



Photo by Kristin Alexander

*Suzi Taylor and son Nathan use a Potomac Valley Audubon Society "Nature Explorer Backpack" at a local park.*

## Fundraising Allows Chapter Growth

*Contributed by Jean Neely, Chapter Founder, Potomac Valley Audubon Society (Shepherdstown, WV)*

One of the most daunting tasks any Chapter can take on is fundraising. It does help, however, to have a definite goal in mind.

Take us, for example. In late 1999, Potomac Valley Audubon Society in West Virginia (membership about 500) managed a preserve for The Nature Conservancy, but had virtually no youth programs. We wanted to find out whether our community would support us in producing an environmental education program, so we took a deep breath, blew our last \$3,000 on a Community Needs Assessment, and took the plunge into fundraising. Now, we are the local leader in environmental education. To support this, we have been able to find grants and donations and mount fundraising events.

Grants can be subdivided into public and private, and further subdivided into general funding and issue-specific

funding. The biggest hurdle for us, however, turned out to be geographic. Not many private foundations operate in West Virginia. Grants for general support are rare (grantors seem to think non-profits don't have operating expenses or salaries!). So, we had to find "things" for grants. Examples: a bunch of convertible table/benches; a pavilion for the preserve. We got both. (For private grants, search the Foundation Center for help: <http://foundationcenter.org>).

States receive money from the federal government to redistribute within the state—so-called "pass through grants"—which we found through our Department of Natural Resources. Likewise, our state highway folks have money for trails. We found those grants and successfully competed. Federal grants through the EPA are sometimes also available, and we got one.

Fundraising events are all over the map; pick what works for your area.

### In This Issue:

Fundraising Allows Chapter Growth	1
Chapter Networker Information	2
Featured Audubon Publications	2
TogetherGreen Fellowships Develop Promising Conservation Leaders	3
Tips for Making Your Next Birdathon a Success	4
Great Backyard Bird Count	4
Success Story: Grand Rapids Junior Audubon Club	5
Chapter Discount on Audubon Licensed Products	5
Using Facebook as an Organizing Tool	6
Outreach Materials Order Form	7
Make a Difference for Birds and Wildlife	8

Our most successful one was a 'Barn Party', complete with barbeque, rustic decorations and guests in jeans. Find an event that can be repeated over and over. We have a 5K run/walk each spring with business sponsors and registrants accounting for a good return.

Direct appeal also works. Our first venture (in 2000) produced a modest \$12,000, and was aimed at our membership. Now, we aim at whoever has had any contact with the Chapter and its activities. We maintain a database that we use for this purpose annually. Soon, we doubled that first year's amount.

Finally, having dedicated staff—even part-time—is of inestimable value. Volunteers do not have the time to commit, and leaders have to be on guard for burnout.

#### FOR MORE INFO:

Contact Kristin Alexander, Executive Director, Potomac Valley Audubon Society, [pvasmail@aol.com](mailto:pvasmail@aol.com).

# Tools for Chapters

## CHAPTER Networker

The Chapter Networker is published quarterly by National Audubon Society as a resource for Chapter leaders on the Audubon website and an electronic copy is sent to all Chapter officers, committee chairs and board members.

**Send Networker articles and Chapter Services inquiries to**  
Audubon Chapter Services  
Building 30, Fort Missoula Road  
Missoula, MT 59804  
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1150 Connecticut Ave NW,  
Suite 600  
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**Contact Audubon Home Office**  
225 Varick St, 7th Floor  
New York, NY 10014  
(212) 979-3000  
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**Audubon Website**  
[www.audubon.org](http://www.audubon.org)

**Chapter Resources Webpage**  
[www.audubon.org/local/index.html](http://www.audubon.org/local/index.html)

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**Deadlines for submitting  
newsletter content**

Spring 2009: Friday, February 27  
Summer 2009: Friday, May 29

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## Featured Audubon Publications

Need some beautiful and informative literature to distribute at your next outreach event? Following are several publications you may want to keep on hand. Be sure to plan well ahead and order two to three weeks in advance of your event.

