

# Welcome. We'll get started shortly.

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



Audubon



# Recruitment

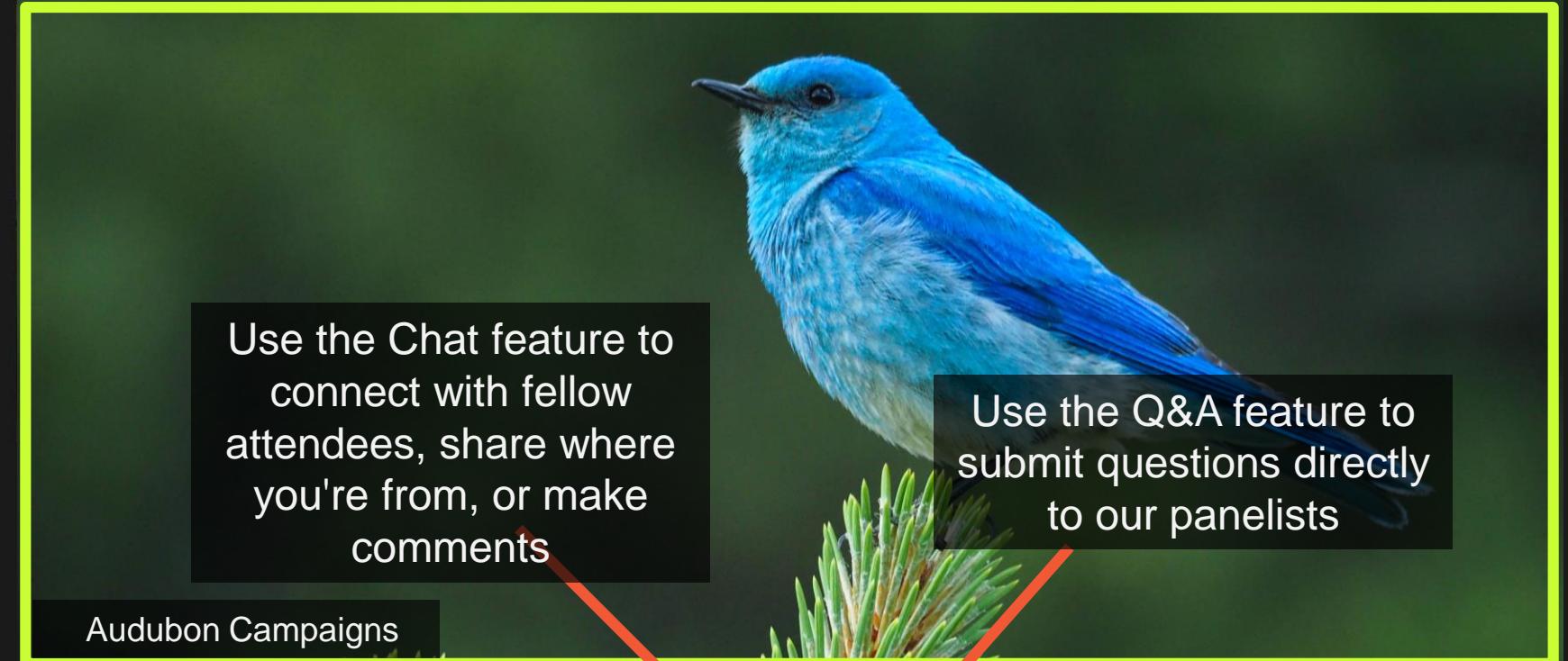
**2021 CAMPAIGNS TRAINING SERIES  
MARCH 16, 2021**



