



Welcome.
We'll get started shortly.

We'll be covering material from the **Audubon Advocacy Manual**. Download here: audubon.org/advocacymanual





Audubon

Recruitment

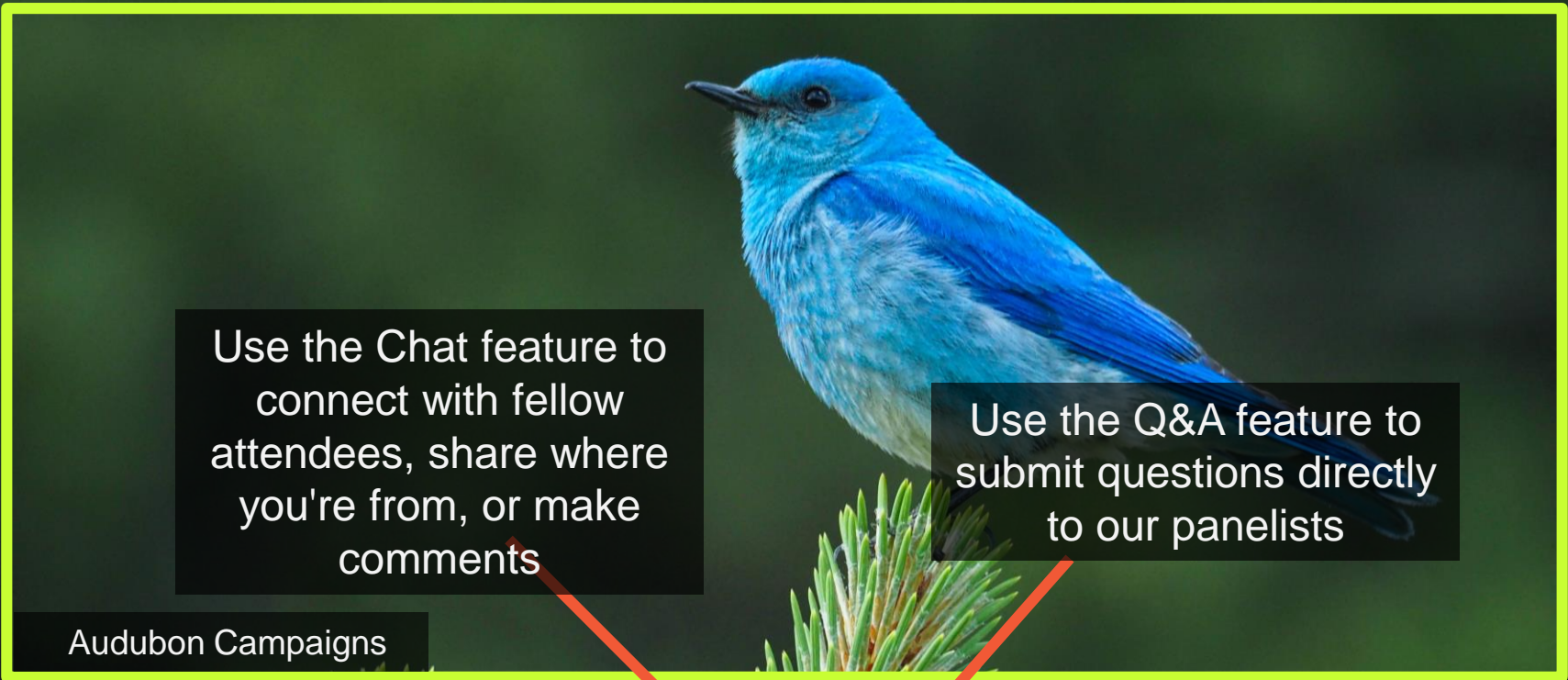
2021 CAMPAIGNS TRAINING SERIES
MARCH 16, 2021

Try out the chat box, or add your comment

- Tell us **where** you are tuning in from



Recording



Use the Chat feature to connect with fellow attendees, share where you're from, or make comments

