



THE CHAPTER NETWORKER is published quarterly by National Audubon Society as a resource for Chapter leaders, and sent to all Chapter officers, committee chairs, and board members, as well as Audubon board members and staff. It is posted on the Audubon Web Site.

- Send *Networker* articles and any Chapter Services inquiries to: AUDUBON CHAPTER SERVICES: Bldg 30, Fort Missoula Rd. Missoula, MT 59804 phone/fax: 800/542-2748 <chapter\_services@audubon.org> Lynn Tennefoss, Director of Field Support
- Contact Audubon-DC: 1901 Pennsylvania Ave, NW, #1100 Washington, DC 20006 202/861-2242, fax 202/861-4290
- Contact Audubon-HQ: 700 Broadway New York, NY 10003 212/979-3000, fax 212/979-4290
- Email all Audubon staff: <First initial and last name @audubon.org> (e.g. jdoe@audubon.org)
- Access the Audubon World Wide Web Site: <http://www.audubon.org/local/cn/>
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- Printing: Signal Graphics
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## NEXT ISSUE DEADLINE

for Submitting Materials to the *Chapter Networker*:

**SPRING 2002 ISSUE:**  
Friday, January 11, 2002

**SUMMER 2002 ISSUE:**  
Friday, April 12, 2002



The *Chapter Networker* is printed on 100% recycled paper using soy ink.

## Audubon Adventures continued from Page 1

Elaine O'Sullivan, Director of Audubon Adventures, explains, "This season's topics are an exciting line-up for Audubon Adventures, and we have already received a lot of positive feedback. We have been working hard to incorporate field-based education practices into Audubon Adventures by designing the materials to help bring children and teachers outside to learn. This year's curriculum materials and special feature inserts align strongly to Audubon's citizen science initiatives and to outdoor education."

FOR MORE INFO: A useful place to learn more about the program basics is the Audubon Adventures home page: <www.audubon.org/educate/aa>. Chapter volunteers who want to know more about how to help should go straight to our special Chapter corner on the website at <http://www.audubon.org/educate/aa/#Chapter\_corner>. These pages contain teacher feedback, suggestions from Chapter volunteers about fundraising and promotion, student feedback, information about awards the program has received, downloadable order forms, and much

more. The Audubon Adventures toll-free help line is also available to all Chapter volunteers whenever needed at 800/813-5037.



Red-winged Blackbird  
by Steven J. D'Amato

## BOARD OF DIRECTORS UPCOMING MEETINGS

Mar. 15-17, 2002: Houston, TX

June 7-9, 2002: Lincoln, NE

Sept. 12-14, 2002: Portland, ME

NAS members are welcome at all Board of Directors Meetings. For copies of agenda or minutes for the Board meetings, or FOR MORE INFO: Please contact Lynn Tennefoss at 800/542-2748 or <ltennefoss@audubon.org>.

## Advisory continued from Page 1

legislation pending in the House, Senate, and governmental agencies.



Short-eared Owl  
by Steven J. D'Amato

We'll alert you to late-breaking action, inform you when critical conservation bills are up for a vote, and let you know when your specific lawmakers are going to cast the deciding votes on those measures. We'll also provide you with a free and simple means of instantly identifying and communicating with your lawmakers on critical conservation issues.

The *Audubon Advisory* is available to you free of charge. As a conservation and not-for-profit organization, we disseminate this publication through e-mail and fax only – ensuring that we keep our paper usage and postage costs to the bare minimum. So subscribe today and help protect birds, other wildlife, their habitat and our environment tomorrow.

FOR MORE INFO: To subscribe to the *Audubon Advisory*, e-mail your name, address, city, state and zip to <audubonaction@audubon.org>, or leave the information on our toll-free message line 800/659-2622.

## Audubon Action Hotline

Want to hear the latest in conservation news? Call the Audubon Action Hotline at 800/659-2622 for a short update on issues, and more information on Saving the Arctic, Wetlands, Refuges, and Population issues. You can also sign up to receive more information, or leave a message.