## Try out the chat box, or add your comment

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



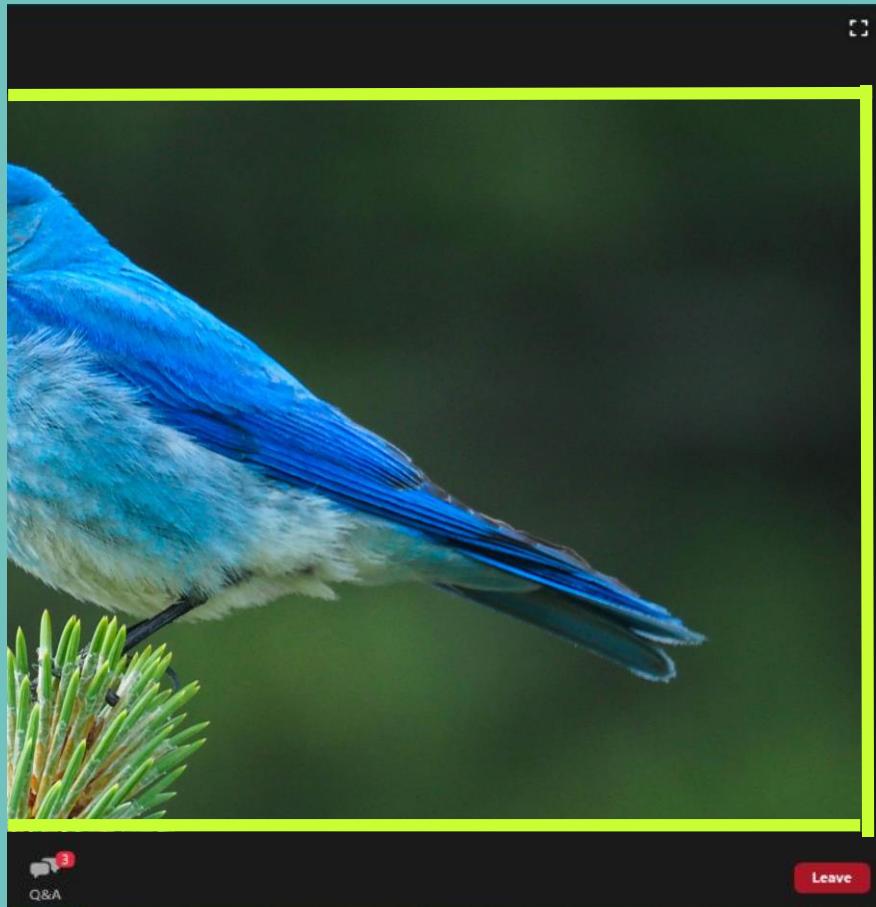


Use the Chat feature to connect with fellow attendees, share where you're from, or make comments

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

Audubon Campaigns





Zoom Group Chat

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

To: All panelists

Type message here...

File ...

✓ All panelists

All panelists and attendees

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](http://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

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.