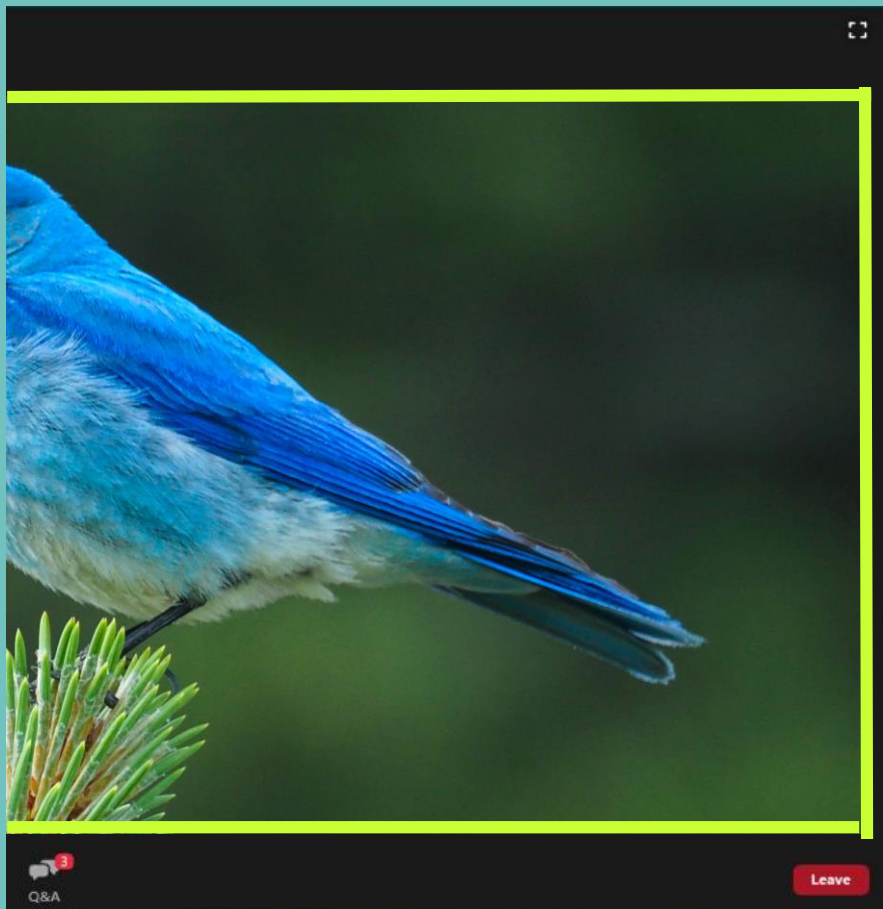
Use the Q&A feature to submit questions directly to our panelists

Audubon Campaigns

Audio Settings ^

Chat Raise Hand Q&A 3

Leave



In the chat box, ensure
your comment will reach
the right people!

From the menu,
select "All panelists
and attendees" to
share thoughts and
ideas
with everybody.

Welcome!

Barbara Driscoll and Anne Dayer
New Hope Audubon Chapter, NC

Marisa Vertrees
National Campaigns Manager

Claire Douglass
Senior Director of National
Campaigns



The National Campaigns Team



Maddox Wolfe
National Campaigns
Manager



Greg Taylor
National Campaigns
Project Manager



Erin Meade
Senior Campaigns
Manager



Amanda Mourant
Digital Campaigns
Senior Manager



Lander Karath
National Campaigns
Manager



Vrinda Suresh
Climate and
Campaigns Intern

Save The Dates:

- **Ask The Experts**

www.Audubon.org/AskTheExperts

Tues, March 23, at 6:00p.m. ET

Tues, March 30, at 7:00p.m. ET

- **Next Campaigns Webinar**

Wed, April 14, at 8:00 p.m. ET



Agenda

- What is recruitment?
- Chapter Perspective: Tips and Q&A with New Hope Audubon
- Strategic Recruitment
- Questions?
- Next Steps



What is Recruitment?

Recruitment is the intentional practice of bringing new people into your campaign or organization, and teaching them the skills necessary to be successful.



Why Recruitment?

- Community
- Longevity
- Capacity
- Perspective
- Power!



Recruiting the Right People

Think about how you can:

- Recruit new members
- Recruit new action takers
- Recruit new leaders

New action takers and new leaders might be brand new people, or current members!



The Ladder of Engagement

ORGANIZER/ADVOCATE

A reliable leader who is now managing an entire aspect of your campaign.

LEADERSHIP PROSPECT

A team member who takes on leadership responsibilities – ex: planning events, recruiting.

TEAM MEMBER

Supporter / volunteer who shows up to a team event, and is regularly attending volunteer events.