# Audubon MEMBERSHIP MATTERS

#1 Membership Information Source

## Dear Chapter Leader:

Over the past year the Membership Department has developed new incentive programs to encourage Chapter new member recruitment. Each program we created has been a great success.

This past fall, we offered Chapters a \$15.00 Gift Membership incentive to give to friends, family and co-workers, and Chapters get to keep the \$15.00. To date, the response from Chapters has been overwhelming! I've received many calls over the past few months from Chapters asking about different ways they could use this program. It's great! One Chapter reproduced the gift form and included it in their newsletter mailing. Another Chapter looked at which community places would benefit from an Audubon membership, such as libraries. Every library in the community was given a gift membership and in return the libraries promised to display membership brochures and Chapter information. Chapters are working hard to find ways to make these special incentive programs work.

These special incentive programs have shown the dedication and support Chapters have towards helping Audubon membership grow. Keep up the good work!

I am interested in hearing from you. If you have any ideas for new incentive programs please let me know. Please feel free to give me a call at 212/979-3120 or email me at <ktotaro@audubon.org>.

Sincerely,

Kristen Totaro  
Partnership Marketing Director



Common Eiders  
by Steven J. D'Amato

## CHAPTER MEMBERSHIP NEWS

### NEW MEMBERSHIP BROCHURES AND DISPLAYS ARE BLANKETING COMMUNITIES!

Since August we have received many requests from Chapters for new membership brochures and displays. Over 200 Chapters have requested from 10 to 150 displays. Chapters have pulled their resources to get these brochures and displays in key places throughout their communities. This is great news!

### MEMBERSHIP PROGRAM INFORMATION IS ON THE INTERNET!

All new membership program information is now available on the Audubon Web site, to make it easier for Chapters to access forms and program details. You can locate this information at <<http://www.audubon.org/local/cso/membership/index.html>>. All the information you need to know is there.

### GIFT MEMBERSHIPS INCENTIVE DEADLINE EXTENDED TO DECEMBER 31<sup>ST</sup>!

Reminder: All gift membership orders need to be sent to the New York office by December 31<sup>st</sup>, 2001.

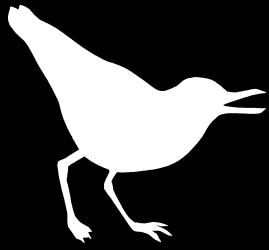
### NEW! MEMBERSHIP BROCHURES

**NEW** Membership Recruitment Brochures are available. To order your Chapter supply, contact Iris Blumenthal at <[iblumenthal@audubon.org](mailto:iblumenthal@audubon.org)> or call 800/935-2473.

### RECRUITMENT HANDBOOK

Are you a new Membership Chair? Haven't done membership recruitment before? Want some fresh ideas for recruiting? Try the *Audubon Membership Recruitment Handbook*. If

Continued on Page 2



# AUDUBON CHAPTERS CELEBRATE GREAT BACKYARD BIRD COUNT

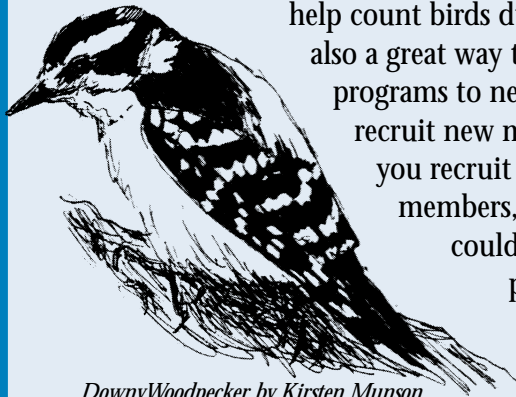
February 15-18, 2002 • Visit [www.audubon.org](http://www.audubon.org)

*Help us celebrate the 5th anniversary of the Great Backyard Bird Count. In efforts to support this great National event, the Membership Department and Sibley Guide to Bird Life & Behavior are offering special prizes to our members.*