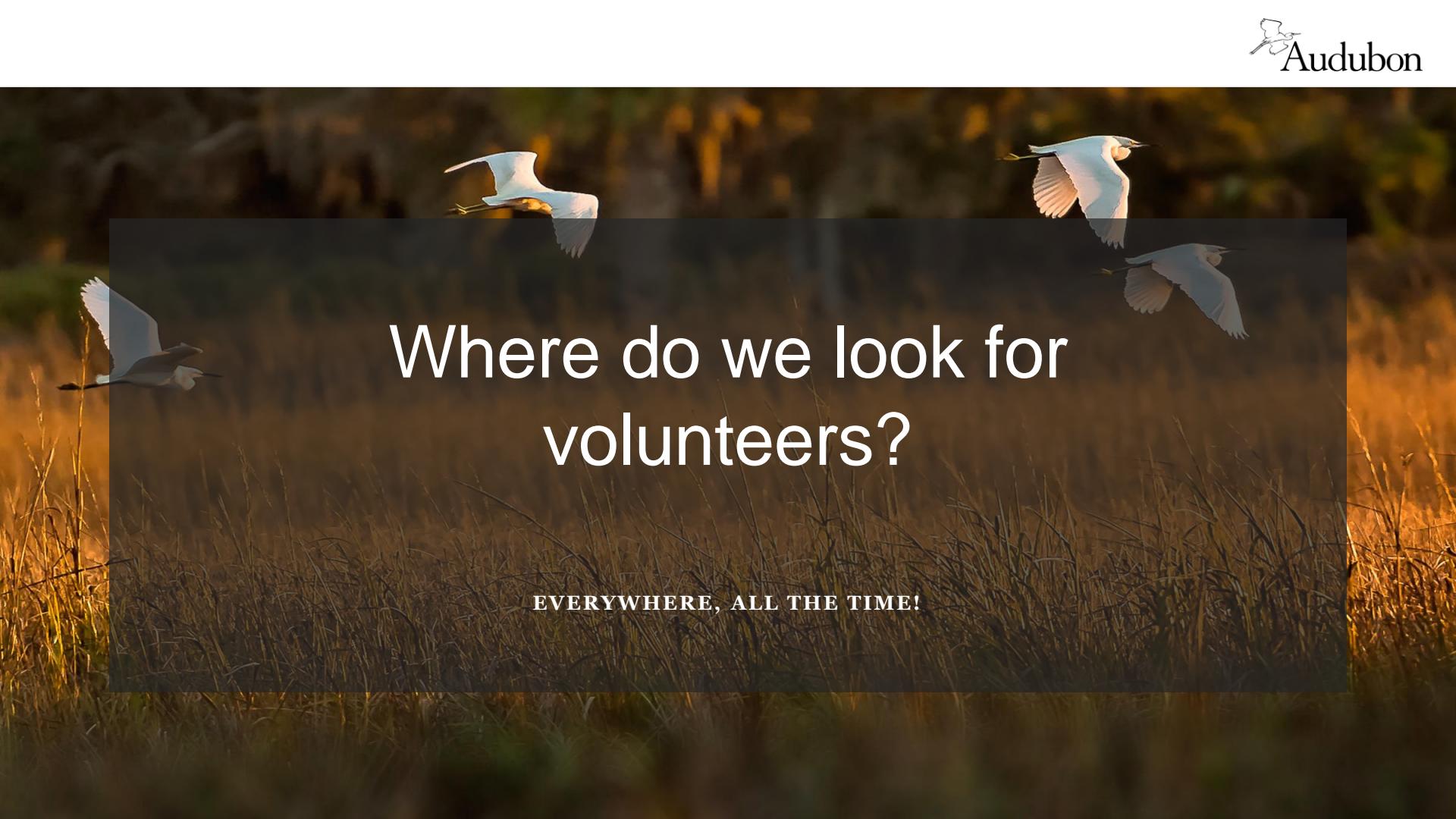
TEAM MEMBER  
Supporter / volunteer who shows up to a team event, and is regularly attending volunteer events.

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.