### *Connecting People with Nature*



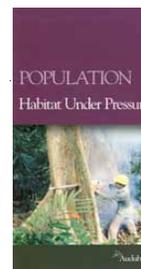
Audubon's general information brochure describes what the organization does, how it operates, and how people can get involved protecting birds, other wildlife and their habitat.

Cost: FREE

### *Waterbirds on Working Lands: Recommended Management Practices that Balance Profitability and Environmental Stewardship*

A full-color brochure for an outreach event in more rural communities or at a venue such as a County Fair. Recommended agricultural practices are outlined for nutrient, tillage, harvest, edge and field border, and integrated pest management. The integral roles North American waterbirds provide as recyclers, predators, and prey in agricultural landscapes are described.

Cost: \$3.00 for 50



### *Population: Habitat Under Pressure*

Focusing on the threat of a rapidly expanding human population to birds and other wildlife, *Population* is a tri-fold brochure including a tear-off business reply postcard for adding individuals to Audubon's list of concerned citizens.

Cost: \$3.00 for 50

### *Get on Board*

An insert originally printed in the November/December 2007 issue of AUDUBON that focuses on discussing two strategies that would be effective for combating Global Warming: a cap-and-trade system and a carbon tax. Also available in a PDF for download at <http://www.audubonmagazine.org/pullouts/capTrade.html>.



Cost: \$6.00 for 100

### *How to Be an Effective Advocate in Less Than 5 Minutes*

A four-page publication providing strategies for contacting lawmakers, monitoring and utilizing the media and getting others involved in protecting birds, other wildlife and our shared environment.

Cost: \$3.00 for 50

### **FOR MORE INFO:**

To view and download an order form, please go to <http://www.audubon.org/local/outreachHome.html> or contact Rebecca Richter at [chapter\\_services@audubon.org](mailto:chapter_services@audubon.org) or (800) 542-2748.

## A Message from John Flicker

# TogetherGreen Fellowships Develop Promising Conservation Leaders

I'm happy to share news about our first class of TogetherGreen Fellows. One of the most important components of Audubon's TogetherGreen program, this initiative provides promising environmental leaders from within and outside the Audubon network with new opportunities to develop their leadership skills and talent.

Each TogetherGreen Fellow benefits from professional development training and networking opportunities, including a week-long course held at the US Fish & Wildlife National Conservation and Training Center in Shepherdstown, West Virginia. Additionally, a \$10,000 stipend is given to support an independent Conservation Action Project.

This fall, forty conservationists from 39 cities were chosen from scores of applicants across the country as TogetherGreen Fellows. Every application was impressive and the selection process was no easy task for the advisory board. But across the board, each applicant shared two things: 1) they wanted to advance in his or her conservation career and 2) they had a vision to find innovative solutions to local environmental challenges.

This year's recipients include professors and Ph.D. candidates, artists, ecologists, professional conservation practitioners and representatives of wide-ranging community organizations. Half of the Fellows were selected from within Audubon's network of Chapters and state offices; I've highlighted some of these rising stars here:

- Kristin Kelly (Pilchuck Audubon Society) will continue to protect Snohomish County's critical areas, shorelines and Puget Sound in Washington State;
- Stephanie Swaim (Tahoma Audubon Society) will engage and educate middle-school students at Fort Lewis

Army Base in Tacoma Washington through an after-school program called Osprey Club.

- Eric Beck (Tulsa Audubon Society) will expand the Oklahoma Important Bird Areas program through education and volunteer activities, which will go a long way to protect threatened species like the Lesser Prairie Chicken and the Northern Bobwhite.
  - Eric Clough (Cape Arago Audubon Society) will build a coalition of property owners and other stakeholders to ensure the survival of the North Spit of Coos Bay in Oregon – as well as support the creation of the North Spit Shorebird Sanctuary.
  - Iliana Peña (Audubon Texas) will expand a 4th grade program called Soundscape Science, that teaches young students about ecology by spending time outdoors recording and listening to nature sounds.
- From outside Audubon, the Fellows are as diverse as they are exciting:
- Rhode Island artist Ana Flores will use components of an art/environment lecture and film series she created, called the Granola Bar, to model programming for high school age students that combines art and nature.
  - Clemson University Wildlife Ecology Professor Drew Lanham will launch a project called "The Color of the Land," geared to help African-American rural landowners across South Carolina improve natural resource management.