## GBBC Chapter Challenge 2002

- *Host a special GBBC event in your community*
- *Attract new members*
- *Help us promote the GBBC with FREE promotional materials provided by Audubon*
- *Win prizes!*

We would like to invite all Chapters to take advantage of this special program and celebrate the Fifth Anniversary of the GBBC by hosting an event in your local community. Most participants learn about the GBBC through their local newspaper and/or Audubon Chapter, so your help is essential to making the Count a success. Organizing a special event and inviting your community to help count birds during the GBBC is also a great way to introduce your programs to new people, and recruit new members! Plus, if you recruit lots of new members, your Chapter could be eligible to win prizes as part of our Chapter Challenge.



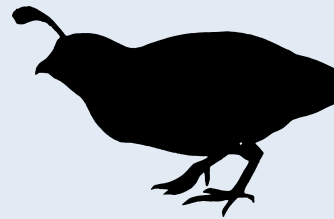
*Downy Woodpecker by Kirsten Munson*

## GBBC Chapter Challenge Details

Participate in the GBBC Chapter Challenge and recruit new members. The top three Chapters recruiting the greatest number of new members as a percentage of their current membership (with a minimum of 10 new members recruited) will be eligible to win the following:

### **Grand Prize**

Cash prize of \$1500 and ten (10) copies of the Sibley Guide to Bird Life & Behavior.



### **Second Prize**

Cash prize of \$500 and eight (8) copies of the Sibley Guide to Bird Life & Behavior.

### **Third Prize**

Cash prize of \$200 and four (4) copies of the Sibley Guide to Bird Life & Behavior.

## Program Details

First, request, fill out and send a copy of the GBBC Chapter Challenge contest participation form to the Membership Department by January 1, 2002. The form is available on the Web at <http://www.audubon.org/>

## Recruitment Handbook *continued from Page 1*

you no longer have a Handbook and would like a copy, please use the Promotional Items Form on page 4.

If you would like personalized help in developing a membership recruitment plan, contact Kristen Totaro at 212/979-3120.



*Cormorants by Kirsten Munson*

## **FREE MEMBERSHIPS**

Recruit new members this Fall (September through December) and your Chapter will receive FREE Memberships!

- For every five new paid memberships, your Chapter will receive a FREE membership to present as you wish.
- The Membership Department will send Free Gift Membership Cards to your Chapter with a report outlining how many free memberships your Chapter earned. This package will be sent in February 2002.

# CELEBRATE THE 5<sup>TH</sup> ANNUAL GREAT BACKYARD BIRD COUNT

Website: <http://www.birdsource.org>



*Bird Count (GBBC), to be held February 15 through 18, 2002.*

*Science Department have teamed up to create a special Chapter Incentive Program.*

local.cso/membership/index.html> or by calling Kristen Totaro at 212/979-3120. Once we receive your confirmation form, we will send you:

- Additional GBBC brochures, including a membership application in each
- Additional GBBC Posters for distribution
- Free gifts to give away at your event (travel mugs, cooler bags, wrist watches, umbrellas)
- A sample press release to send to local media to promote the event
- Ideas of how to make the most of the GBBC event
- Complete Contest Rules

## Plan a GBBC Event

Many GBBC participants write to us after the Count asking for information about other Audubon programs they can take part in. Based on our user surveys, we've also found that most GBBC participants are not Audubon members. Hosting an event during the run-up to the Great Backyard Bird Count can be a great way to introduce people to the range of programs and activities at your Chapter, and to recruit new members. Here are some suggestions for what you can do:

- Organize a "Winter Bird" slide show, backyard habitat workshop or other bird/natural history talk. Invite all

of your members, announce the event in your local paper, and contact local youth groups and schools. Take this opportunity to introduce your Chapter to the community.

