

2023-2027



STRATEGIC PLAN

From Love to Action

BirdNote®



Want more hummingbirds in your life?

One way is to grow native plants with flowers of red, orange or purple. Native plants offer nectar in spring and summer and they also attract insects – the most important part of a hummingbird's diet.

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The California Condor, one of the largest flying birds in the world, is critically endangered. Advocating to reduce the threat of lead in their environments, picking up microtrash and sending condor observations to the U.S. Fish and Wildlife Service's California Condor Recovery Program can help protect the species.

The Big Picture: Our Desired Impact

BirdNote occupies a special place in the hearts and minds of millions of people across the United States and around the world. Our shows invite people to experience the joy and wonder of birds through immersive storytelling; in our experience, when we love something, we feel moved to protect it.

This strategic plan allows us to secure the resources we need to cultivate that love in many more people and explicitly encourage our audience to take action to protect birds and the environment we share while tracking and reporting on that impact. We are in the midst of a human-induced era of mass extinction and climate catastrophe, but we will continue to cultivate love of the natural world as the primary inspiration for action, as behavioral research and our own experience strongly suggests it is the most powerful and sustainable basis for positive environmental change.

By the year 2027, we will inspire one million people to take some form of action for conservation, and at least 50% of those people will be from Generation Z or younger.¹

We invite you to dream with us about the impact of one million people taking some form of action to protect birds and the environment we share. Imagine 5,000 people lobbying for local legislative change; 10,000 lawns planted with native plants; 50,000 cats brought inside; 100,000 people taking steps to reduce their carbon emissions; or 250,000 children taken for their first bird outing. Imagine the power of small-scale change multiplied across communities and borders.

We will achieve this audacious goal via four interrelated strategies: **growing, diversifying and engaging our audience; innovating in our content; diversifying our income;** and **strengthening our infrastructure.** This plan provides a roadmap for us to grow in each of these areas, and we invite you to join us.

¹ Members of Gen Z are between 9 and 24 years old as of the publication of this plan.



Background and Approach

Since BirdNote's first radio broadcast in 2005, we have grown our audience to 5.5 million listeners on nearly 300 public stations and almost 800,000 annual podcast listeners. BirdNote made strong gains on our last set of strategic priorities, developed in 2019, that focused on expanding content to appeal to a broader audience, use of new platforms, and growth in organizational revenue, staff capacity and staff diversity.

This strategic plan provides a roadmap that reflects BirdNote's greatest opportunities to inspire more people to care about birds and take steps to protect them from 2023-2027. Our strategic planning process was facilitated by The Aspire Group, who led our board and staff through the thoughtful development of value statements, priority goal areas, objectives, timing and framing of the plan.

As a result of the strategic planning process, BirdNote has achieved a common understanding of its shared vision and goals and a consensus on a strategy for achieving them. This plan provides a framework that allows for adaptation as we gain more insight into audience preferences and as trends in media and conservation behaviors evolve.



Purple Martins and people have a long history. Native Americans started a practice of providing homes for the birds, which was copied by European colonizers. But those colonizers released invasive species and cleared habitats to the point that the species is entirely reliant on man-made housing. Putting up Purple Martin houses on your property can help these birds thrive.



Many busy beaches are also where threatened species like Piping Plovers have their nests. Keeping litter off the shore helps ensure predators aren't attracted to their nesting beaches.

MISSION

By telling vivid, sound-rich stories about birds and the challenges they face, BirdNote inspires listeners to care about the natural world and take steps to protect it.

VISION

As listeners tune in to the lives of birds, their connection with nature deepens. They become champions for conservation and stewards of places important to birds and people.

VALUES

Respect & Stewardship

We practice respect for ourselves, our team, our listeners and our environment. We are honored to be stewards of our listeners' time and attention, our contributors' stories and the many resources entrusted to us. We acknowledge the interconnectedness of all things, strive to have a positive impact and inspire our listeners to do the same.

Fun & Joy

We believe sparking joy and love for the natural world is the first step towards protecting it. By letting fun, curiosity and wonder lead our work, we kindle this joy for both our listeners and for our team.