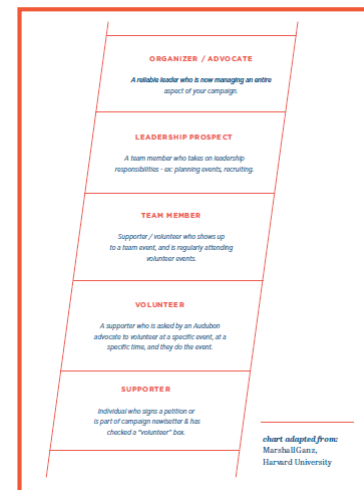
VOLUNTEER

A supporter who is asked by an Audubon advocate to volunteer at a specific event, at a specific time, and they do the event.

SUPPORTER

Individual who signs a petition or is part of campaign newsletter & has checked a “volunteer” box.

*Find it on page 37 of the Advocacy Manual



Common Recruitment Challenges



The background of the slide is a photograph of a field of tall, dry grass at sunset or sunrise. The sky is a deep orange, and the grass is silhouetted against the light. Four white birds, likely egrets or herons, are captured in flight. One is on the left, and three are on the right, all with their wings spread. A semi-transparent dark rectangle is overlaid in the center of the image, containing the text.

Where do we look for volunteers?

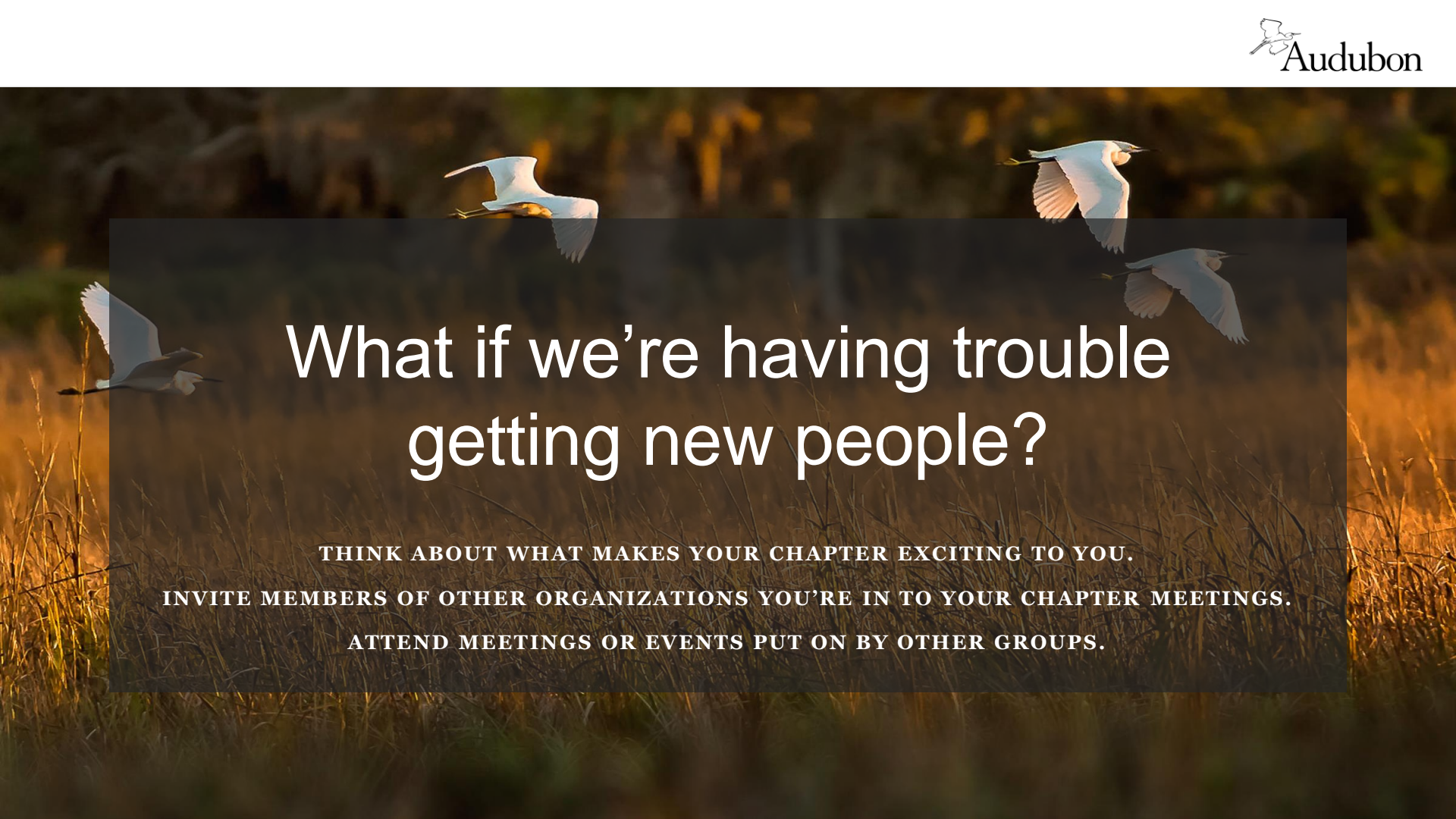
EVERYWHERE, ALL THE TIME!

