communities, we will assess all of our current community science projects, nurture relationships with other community organizations, and provide resources on bird conservation issues and advocacy opportunities.

- Strengthen our existing community science projects
- Provide information on our website about our advocacy efforts and how people can get involved on their own or through us
- Provide information on our website about commonly searched for and asked about topics
- Develop and/or maintain relationships with  $\geq 10$  agencies and organizations per year whose missions are similar to ours or they are natural resource managers in our area

**Organizational Sustainability:** To ensure PAS remains viable and effective far into the future, we must facilitate smooth transitions to new chapter leadership, have sound financial strategies in the short- and long-term, and preserve the history of our past activities.

- Create documentation of procedures and programs to facilitate new leadership success
- Develop a succession strategy and revise it yearly
- Review status of investment funds
- Create and employ a development plan each year
- Begin archiving important and historical documents

## Secondary Objectives

Below are additional objectives identified by the Board of Directors during the planning process that we consider important but were not included in the plan above for a variety of reasons, such as capacity and resource limitations.

### **Education**

- Partner with  $\geq 2$  existing youth programs in our communities to expand our reach and supplement those programs
- Develop activity booklet/resources
- Develop  $\geq 4$  classroom curriculum programs

### **Community Engagement**

- Identify a Volunteer Coordinator
- Increase membership by 10%
- Reach out to communities that are currently underrepresented in PAS and invite to become Board members, committee members, members, and/or volunteers
- Host a table at  $\geq 5$  events per year
- Increase volunteer pool to  $\geq 50$  people
- Convene an advisory committee composed of representatives of community groups to help us address our shortcomings and create a welcoming environment
- Increase social media followers by 10%
- Develop internship program

### **Community Science & Conservation**

- Increase science literacy of Board
- Cite peer-reviewed literature in our letters and position statements
- Develop position statements on topics relevant to our mission
- Identify existing datasets and opportunities for use

### **Organizational Sustainability**

- Review current committee structure and needs
- Apply for  $\geq 2$  grants per year
- Evaluate and address technological needs
- Explore development of major donor program
- Increase Board knowledge of nonprofit governance by attending  $\geq 1$  training per year
- Review status of our real estate properties