These are just a sample of the 40 projects this class of Fellows has underway – each of which will contribute to a healthier environment. You can read about the rest at <http://www.togethergreen.org/Fellows>.

Diversity of participants and conservation outreach to previously underserved communities are hallmarks of both



the Fellowship Program and the entire TogetherGreen initiative. This important emphasis will build the broad constituency necessary for organizational and conservation success in the years to come.

Audubon's success rests on the extraordinary talent and commitment of you, our Chapter members and leaders, and the relationships you have built and will continue to expand with local conservation allies. You are already serving up a winning combination of environmental vision and conservation results, but some of you may be seeking new ways to advance your skills and leadership potential. If so, please consider applying for the 2009 TogetherGreen Conservation Leadership Program.

Do you want to develop your talent?

Is there a conservation project you have been thinking about and wanting to do?

Do you seek to reach new audiences and get them involved in caring for the environment?

Strong leaders are vital to future conservation success. TogetherGreen provides an opportunity to build the skills that will be needed by leaders of the future – and many of these future leaders can be found in Audubon's Chapters.

Applications will open again in the New Year for the next class, so please visit [Togethergreen.org](http://Togethergreen.org) for updates.

*John Flicker*  
President

## Tips for Making Your Next Birdathon a Success

*Contributed by Mary Wisniewski, Santa Clara Valley Audubon Society (Cupertino, CA)*

For over two decades, the Santa Clara Valley Audubon Society (SCVAS) has staged a Spring Birdathon. In 1992, the Birdathon broke the \$10,000 mark for the first time. From 1992 through 2006, Birdathon results steadily increased to the \$26,000 level. In 2007, an increase in new teams combined with a \$5,000 challenge grant from an anonymous donor resulted in a significant leap to \$43,000 raised. In 2008, a continuing increase in participation, not only at the team level but also by those who were actually soliciting donations, coalesced into another big jump in results, described as follows.

Nineteen teams competed in the 2008 SCVAS Spring Birdathon to see the most birds in Santa Clara County, with 46 individuals contributing their fundraising efforts and soliciting hundreds of donations for SCVAS educational and conservation programs. The intensity of competition made this year our best Birdathon ever, raising over \$58,000.

Thanks to the generosity of our prize sponsors, we were able to offer Birdathon



*Top Fundraiser Cathy Priest takes home her prize, a carved Avocet.*

prizes to all birders who raised over \$400. The prize list included airline tickets, vacation getaways, optics, whale-watching trips, art, and some very fine wine. Prizes were awarded at a Birdathon Celebration Dinner.

Two new awards were added to the contest this year. The Cheeseman Cup challenges local companies or organizations to field a team for the Birdathon. The winners receive a beautiful engraved cup for display at their office, and a full year's bragging rights. Our second new award recognizes the "greenest" Birdathon.

There are a few simple keys to successfully launching a high-quality

Birdathon. First and foremost is that you have to have a chairperson and a committee who give the Birdathon life, create forms, worry about the details, solicit prizes, provide operational support and answer all the tricky questions. Second, you have to have a cause that fundraisers can feel good about. We have a children's environmental education program and an active conservation advocacy program. All funds raised for the Birdathon go to those two programs. Third, you have to engage the commitment of local birders who are willing to lead teams. While many teams form on their own through long-term relationships, other teams are guided by experts who are known to the local birding community and offer a unique opportunity to go birding with the best while raising funds for a good cause. We had ten "guided" teams this year and the participants in those teams raised the lion's share of our donations. Fourth, it takes a year or two for new participants to understand that they can be excellent fundraisers with very little effort. Having your Birdathon leaders talk up fundraising with their participants is key. Fifth, you have to have a post-Birdathon celebration and you have to play up the prizes, the camaraderie, the community, and the fun of it all.

### **FOR MORE INFO:**

Contact Bob Power, Executive Director, Santa Clara Valley Audubon Society, [bob@scvas.org](mailto:bob@scvas.org).

