

# Montana Audubon

## Strategic Plan – Executive Summary

### 2013-2018

*Adopted September 7, 2013*



## Executive Summary

Our mission guides our conservation work:

***Montana Audubon promotes appreciation, knowledge and conservation of native birds, other wildlife, and natural ecosystems to safeguard biological diversity for current and future generations.***

Founded in 1976, we have steadily built effective programs in conservation science, public policy, and education to conserve our state’s native wildlife and habitats, with special expertise and credibility for our work on ‘all things birds’. Our vision for the future is to create an environment in which all native bird species in Montana have healthy populations, sustained by long-term habitat security. To achieve our mission and vision, we need to shape an organization that is strategic and focused, takes a long-term view when tackling large issues, and is responsive to changes on the Montana landscape.

The landscape focus for our work includes the most critical, yet threatened, habitats—especially for birds (with an emphasis on rare and declining species): wetlands and riparian areas, grasslands, and sagebrush-steppe. By concentrating on species and habitats most in need of protection, our organization can make the greatest conservation impact in Montana.

In keeping with the mission, vision, landscape priorities, and goals articulated in this strategic plan, during the next five years we will focus our efforts as follows:

- We are best known for our science and bird conservation work. In addition to focusing on efforts to conserve sensitive or rare species, we will also work to “keep common birds common” and use science to direct habitat conservation actions that are both practical and

sustainable for the land. Our Important Bird Areas Program will continue to be a focus of this work. In addition, we will develop and encourage strategic citizen science efforts, focusing on monitoring key species of concern and their habitats. This work will only be successful if we actively engage our members, chapters, and conservation partners.

- We are a respected and influential voice on public policy issues in Montana, with the ability to work with diverse stakeholders to solve tough problems. Public policy is an important element of our conservation work—particularly in a large state like Montana. We safeguard our natural heritage by influencing decision makers to protect our state’s healthy environment and rich biodiversity. Under the focus and goals laid out in this strategic plan, we will strengthen our voice for wildlife and habitat at the local, state and federal level.
- A commitment to education is at the heart of the Audubon tradition. By inspiring more people to value and protect the natural world, we are laying the foundation for future conservation success. Toward this end, we will provide exceptional nature-based educational experiences at our Audubon Center in Billings that inspire and empower participants to have a positive, lifelong impact on the natural environment.
- One of the most powerful aspects of Audubon is its network of people and organizations, from National Audubon to Montana’s local chapters. Our strategic plan recognizes that we will optimize our conservation impact by connecting, building and sustaining collaborative and cooperative relationships throughout the Audubon network.
- People are at the heart of conservation solutions. Telling the story of our work in engaging ways connects people to Montana’s wildlife, habitats, and conservation issues. This strategic plan spells out how we will improve our storytelling—and raise the public profile of our work through improved branding, marketing and communications strategies.
- Building a sustainable, efficient, and effective organization is critical as our organization continues to grow. This strategic plan outlines strategies to improve and expand our fundraising, strengthen and streamline administrative systems, and develop a more effective Board and staff.