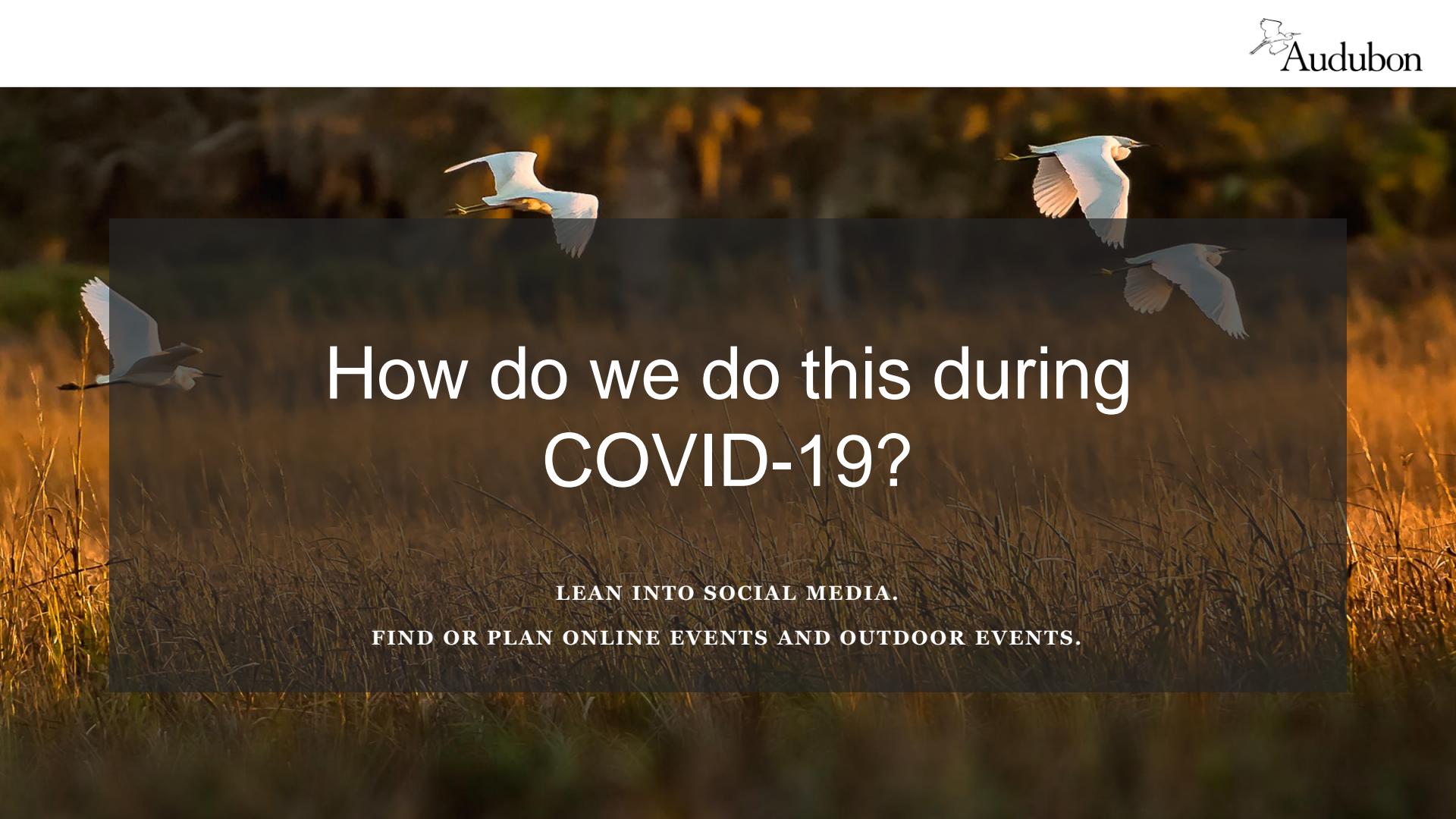
# Common Recruitment Challenges





# Where do we look for volunteers?

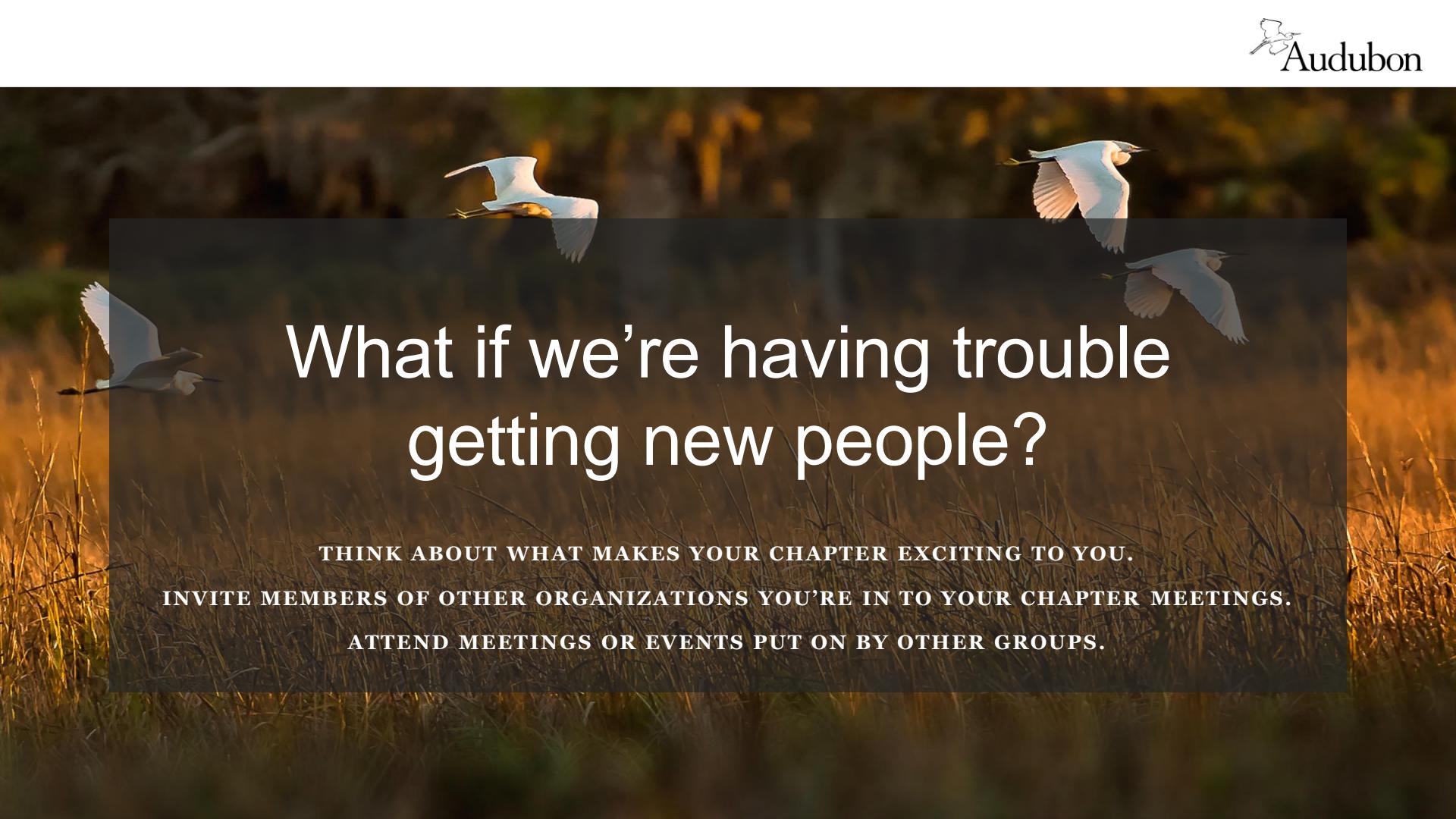
**EVERYWHERE, ALL THE TIME!**



# 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.**

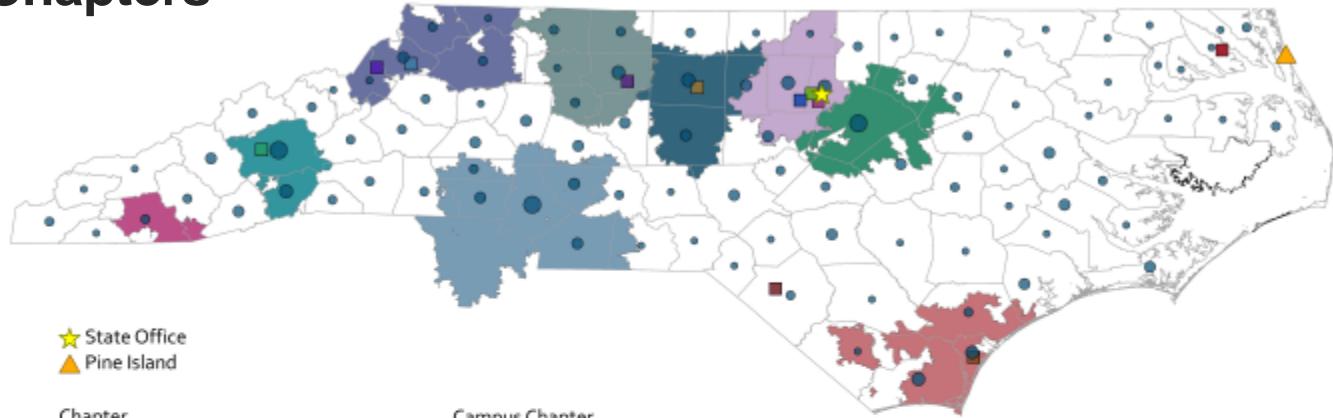
**INVITE MEMBERS OF OTHER ORGANIZATIONS YOU'RE IN TO YOUR CHAPTER MEETINGS.**

**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



**Audubon | NORTH CAROLINA**

## **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 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		
<b>STRATEGY:</b> <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
<b>LONG-TERM</b> <i>What do you really want? Your vision.</i>	<b>RESOURCES</b> <i>Determine key roles, what assets you have, what assets you will need, your budget, and any planned partner activities.</i>	<b>TIER 1 TARGETS</b> <i>List the names and titles of the decision maker who can get you what you want.