## Great Backyard Bird Count

The 12th Annual Great Backyard Bird Count (GBBC) is coming up February 13-16, 2009. Here are some ways you can use the GBBC to draw attention to your Chapter programs, and to attract new members:

- Schedule field trips during the weekend of the GBBC, advertise them in your local paper, keep a count during the trips, and at the end of the trips show participants how to enter the totals on a laptop.
- Hold a GBBC training workshop at a school or local library—show folks how to identify the most common



*Northern Cardinal*

backyard birds in your area and how to enter their counts online.

- Hold a contest to see which town or school in your area can submit the most GBBC checklists.
- Set up a competition to see who can take the most people birding during the count weekend.

- Look for local gardening, homeschooling, or other listservs to send a GBBC email announcement.

Let your imaginations run wild and have fun! The bird counts you submit help keep track of bird populations, and the more counts submitted, the more valuable the overall count.

Link to the GBBC's website (<http://birdcount.org>) from your Chapter blog or website by downloading any of the image "buttons" found at the Audubon Birdscapes blog: <http://tinyurl.com/GBBCbuttons>.

### **FOR MORE INFO:**

Visit [www.birdcount.org](http://www.birdcount.org) or email [citizenscience@audubon.org](mailto:citizenscience@audubon.org).



Photo by Wendy Tatar

Grand Rapids Audubon Club member Eugene Schmidt assists Junior Audubon member Shaina Slezniak with using a scope at the Michigan Audubon's Cerulean Warbler Festival.

## Success Story: Grand Rapids Junior Audubon Club

*Contributed by Melanie Good, Mary Austin, and Wendy Tatar of Grand Rapids Audubon Club (Grand Rapids, MI)*

Grand Rapids Junior Audubon Club (GRJAC) first met in 1961, with twenty-five children present. After a hiatus of several years, GRJAC was revived by new leadership and high-quality programming in 1965. Bill Amundson, then the Club's leader, tells of the experience like this:

"Forty seven boys and girls, hammers in hand, filed into the Grand Rapids Public Museum for the February workshop of the Junior Audubon

Club. One and a half hours later, to the amazement of Mrs. Amundson, each child left for home with a completed bird feeder, wren house or robin shelter. We adults helping out felt as if we had been to a winning football game."

The continuing success of GRJAC to this date has been a result of excellent leadership and a lot of good help. Leaders meet in late spring or early summer to plan meetings for the next year. Confirmation of presenters or reservations necessary for outdoor meetings are made. About half of the meetings during the school year are held indoors.

Experience has shown that trips and activities involving live birds, reptiles or other animals in the program are a surefire way to pique the interest of any child—or parent. GRJAC members have hiked and watched

for birds with binoculars provided through Audubon member funds. For years the group visited a local farm to study Cliff Swallows in their nests under the barn eaves. Once, they watched the birth of piglets. They have toured nature sanctuaries, butterfly gardens, fish hatcheries, recycling facilities, a wastewater treatment plant, archeological digs, gravel pits and a gypsum mine. They have snowshoed, learned survival skills and made countless crafts.

GRJAC has incubated ongoing study and interest in the natural sciences. Former GRJAC member Jonathan Lautenbach participated in the World Series of Birding youth division in New Jersey in May 2007. His team placed third—quite a feat considering they only counted birds in Cape May County rather than the whole state.

GRJAC has succeeded in involving not only children and youth, but also their parents, who are encouraged to attend GRJAC meetings. These parents sometimes then go on to join the Grand Rapids Audubon Club and become active members themselves.

Notices for upcoming GRJAC meetings are placed in the local paper, monthly newsletters to GRJAC members, and in Grand Rapids Audubon Club's member newsletter. Membership in GRJAC is \$10.00 annually (\$5.00 for each additional child in the family), and partially pays for printing and mailing the monthly newsletters.

### **FOR MORE INFO:**

Contact Wendy Tatar, Program Coordinator, Michigan Audubon Society at (517) 886-9144 or [programcoordinator@michiganaudubon.org](mailto:programcoordinator@michiganaudubon.org).