- Suggest areas in your community where people can monitor birds during the GBBC (an Audubon Center, Sanctuary, Park, Schoolyard, and/or favorite birding spot). Once we receive your participation form, we will send you ideas about how to organize an event.
- Distribute information about your event and GBBC to:

Nurseries and garden centers

Nature centers

Public libraries

Pet shops/Pet supply stores

Town Hall

Camping/Outdoors/Sporting goods stores

Recreation centers/Gyms

Houses of worship

Supermarket "Community Bulletin Boards"



For more information and/or help with organizing a GBBC Chapter event, please email Kristen Totaro at <[ktotaro@audubon.org](mailto:ktotaro@audubon.org)> or call 212/979-3120.

## **NEW WEB LINK FOR ONLINE CHAPTER MEMBER RECRUITMENT**

Chapters have a new avenue for recruiting members online and receiving full credit for those members. You can now simply link from your Web site to <[http://www.audubon.org/forms/updated/new\\_order\\_chap.html](http://www.audubon.org/forms/updated/new_order_chap.html)>. This new Web page offers a membership form that allows those joining Audubon the opportunity to easily note their local Chapter from a pull down list, sorted by state. They can also pay immediately for their membership using a credit card. Once submitted, the form automatically includes the Chapter code, the individual is assigned as a Chapter Recruited member, and the Chapter will receive the full amount of first year dues for that membership. For more details, please contact the Membership Department at 800/935-2473.

**For information on Membership Programs,**  
you can go to <[www.audubon.org/local/cso/membership/index.html](http://www.audubon.org/local/cso/membership/index.html)> and click on Membership Programs.

## 24 MONTH CHAPTER EXPIRE PROGRAM

The Membership Department is happy to announce a new opportunity for your Chapter to earn incentives by renewing past Audubon members who expired before 2000.

In response to an overwhelming request from Chapters to recruit expired members, we've created a program to do just that. It is true, former Audubon members are the most responsive for membership recruitment. Therefore, this new incentive is a great opportunity for your Chapter to get in touch with people in your area who you know had an interest in Audubon. Act now, and ask former members to re-join for only \$20.00. And earn \$20.00 for your Chapter.

Here's how the program works:

- Chapters that want to receive their list of year 2000 expired memberships must fill out a Former Members List Request Form. The Form can be obtained on the Web at <<http://www.audubon.org/local/cso/membership/index.html>> or by calling Kathy Vullis at 212/979-3177. Please make sure to include accurate contact information and indicate whether the Chapter wants the list as labels or as e-labels.
- We can provide you with the Former Member List Request twice a year.

### List Request Forms Due in NY

December 1<sup>st</sup>  
March 1<sup>st</sup>

### List Delivery

January  
April

All list requests can be faxed to 212/353-0190, emailed to <[kvullis@audubon.org](mailto:kvullis@audubon.org)> or mailed to: Kathy Vullis, Membership Department, 700 Broadway, New York, NY 10003

- Funds for the cost of programming will be deducted from your Chapter Dues Share payments. Each list will cost approximately \$10.00 per thousand.
- A sample letter to help your Chapter encourage former Audubon members to rejoin is available for you to customize. You can find it on the Web at <<http://www.audubon.org/local/cso/membership/index.html>>.

## Membership Contacts

### Incentive Program Questions, Special Programs, Membership Matters

Kristen Totaro  
Partnership Marketing Director  
212/979-3120

### For Administrative, Record Keeping, CCR Questions & to order

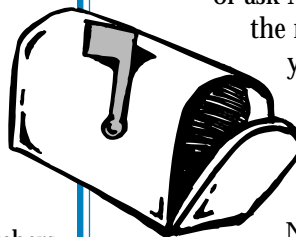
Membership promotional material  
Iris Blumenthal  
Membership Services Director  
800/935-2473

### AUDUBON MEMBERSHIP RATES

<i>Student/Senior</i>	<i>\$15.00</i>
<i>Introductory 1 year</i>	<i>\$20.00</i>
<i>Introductory 2 year</i>	<i>\$30.00</i>
<i>Basic</i>	<i>\$35.00</i>

## MEMBERSHIP MAILBOX!

We want to hear from you! Write to Membership Matters, share information and/or ask Membership Questions! In the next issue we will publish your stories and answer your questions. Please email to <[ktotaro@audubon.org](mailto:ktotaro@audubon.org)> or send to Membership Matters, 700 Broadway, New York, NY 10003, Attn: K. Totaro. Deadline for articles is April 1st for the next issue.