</i>	<b>OPPONENTS</b> <i>Identify two to three (or more) opponents who will devote resources to ensuring your campaign does not win.</i>	<b>ACTIONS</b> <i>Identify specific actions planned for the campaign and done to the target, in alignment with strategy.</i>
<b>INTERMEDIATE</b> <i>The campaign goal. (Note there can be multiple intermediate goals to achieve your long term goal.)</i>	<b>ORGANIZATIONAL GAINS</b> <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>	<b>TIER 2 TARGETS</b> <i>List the names and titles of the individuals who can influence your Tier 1 targets to get you what you want.</i>	<b>CONSTITUENTS</b> <i>Identify your target group, community, or people who can join as members in support of your campaign.</i>	<b>COALITION PARTNERS</b> <i>List three to five or more coalition partners that you plan to coordinate with around the issue.</i>
<b>SHORT-TERM</b> <i>A step towards achieving the intermediate goal.</i>	<b>INTERNAL CONSIDERATIONS:</b> <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>	<b>TIER 3 TARGETS</b> <i>List the names and titles of the individuals who can influence your Tier 2 targets to get you what you want.</i>	<b>ALLIES</b> <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.

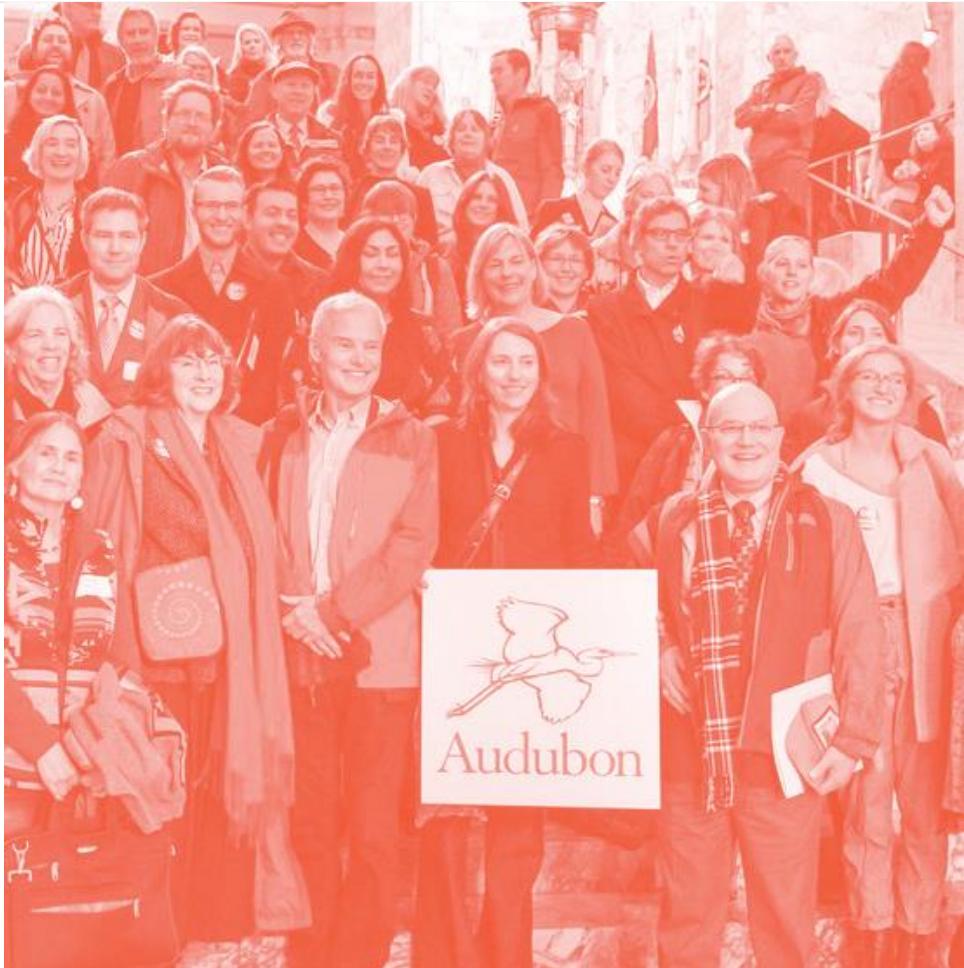


## Recruiting Members and Leaders

- 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](http://audubon.org/FYFSurvey)
- Download the Advocacy Manual:  
[audubon.org/AdvocacyManual](http://audubon.org/AdvocacyManual)
- Join the Community:  
[audubon.org/FindYourFlock](http://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](mailto: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](mailto: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



Thank you.