## Chapter Discount on Audubon Licensed Products

Chapters receive a 40% discount on the Audubon line of products produced by WoodLink. Since 2002, WoodLink has created an excellent line of Audubon bird & squirrel feeders, bird houses, butterfly & bat shelters, bird baths, and accessories. Each product is carefully reviewed and field-tested by the Licensing Department and Audubon Science. The latest product line—the Going Green Recycled Series—uses more than 90% post-consumer recycled plastic. This product does not absorb water, so it won't harbor mold or bacteria; ensuring a healthier environment for birds.

### **FOR MORE INFO:**

Visit [www.woodlink.net](http://www.woodlink.net) to view the product catalog. To place an order with your Chapter discount, visit the Licensed Products Available to Chapters Discount webpage at <http://www.audubon.org/local/licensed.html>.

# Using Facebook as an Organizing Tool: Part I

You may have heard of the **social networking site**<sup>1</sup>, Facebook ([www.facebook.com](http://www.facebook.com)), but did you know that non-profits, including Audubon Chapters, are using it to create awareness about their campaigns and to connect with their community? Some Chapters without a web site choose to use Facebook as their only online presence; other Chapters with web sites use Facebook as an additional outreach tool.

Facebook is a free, powerful social networking service that allows users to post **online profiles**<sup>2</sup> (including photos, activities, school or work information, etc.) and then connect with long-time friends, or make new ones who share the same interests. What began as an online opportunity for students to find one another has transformed into a social network for people of every age.

Become comfortable using Facebook on your own with a personal account before launching into activism or outreach through it. Simply create your account at [www.facebook.com](http://www.facebook.com), submit information for your profile and upload photos. Then use Facebook's search feature to find **friends**<sup>3</sup> who are already on Facebook or send personal invitations to those who are not. When you send an invitation, the other person can choose to accept or ignore the request. Once you are connected with a friend, you will have access to their profile where you can comment on their photos or updates or post messages to them directly. Facebook is a dynamic environment where you can choose to post new information and photos on any page at any time. Every time you log in, you will see a **news feed**<sup>4</sup> with updates from your friends and any **fan pages**<sup>5</sup> or **groups**<sup>6</sup> to which you belong. Facebook also keeps you updated via email—notifying you when you have a new friend request, message or comment.

## *Be careful about privacy*

When setting up your individual Facebook account, make sure you look at the privacy settings and set them at a level at which you are comfortable.



You should also be careful about what personal information (like your home address) you post on your profile.

## *Facebook groups and fan pages*

Personal profiles in Facebook are for registered users only. Non-profits can create “fan pages” which are an official representation of their organization on Facebook. Through fan pages, organizations can send updates to their **fans**<sup>7</sup>, which can be a convenient way to build a database of interested users.

In comparison, anyone can create a group on Facebook. Usually people only become fans of pages if they are already familiar with the organization, so fan pages are less useful as an outreach tool to new people, though they can still be a useful communication tool. Your Chapter can have only one fan page, but it can have several groups (e.g., if you want to promote different projects). You can also directly send emails to members of a group, which makes it more useful than a Facebook page for communication. Make sure you put a link to your Chapter's website on both Facebook fan pages and groups.

When building up the number of people in your group or fan page, invite all of your Facebook friends to join. Because it is a social networking site, when people see that their friends are joining a group or a fan page, they are more likely to join it themselves.

## *Choosing a group title*

People usually join a Facebook group on a whim, so the group's title is crucial in getting people to join. If you are trying to reach out to people who are unfamiliar with your Chapter, it is better to have the title of your group be about a campaign or a Chapter project

instead of the name of your Chapter. For example, if your Chapter is working to pass a state ballot initiative, you could create a group called “Vote Yes on Issue \_\_\_\_\_!” As a more general outreach tool, you could create a group dedicated to posting bird photos from within your region and title it “Cool birds of \_\_\_\_\_ County!” Remember, you can create more than one group, so it is okay to have different groups for different purposes.