## Membership Promotional Item Order Form

ITEM	QUANTITY
Chapter Membership Brochures <i>New! Redesigned and updated membership recruitment brochures.</i>	_____
Membership Brochure Displays <i>8.5"x11" cardboard display with easel back for counter display and holes for hanging.</i>	_____
Chapter Membership Envelopes <i>Audubon Membership Recruitment Piece.</i> <i>All-in-one self-mailer includes detailed membership information and a reply envelope.</i>	_____
Membership Recruitment Handbook <i>Helpful hints and ideas for making membership recruitment easier.</i>	_____

### Please send to:

Chapter: \_\_\_\_\_ Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ email address: \_\_\_\_\_

Send order to: Membership Matters, 700 Broadway, NY, NY 10003  
Attn: Iris Blumenthal, fax to 212/353-0190, or email to <[iblumenthal@audubon.org](mailto:iblumenthal@audubon.org)>

# AUDUBON'S REGIONAL GRASSROOTS COORDINATORS

**B**irds can't vote. They have no political clout, no voice in Congress. And because of this, many national programs aimed at saving birds, other wildlife and their habitat are regularly in jeopardy. Audubon's Public Policy Division in Washington, D.C., actively works to convince the U.S. Congress, the Administration and Government Agencies to do more to protect birds, other wildlife and the environment. As you can imagine, this is no easy task! Each and every year, Congress has the opportunity to do more to protect the environment, yet every year, they fall short of doing so. Audubon believes this can change, but only with your help! After all, our lawmakers will stand up and do more if their constituents – that's you — tell them to do more.

And Audubon is here to help. Through our Grassroots Department, we're actively enhancing and expanding Audubon's constituency and capabilities in every Congressional district so we can better impact the legislative process. Those are fancy words for saying it's our job to get more people writing more letters, making more phone calls, and making more visits to Members of Congress both at home and in Washington, D.C., and urging these lawmakers to do more to protect our environment. We're recruiting, educating, training and mobilizing constituents in support of conservation measures. And to

help lead the way, we rely on our Grassroots team, which includes seven Regional Grassroots Coordinators, each one responsible for a specific region of the country. Each one is armed with up-to-date information on pending legislative issues, and where your specific lawmakers stand on these issues. And each one is prepared to help you know what you can do to help motivate your specific lawmakers on any of Audubon's conservation issues.

Our Regional Grassroots Coordinators are prepared and available to address your Chapter meetings, lead an advocacy training to build or expand that bridge between your Chapter and your Members of Congress. Our goal is to help our constituents become as effective as possible when communicating with their Members of Congress, and provide these constituents with whatever information is needed to increase awareness and support for conservation issues in Audubon communities across the country.

For the past several months, our Grassroots Coordinators have been contacting all of the Chapters in their region, introducing themselves and spending some time learning about each specific Chapter. If you haven't heard from the Coordinator representing your region yet – you're sure to soon! We hope you will also feel free to contact the Coordinator for your state directly whenever

you have a legislative question or request. Coordinators and their contact information are listed below. We look forward to hearing from you and working with you in the very near future!

All Coordinators can be reached by calling 202/861-2242, or by mail at 1901 Pennsylvania Avenue N.W, Suite 1100, Washington, D.C. 20006.

