

Chapter Support
2014 Chapter Day
Presented to Heather Hahn

Below are communications tools to be distributed to Chapter leaders to have them coordinate their board to attend the Chapter Day. I have outlined a 3-step email flight.

Dear Chapter Leaders,

Please share this with email your chapter board members and most active volunteers. We are hoping to get at least 40 people to attend the event this year and you are critical to making that happen. I have included an email for you to send to your invite list and a few social media tools. Please feel free to edit these materials to fit your Chapter's needs.

When you RSVP for your Chapter please contact Chaundra Smith at chaundrasmith@audubon.org or call her at 919-929-3899. Please provide the following information:

- Subject Line: Chapter Day
- Name:
- Email:
- Phone:
- Chapter affiliation:
- # of people attending with you and names:
- Ordering breakfast/lunch package: (if you are, please indicate if you prefer a vegetarian lunch or have any allergies or special dietary considerations)

RSVP DEADLINE: Friday, January 31. Please send checks for event meals to Audubon North Carolina 400 Silver Cedar Court, Suite 240, Chapel Hill, NC 27514 or you can bring checks on the day of the event. Checks should be made out to "Audubon North Carolina".

Thank you and let me know if you have any questions!

Sincerely,
Heather Hahn

SOCIAL MEDIA POSTS

Feel free to link or repost this blog post: <http://ncaudubonblog.org/2014/01/2014-chapter-day/>

FACEBOOK POSTS:

Are you interested in helping our Chapter do more to help North Carolina birds? Join us for the 2014 North Carolina Audubon Chapter Day on Saturday, February 15. It is FREE and a great way to get inspired in 2014. Learn more → nc.audubon.org/events/2014-chapter-day

The RSVP deadline for the Audubon North Carolina Chapter Day is drawing near. It is a great, FREE event that will inspire all of us to help more birds in 2014. Join us → nc.audubon.org/events/2014-chapter-day

TODAY is the last day to RSVP for the Audubon North Carolina Chapter. It is a great, FREE event to get inspiring ideas to help more birds in 2014. Join us → nc.audubon.org/events/2014-chapter-day

SEND THE EMAIL BELOW TO YOUR CHAPTER BOARD:

Hello Friends,

I want to invite you to the annual Audubon North Carolina Chapter Day. This email has all the details about the event and what you can gain by joining me this year.

RSVP BY MONDAY, JANUARY 27- If you would like to attend, please email/call me with your event RSVP and let me know if you'd like to order a meal for the day.

Thank you!

You are INVITED to the
2014 Audubon North Carolina Chapter Day
Saturday, February 15
10:00 am - 4:00 pm
At the Summit at Haw River State Park
339 Conference Center Dr., Browns Summit, NC 27214

This one-day meeting is a mix of training sessions by ANC staff and industry experts, networking, and chapter presentations to share inspiring ideas and learn about new tools. Chapters are an important part of moving The National Audubon Society's strategic vision forward, at this event you will learn how make a real impact for North Carolina birds and the people who love them.

Why Should YOU Attend?

- Learn about new tools and new ideas that can help Chapter Leaders
 - Attract new members & keep your current members
 - Raise more funds

- New event ideas and science to share with your followers
- Increase attendance at your events
- PLACEHOLDER FOR OTHER AGENDA ITEMS
- Network with other Chapter Leaders to share resources and ideas
- Spend the day with “Bird People” -- seeing old friends and making new ones

COST: FREE! You must pre-register to attend. You are welcome to bring your own meal or you can order a meal for \$13/person (includes breakfast & lunch).

RSVP BY MONDAY, JANUARY 27: Email your chapter leader to reserve your spot. Please let them know if you are ordering a meal.

SEND THURSDAY, JANUARY 23

Dear Chapter Leaders,

Just one more week to gather RSVPs for the 2014 Chapter Day. I have included a reminder email for your invite list; please feel free to change to fit your chapter.

When you RSVP for your chapter please contact Chaundra Smith at chaundrasmith@audubon.org or call her at [919-929-3899](tel:919-929-3899). Please provide the following information:

- Subject Line: Chapter Day
- Name:
- Email:
- Phone:
- Chapter affiliation:
- # of people attending with you and names:
- Ordering breakfast/lunch package: (if you are, please indicate if you prefer a vegetarian lunch or have any allergies or special dietary considerations)

The registration deadline is January 31. Please send checks for event meals to Audubon North Carolina 400 Silver Cedar Court, Suite 240, Chapel Hill, NC 27514 or you can bring checks on the day of the event. Checks should be made out to "Audubon North Carolina".

Thank you and let me know if you have any questions!

Sincerely,
Heather Hahn

SEND THE EMAIL BELOW TO YOUR CHAPTER BOARD & MOST ACTIVE VOLUNTEERS:

Hello Friends,

Please let me know by MONDAY, JANUARY 27 if you will be attending the Audubon North Carolina Chapter Day on Saturday, February 15. If you would like to attend, please email/call me with your event RSVP and let me know if you would like to order a meal for the day.

Here are the details about the event. Hope you can join us!

You are INVITED to the
2014 Audubon North Carolina Chapter Day
Saturday, February 15
10:00 am - 4:00 pm

BC/DC Ideas★ DawnACrawford@gmail.com ★ 720-231-1930
<http://bcdcideas.com> ★ @SocMediaRckStr

At the Summit at Haw River State Park
339 Conference Center Dr., Browns Summit, NC 27214

This one-day meeting is a mix of training sessions by ANC staff and industry experts, networking, and chapter presentations to share inspiring ideas and learn about new tools. Chapters are an important part of moving The National Audubon Society's strategic vision forward, at this event you will learn how make a real impact for North Carolina birds and the people who love them.

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RSVP BY MONDAY, JANUARY 27: Email your chapter leader to reserve your spot. Please let them know if you are ordering a meal.

SEND JANUARY 30

Dear Chapter Leaders,

TOMORROW - Friday, January 31 - is the last day to RSVP for the Chapter Day event.

When you RSVP for your chapter please contact Chaundra Smith at chaundrasmith@audubon.org or call her at 919-929-3899. Please provide the following information:

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Thank you and let me know if you have any questions!

Sincerely,
Heather Hahn