

Northern Arizona Audubon Conservation/Advocacy Policy

General statement of policy goals: Northern Arizona Audubon is an organization with members and leaders who have a common interest in birds and birding. There are many organizations that do excellent work in all areas of conservation on all scales, but the best way to maximize the impact of Northern Arizona Audubon's membership and resources is to focus on conservation and advocacy on a local scale that revolves around birds and birding.

1. Sanctuaries – These areas provide a prime opportunity for Northern Arizona Audubon to do engage in conservation, by protecting and improving the habitat there as well as opening them for people to engage with the environment and learn about nature in nature.
2. Partnerships – When looking into forming or expanding partnerships with other organizations, be minimal and selective, and consider the following:
 - a. Alignment of interests: We want to stick to projects and partnerships with a focus that is local, related to birds and birding, and actionable
 - b. Resource requirements: What we have to offer and want to offer in a partnership
 - i. Signal boosting – We can amplify a message by communicating it to our membership
 - ii. Volunteers – We can recruit volunteers from our membership for a project
 - iii. Political involvement – We can communicate with political representatives standing for or against an issue and/or recommend our membership vote for or against something and/or have representatives from our organization speak up at open forums on upcoming issues
 - iv. Presentations – We can have someone go talk about our organization, our goals, birds, birding, etc. in front of a group
 - v. We DO NOT, as a rule, contribute money to other organizations or projects. Exceptions may be made for worthy investments, but we should explore other meaningful ways to contribute first
 - c. Scale – We want to get involved in projects that are small-scale, both geographically and temporally, to maintain the most relevance to our membership and maximize our effectiveness
 - d. Actionability – We want to focus on projects and partnerships that give us and our membership the ability to make a concrete, measurable difference, not get bogged down in long-term, vague ideals
 - e. Benefits/Reciprocity – We want to seek mutually beneficial partnerships that will contribute as much to our mission as we contribute to theirs

3. Education – People don't care about things they don't know, so we want to spread our conservation message by educating people about the importance of conservation through activities in which we are involved, such as at booths at events, on bird walks, at meetings, etc.

4. Political Engagement – Focus on local issues in which we can have an impact, using either a representative of our organization or mobilizing members to communicate a stance for/against local issues and projects

5. Requests-for-Signature Advocacy—requests that come to NAAS that require no resources or action aside from a simple signature of support

a. Requests unrelated to our core focus (birds, habitat, and birdwatching) don't need our attention or signature

b. Requests related to our core focus that align with NAAS's values and policies will be reviewed on a case-by-case basis by the NAAS Board of Directors

i. Exception: Requests for support from National Audubon

Society and Arizona Audubon, as direct and trusted affiliates

known to act in the best interests of birds, can automatically be signed on the behalf of NAAS by the President

1. This exception will persist during a trial period from May 09, 2018 through May 09, 2019, during which all such

requests-for-signature will be automatically signed and retained, then reviewed at the end of the trial period to

see if this exception should become permanently

implemented or, if NAAS is uncomfortable with signing in support of

any of the requests, the exception should be terminated and

National Audubon Society and Arizona Audubon requests-for-

signature from that point forward will also be determined on a case-

by-case basis by the Board

2. The Board will be notified of each automatic endorsement when it happens

ii. The NAAS membership will be notified of all endorsements in the monthly e-blast

6. Information Dissemination – Focusing on conservation issues with impacts in northern Arizona, we can communicate conservation messages to our membership with a goal to inform and/or to mobilize

7. AVOID:

a. Overwhelming our membership with an inundation of e-mails and calls to action—choose issues and projects carefully, focusing on a few things that best use our capabilities and energy

b. Discouraging our membership with too many messages of failure, apocalypse, doom, and gloom. The majority of messages should show people what they can do and how they can take concrete actions to make a difference.