**REGION 1: JASON KNEELAND** – <jkneeland@audubon.org> (Maine, Massachusetts, New Hampshire, Vermont, Rhode Island, Connecticut, New York and Delaware)

**REGION 2: CORRY WESTBROOK** – <cwestbrook@audubon.org> (Ohio, Maryland, West Virginia, Virginia, South Carolina, North Carolina, Georgia and Florida)

**REGION 3: EMILY BYRAM** – <ebyram@audubon.org> (Alabama, Arkansas, Louisiana, Mississippi, Kentucky, Tennessee, Oklahoma and Texas)

**REGION 4: KRISTEN AMERICA McCLURE BERRY** – <kberry@audubon.org> (Indiana, Illinois, Michigan, Montana, Washington, Oregon, Idaho and Wyoming)

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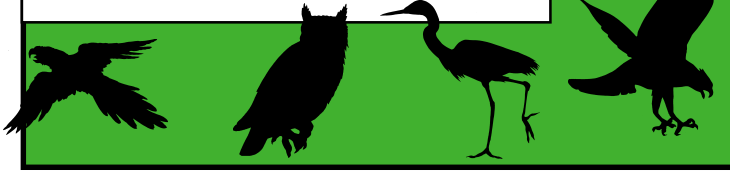
## AVAILABLE FROM THE CHAPTER SERVICES OFFICE

MAIL THIS COMPLETED FORM AND YOUR CHECK, made out to National Audubon Society to:  
NAS Chapter Services, Bldg. 30, Fort Missoula, Missoula, MT 59804. Please allow 2-3 weeks for delivery.

QTY.	ITEM/COST	SUBTOTAL	MAIL ITEM(S) TO: (please print)
_____	Guide to Home Pesticides, Packet of 5 copies @ \$0.75	_____	Name: _____
_____	Newsletter Committee Guide @ \$3	_____	Street Address: _____
_____	Membership Committee Guide @ \$3	_____	_____
_____	Membership Recruitment Handbook @ \$3	_____	City/State: _____
_____	Guide to Chapter Planning @ \$3	_____	ZIP Code: _____
_____	USFWS Clip Art Booklet @ \$3	_____	Phone: _____
_____	Wetlands Clip Art Booklet @ \$3	_____	
<b>TOTAL \$ ENCLOSED:</b>		_____	

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### Grassroots *continued from Page 3*

**REGION 5: DESIREE GROVES** – <dgroves@audubon.org>  
(Iowa, Kansas, Minnesota, Missouri, Nebraska, Wisconsin, South Dakota, and North Dakota)

**REGION 6: JANINE CLIFFORD** – <jclifford@audubon.org>  
(New Jersey, Pennsylvania, Arizona, Colorado, Nevada, New Mexico, and Utah)

**REGION 7: JUDD KLEMENT** – <jklement@audubon.org>  
(California, Alaska and Hawaii.)



# Audubon

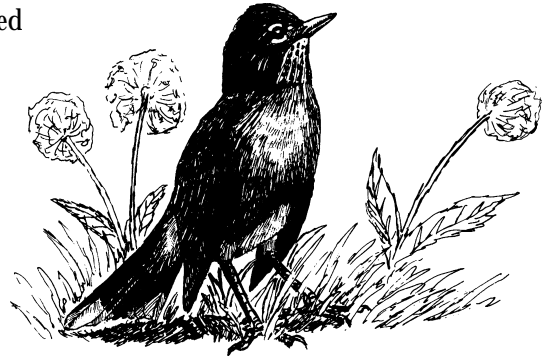
**CHAPTER NETWORKER**

Bldg. 30, Fort Missoula Road  
Missoula, MT 59804

# PAPER FREE RENEWAL PROGRAM

The latest AUDUBON magazine includes notice of a new and very exciting option for renewing Audubon memberships, open to all Chapter members. Instead of receiving multiple renewal notices, members can now call 800/274-4201 and ask to sign up for Audubon's Paper Free Renewal Program. Starting in January of 2002, those who sign up will have their membership automatically renewed each year, and will simply receive one bill approximately two months in advance of their membership expiration date.

Chapter generated members will continue to be credited as such, and, of course, you can cancel at any time. Save paper and simplify your accounting!



*American Robin by Steven J. D'Amato*

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