## *Coming Soon, Part II*

In the Spring 2009 Chapter Networker, look for details on how to set up fan pages and groups along with real-world examples from Audubon programs using Facebook as an organizing tool.

## *Glossary*

1. A **social networking site/service** focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others.
2. A person or organization can create an **online profile**, containing information such as age, gender, birth date, relationship status, location, interests, and more. You may post as little or as much information as you like and include a photo that will appear on your Facebook page and when you post a message or comment on other Facebook user pages.
3. Hereafter, “**friend**” refers to people you connect with through Facebook.
4. A **news feed** in Facebook allows you to view your friends' or groups' latest postings as soon as they are published—all on your Facebook home page—without having to visit each individual friend's or group's Facebook page.
5. **Fan pages** represent a real public figure, artist, brand or organization, and may only be created by an official representative of that entity. People can express their support by adding themselves as a **fan**<sup>7</sup>, posting commentary, uploading photos, and joining other fans in discussion

(See *FACEBOOK*, back cover)

# Available from the Chapter Services Office

To view outreach materials, go to the Audubon website at <a href="http://www.audubon.org/local/outreachHome.html">http://www.audubon.org/local/outreachHome.html</a>	Number Per Set	Number of Sets Ordered	Cost Per Set (postage/copy)	Total Cost
<b>AUDUBON INFORMATION AND PINS</b>				
Audubon Membership Brochure	50		No cost	
Audubon Informational Brochure – Connecting People with Nature	25		No cost*	
Audubon DVD- 100 Years of Conservation: The Story of Audubon	1		No cost	
Bird Migration and the Basics of Flight PowerPoint CD	1		\$5.00	
Audubon Lapel Pins (\$1 ea; 5 for \$4; 10 for \$7.50)	1, 5 or 10		\$1, \$4, \$7.50	
Audubon Birdathon Pins (\$1 ea; 5 for \$4; 10 for \$7.50)	1, 5 or 10		\$1, \$4, \$7.50	
Audubon Junior Member Pins (\$1 ea; 5 for \$4; 10 for \$7.50)	1, 5 or 10		\$1, \$4, \$7.50	
Audubon Logo Decal (\$0.75 ea; 5 for \$2; 10 for \$3)	1, 5 or 10		\$.75, \$2 or \$3	
<b>CAMPAIGN &amp; SPECIAL EVENT MATERIALS</b>				
Top Ten Endangered Birds in the US Booklet (limit 1 per chapter)	1		(no cost)	
Teshekpuk Lake (Alaska) Booklet	25		\$ 3.00	
Carbon Trading Guide pullout section	100		\$ 6.00	
How to Be an Effective Advocate in Less Than 5 minutes	50		\$3.00	
Waterbirds on Working Lands brochure	50		\$ 3.00	
Western Birding Trails pullout section	100		\$ 6.00	
Population: Habitat Under Pressure brochure	50		\$ 3.00	
NEW!!! Southern Birding Trails field guide (insert from AUDUBON)	100		\$ 6.00	
<b>AUDUBON AT HOME PULLOUTS/BROCHURES</b>				
Audubon Guide for a Healthy Yard and Beyond (Spanish) - singles	100		\$ 5.00	
Audubon Guide for a Healthy Yard and Beyond (Spanish) - box	500		\$ 20.00	
Healthier Choices – The Audubon at Home Guide to Healthier Pest Control – singles	100		\$ 5.00	
Healthier Choices – The Audubon at Home Guide to Healthier Pest Control – box	500		\$ 20.00	
Audubon Bird Feeding Basics Brochure	100		\$ 8.00	
NEW!!! Attracting Hummingbirds & Orioles brochure	100		\$ 8.00	
Audubon Seed and Feeder Selection Guide	100		\$ 8.00	
Birds, Bats & Butterflies Poster - Healthy Yard - singles	100		\$ 6.00	
Birds, Bats & Butterflies Poster - Neighborhood - singles	100		\$ 6.00	
Birds, Bats & Butterflies Poster - Apartment - singles	100		\$ 6.00	
Birds, Bats & Butterflies Poster - School Yard - singles	100		\$ 6.00	
Birds, Bats & Butterflies Poster - County Home - singles	100		\$ 6.00	
<b>CHAPTER SERVICES SUPPORT MATERIALS</b>				
Chapter Leader's Guide	1		\$ 4.00	
Clip Art – CD	1		\$ 4.00	
Guide to Chapter Planning	1		\$ 3.00	
Membership Committee Guide	1		\$ 3.00	
Membership Recruitment Handbook	1		\$ 3.00	
Chapter Conservation Committee Guide	1		\$ 3.00	
Chapter Newsletter Committee Guide	1		\$ 3.00	
Chapter Guide to Planned Giving	1		\$ 3.00	
Annual Appeal DVD- Santa Clara Valley A.S.	1		\$ 5.00	
<i>*Orders of quantities more than one set will be charged for additional postage only.</i>			<b>TOTAL PAID</b>	