The background of the slide is a photograph of several white birds, likely egrets or herons, in flight over a field of tall, golden-brown grass. The lighting is warm, suggesting a sunset or sunrise. A semi-transparent dark rectangle is overlaid on the image, containing the text.

How do we do this during COVID-19?

LEAN INTO SOCIAL MEDIA.

FIND OR PLAN ONLINE EVENTS AND OUTDOOR EVENTS.



What if we're having trouble getting new people?

THINK ABOUT WHAT MAKES YOUR CHAPTER EXCITING TO YOU.

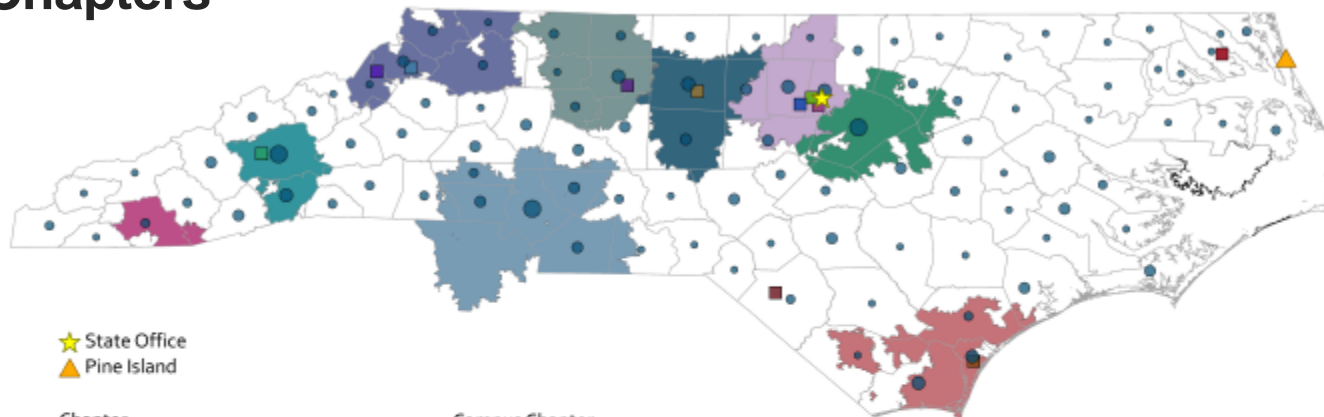
INVITE MEMBERS OF OTHER ORGANIZATIONS YOU'RE IN TO YOUR CHAPTER MEETINGS.

ATTEND MEETINGS OR EVENTS PUT ON BY OTHER GROUPS.

A Chapter Perspective: New Hope Audubon



NC Audubon Chapters



★ State Office
▲ Pine Island

Chapter

Audubon Society of Forsyth County
 Cape Fear Audubon Society
 Elisha Mitchell Audubon Society
 High Country Audubon Society
 Highlands Plateau Audubon Society
 Mecklenburg Audubon Society
 New Hope Audubon Society
 T. Gilbert Pearson Audubon Society
 Wake Audubon Society

Active Members

● ≤150
 ● ≤400
 ● ≤1000
 ● ≤3000
 ● ≤6000

Campus Chapter

Appalachian State University
 Duke University
 Elizabeth City State University
 Lees-McRae College
 North Carolina A&T
 North Carolina Central University
 University of North Carolina at Asheville
 University of North Carolina at Chapel Hill
 University of North Carolina at Pembroke
 University of North Carolina at Wilmington
 Winston-Salem State University

Landscape Manual Approval Process

Multiple Levels of approval

- Joint City/County Planning Commission – comments by ECWA, TreesDurham, NHAS, ERA
- Durham Planning Commission – non-vote – approved
- City Council – approved unanimously
- Durham Board of Commissioners – approved unanimously

Audubon NC created an email action alert to all Durham members which was also shared with ECWA and TreesDurham lists

- Great response – 1410 total messages: 610 to City Council and 810 to County Commissioners – (each person sent 10 if they lived in the city of Durham and 5 if they lived in Durham County but outside the city)



Audubon NC's Advocacy Chair Role Description



Role of the Advocacy Chair

At Audubon, we know that we can only protect birds and the places they need by building grassroots power. This means that it's going to take people just like you being involved in organizing with your friends, family, and neighbors to create the durable, lasting change that birds need. We define political power as being able to get a decision maker to do something that they wouldn't otherwise do. When we all work together in a campaign to build our power and win a clear victory, we can get the outcomes birds need at the local, state, and federal levels. It starts with us.