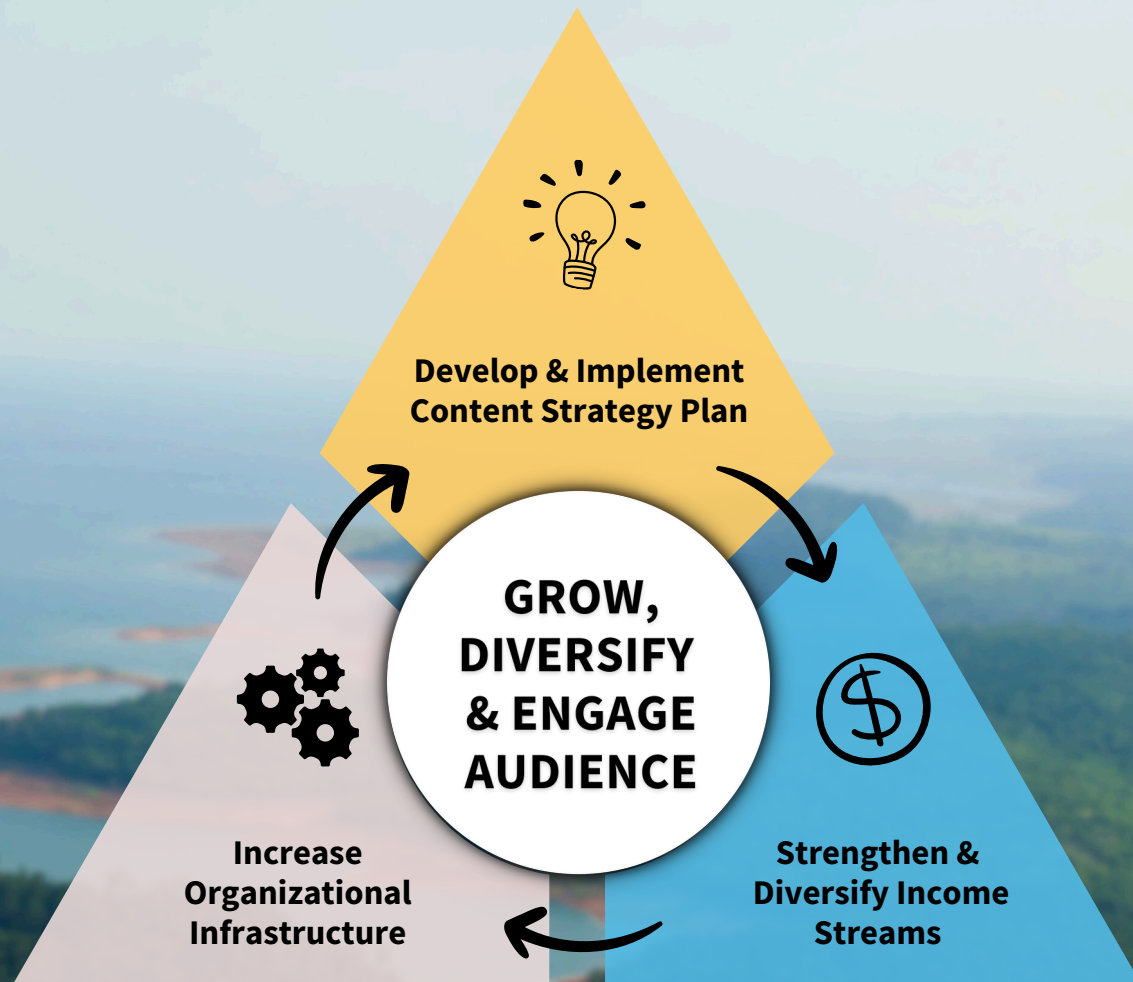
Diversity & Inclusion

We continually strive for our programming, staff, leadership, audience and donor base to reflect diverse perspectives and backgrounds. We work to identify inherent and structural biases in conservation and media and join with others to address these issues. We recognize that this work is imperative to cultivate the kind of inclusive environmentalism necessary for the well-being of birds, people and the planet.

Integrity & Courage

We believe that honest ethical storytelling takes courage, and we embrace that challenge. We take risks when we need to and let our values guide our actions, even when it is difficult to do so.

Strategic Priority Goals & Sequencing



Our strategic plan follows a specific pattern of self-supporting activities: **(1) strengthening and diversifying income streams** **(2) increases our organizational infrastructure**, which helps us **(3) develop and implement a content strategy plan**, which supports our goal of **(4) growing, diversifying and engaging our audience**.

Strategic Plan at a Glance: 2023



INCOME GOALS

Allow us to develop needed infrastructure

Secure plan launch funding from major gifts, grassroots donors, and sponsors to cover Phase 1 through Q2 of 2024.

Develop and roll out a giving table for Phase 2 and 3 that includes update touch points for plan supporters.

INFRASTRUCTURE GOALS

Allow us to develop content

Refine and address infrastructure needs for Phase 1 and Phase 2.

Conduct internal organizational culture and climate assessment.

Conduct monitoring and evaluation assessment to inform methodology for tracking progress toward 1M goal.