Name \_\_\_\_\_

Chapter/State Office \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email (in case of questions) \_\_\_\_\_

*Send order form and check to:*

**Audubon Chapter Services  
Building 30, Fort Missoula Rd  
Missoula, MT 59804  
Phone: (800) 542-2748  
Email: [chapter\\_services@audubon.org](mailto:chapter_services@audubon.org)**

*Please allow 2-3 weeks for delivery.  
Please make checks payable to "Audubon"*

Prices effective through February 28, 2009

groups. The organization with the fan page can send updates and announcements to its fans. When someone joins a fan page, this affiliation is posted for all of their subscriber friends to see (e.g., “Sarah Smith became a fan of National Audubon Society”), along with a link to the fan page. Organizations with fan pages can send invitations to fans, obtain fan page visitor statistics, post photos and videos, and much more.

6. A **group** can be created by any Facebook user on any topic for the purpose of sharing opinions and interest with others in that subject. Groups are generally used for hosting an active discussion and attracting quick attention. When someone joins a group, the affiliation is posted (e.g., “Sarah Smith joined the group Auduboners for Restoration of Purple Martin Habitat”) and linked to the group’s Facebook page. As with fan pages, group members can participate in discussions, view posted events, and upload photos and videos.
7. **Fans** are registered Facebook users who have joined an organization’s fan page.

**FOR MORE INFO:**

Contact Heather Brutz, National Outreach Coordinator, D.C. Public Policy Office, [hbrutz@audubon.org](mailto:hbrutz@audubon.org) or Laura McCarthy, Grassroots Coordinator, Audubon New York, [lmccarthy@audubon.org](mailto:lmccarthy@audubon.org).

## Make a Difference for Birds and Wildlife

### *Calling for Letter To the Editor Captains*

We are looking for people willing to submit letters to the editor to the local papers. If you or others in your Chapter are interested, please ask them to contact us at [audubonaction@audubon.org](mailto:audubonaction@audubon.org). We’ll give you all the tools you need to create a great letter—which can often be submitted electronically to your local paper. The topics range from global warming to endangered species to energy efficiency to protecting America’s Arctic.

### *Repower, Refuel, and Rebuild America*

Please help get signatures on Audubon’s petition to President Obama and show support for strong initiatives that move America to clean, renewable energy, reduce global warming and help get our economy moving again with green jobs. Every name helps the environmental community’s goal of one million signatures and a strong voice for a more sustainable future! You can sign the petition from Audubon’s home page, [www.audubon.org](http://www.audubon.org).

**FOR MORE INFO:**

Contact Connie Mahan, Sean Saville, Heather Brutz, or Liz Pomper of the Audubon Policy Grassroots Team at (202)861-2242 or [audubonaction@audubon.org](mailto:audubonaction@audubon.org).



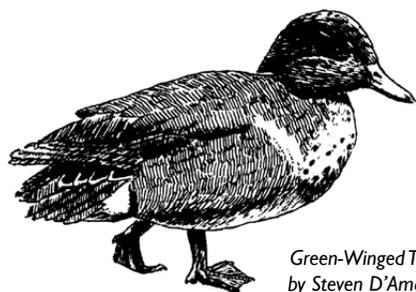
## Chapter Networker

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Green-Winged Teal  
by Steven D'Amato