Core skills: strategic thinking, active listening, public speaking, collaboration, flexibility, setting and meeting goals, delegating tasks, and comfort using Google and Microsoft tools.

Core responsibilities: Scheduling and holding advocacy meetings, setting goals in collaboration with the chapter and state, executing on a advocacy and campaign plans when they are developed with staff, and reporting progress to your chapter and the state.

- Recruit current and new members to join campaigns and advocacy efforts for the chapter and state.
- Educate chapter members and the public of pending policies or legislation that impact birds and the places they need today and tomorrow
- Encourage and empower members and the public to support bird-friendly conservation policies/legislation and oppose policies/legislation that are harmful to birds
- Advocate with elected officials to support bird-friendly policies/legislation and oppose policies/legislation that are harmful to birds
- Liaison with other chapters, Audubon North Carolina, National Audubon Society, and outside organizations on advocacy matters
- Create/maintain an advocacy page on the chapter website (if applicable)
- Publicize advocacy information using social media
- Lead chapter engagement with Audubon North Carolina's annual Advocacy Day by recruiting current and new members to register and organizing a prep call for your chapter's delegation.



Strategic Recruitment



Strategic Recruitment

In strategic recruitment you are taking a hard look at your campaign plan, a hard look at your power map of your target, and seeing who you need.



Strategy Chart

Organizational considerations tell us how many people we need and how to get to that number. Ensure that all recruitment tactics are *demonstrating or building power*.

| CAMPAIGN FRAMEWORK | | SEE APPENDIX C | | |
|--|---|--|---|---|
| STRATEGY: <i>In one to two sentences, develop a summary of the strategy for your campaign. What is your plan to win?</i> | | | | |
| GOALS | ORGANIZATIONAL CONSIDERATIONS | DECISION MAKER (TARGET) | POWER ANALYSIS | TACTICS |
| LONG-TERM <i>What do you really want? Your vision.</i> | RESOURCES <i>Determine key roles, what assets you have, what assets you will need, your budget, and any planned partner activities.</i> | TIER 1 TARGETS <i>List the names and titles of the decision maker who can get you what you want.</i> | OPPONENTS <i>Identify two to three (or more) opponents who will devote resources to ensuring your campaign does not win.</i> | ACTIONS <i>Identify specific actions planned for the campaign and done to the target, in alignment with strategy.</i> |
| INTERMEDIATE <i>The campaign goal. (Note there can be multiple intermediate goals to achieve your long term goal).</i> | ORGANIZATIONAL GAINS <i>List three to five measurable outcomes that will grow out of the campaign. For example, increased # of activists, members, enhanced reputation, new donors, etc.</i> | TIER 2 TARGETS <i>List the names and titles of the individuals who can influence your Tier 1 targets to get you what you want.</i> | CONSTITUENTS <i>Identify your target group, community, or people who can join as members in support of your campaign.</i> | |
| SHORT-TERM <i>A step towards achieving the intermediate goal.</i> | INTERNAL CONSIDERATIONS: <i>Determine three to five problems, tensions, areas of concern, or possible conflicts that may constrict the campaign. Determine your plan to address and by what date.</i> | TIER 3 TARGETS <i>List the names and titles of the individuals who can influence your Tier 2 targets to get you what you want.</i> | COALITION PARTNERS <i>List three to five or more coalition partners that you plan to coordinate with around the issue.</i> | |
| | | | ALLIES <i>List three to five (or more) partners that will not join your campaign through a coalition but may demonstrate support for the issue.</i> | |

Where to Advertise

- Research some of the skills or topics you need
- Think of other community groups, organizations, etc.
- Be prepared to engage with other groups before coming up with an ask.