Roll out and celebrate refreshed online content library.

CONTENT GOALS

Allow us to reach audience goals

Develop content strategy plan.

Build relationships with creators and platform managers in high potential media spaces.

Pilot 1-2 radio specials for existing and new stations.

Continue production on current content.

AUDIENCE GOALS

Allow us to achieve our mission

Set KPIs based on audience assessment.

Conduct audience assessment and refine objectives/activities based on findings.



Strategic Plan at a Glance: 2024-2026

INCOME GOALS

Secure at least six major three-year pledges (2/year) in support of this plan and what comes next.

Grow grassroots giving base by adding 300 new donors per year. Achieve donor retention of at least 60% year-over-year.

Recruit at least five major corporate sponsors aligned with BirdNote mission and values to join this effort.

Gain the support of at least five foundations to advance our efforts.

Update donors and sponsors bi-annually throughout the course of this plan.

INFRASTRUCTURE GOALS

When revenue targets have been met, hire new staff to support content strategy plan, development needs, monitoring and evaluation needs, and other needs to support overall organizational health and stability.

Undergo organizational branding assessment and refresh.

Review and update organizational policies and create new policies as needed.

Acquire and/or develop technology in support of new content strategy and monitoring and evaluation needs.

Strengthen board development and policy development processes.

CONTENT GOALS

Implement content strategy plan.

Pilot test video production to inform updates to content strategy plan.

Produce and distribute at least one long-form radio doc each year for BN stations and market to stations not currently airing *BirdNote Daily*.

Partner with education reporters at partner radio stations to create special programming for grade school-aged kids.

Develop and implement marketing plan to promote new content strategies.

Continue to strengthen relationships with partners and stations. Develop process for regular station/partner outreach. Add Gen Z and younger to regular *BirdNote Daily* contributor pool.

AUDIENCE GOALS

Grow audience by 20% across public radio, podcast, social media and new digital and print platforms.

Diversify audience by investing in targeted outreach to POC radio markets, younger people, Spanish language speakers, disabled/neurodivergent and other marginalized groups.

Bring audience voice and stories into programming, while actively challenging the audience to take action and track it. Partner with local and national entities to engage people in community efforts for environmental conservation.

Host at least one annual event solely focused on the joy and wonder of birds and incorporate fun, whimsy and humor into audience engagement efforts.

Strategic Plan at a Glance: 2027

BirdNote develops a new strategic plan to build on successes and move into new areas of high potential impact for birds and the environment we share.

By 2027, we will achieve our goal of inspiring one million diverse new conservation champions, at least 50% of whom are Gen Z or younger, to take action to protect the natural world.



How You Can Get Involved

In order for this plan to be successful, we must all work together to build a movement. Here are specific ways you can get involved:

Share BirdNote with your friends and community

Encourage people to join our newsletter, follow our podcast, and follow us on social media. When we launch our calls to action, we need as many people as possible to hear them!

Make a gift to support our work

Tax deductible gifts to BirdNote make an enormous difference for our ability to share the joy and wonder of birds with more people and inspire them to take action to protect the natural world. Will you help us by making a donation today or by speaking with our Development team about major giving, matching donations or recurring gifts?



Stay connected and tuned in for upcoming projects

By joining our newsletter, following our podcasts, and following BirdNote on social media, you will be among the first to know when special projects and events take place in support of our three-year plan. Don't miss our exciting updates on these efforts to make a major impact on bird and environmental conservation.

Pledge major support

Visionary support and multi-year pledges will create a strong foundation for BirdNote's From Love to Action campaign. Your involvement at this moment in time will inspire at least one million people to take action for bird conservation between now and 2027, and help spark a lifelong love of birds for millions more. Contact us at impact@birdnote.org to have a discussion with BirdNote's leadership about your goals as a donor and the impact your investments can have for the future of birds and nature

Become a corporate sponsor

Sponsor BirdNote's three-year campaign to build the next generation of conservation champions. Sponsors have the chance to make a real difference for birds and the environment we share while building brand awareness among enthusiastic and growing public radio, podcast and social media audiences. Email impact@birdnote.org to learn more about sponsorship opportunities.

When shade-giving trees are cut down to grow coffee in direct sunlight, the Scarlet Tanager's winter habitat is removed. But when coffee is grown under a tall canopy of trees, tanagers thrive in their winter home. You can make a difference for tanagers when you buy shade-grown coffee!



Connect with us!



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BirdNote is incorporated in the state of Washington.

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*This document was edited to reflect the updated name of BirdNote's Strategic Plan campaign: from "One Million Stronger" to "From Love to Action" (last rev. 1/28/2025)