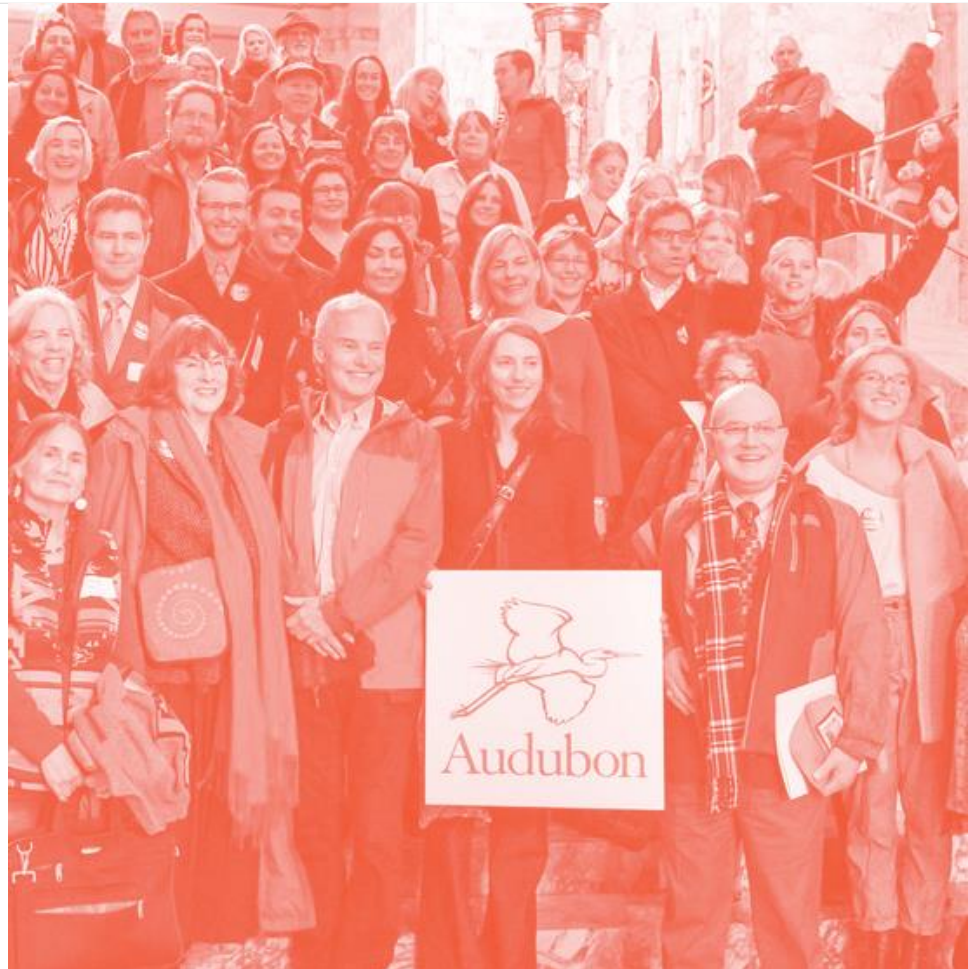


Recruiting Members and Leaders

- You need both!
- Be welcoming, and give people a reason to stay.
 - One-on-one conversations
 - New member meetings
 - Avoid jargon and cliques
- Make space for new leaders



Questions/ Thoughts?



Opportunities to take action now:

- Take the survey!
audubon.org/FYFSurvey
- Download the Advocacy Manual:
audubon.org/AdvocacyManual
- Join the Community:
audubon.org/FindYourFlock
- Take a **#FindYourFlock** photo



Will you find your flock?

Make a collage and share with us using #FindYourFlock on social or send to campaigns@audubon.org



**On my walk today I saw a
falcon in a tree. I managed
to get some photographs.**



Thanks to Dave White for sending in this joke!

Send yours to campaigns@audubon.org



Photo Credits

Slide 2: Snow Goose. Photo: Robert Shupak/
Audubon Photography Awards.

Slide 3: National Audubon Society, staff

Slide 4: Mountain Bluebird. Photo: Trevor Roche/Audubon
Photography Awards.

Slide 8: Washington State Environmental Lobby Day, Luke
Franke/National Audubon Society.

Slide 11: Virginia Lobby Day, Julia Rendleman/National
Audubon Society.

Slide 15-17: Snowy Egret. Photo: Robert Brian
Rivera/Audubon Photography Awards.

Slide 21: New Hope Auduboners at NC Advocacy Day 2021.

Slide 28: Mesilla Valley Audubon.

Slide 29: National Audubon Society

Slide 31: Ross's Goose and Snow Goose. Photo: Gary
Grossman/Audubon Photography Awards

A large flock of white geese is captured in flight over a body of water. The geese are in various stages of flight, with some showing their dark wingtips and red feet. The background features a clear blue sky and distant mountains. A semi-transparent dark rectangle is overlaid on the left side of the image, containing the text "Thank you." in white.

Thank you.