



BIRD CONSERVATION NETWORK

www.bcnbirds.org

BCN Executive Meeting Minutes
Monday, June 4, 2012, 8:00-8:30 PM
Teleconference

Attendees: Joan Bruchman, Mary Lou Mellon, Judy Pollock and Chris Van Wassenhove

President Joan Bruchman called the meeting to order at 8:05 p.m.

Overview of Give Back to Birds Day at Midewin National Tallgrass Prairie on May 26, 2012 – Joan Bruchman

- Successful work day with 12 volunteers in attendance.
- For future work days, we need to plan in advance what the work will be and include two to three options in order to better match the physical capabilities of all volunteers.
- Judy Pollock made a suggestion that the work days be held only once per year.

Guatemala Fundraising – Judy Pollock

Judy found “Crowdrise.com”, an online fundraising site. Discussion was held as to whether the BCN bird monitors and club representatives were likely to email a link to friends and family to seek pledges in support of the trends analysis / Guatemala fundraising project approved at the last BCN meeting. This site allows people to engage their friends in sponsoring their volunteer work, similar to the way people raise funds through a walk or run.

Transaction fee pricing ranges from a flat 4.95% charge on each donation, to a 4.95% charge plus \$1 on each donation, to a 5% charge on each donation plus \$1 on donations under \$25 and \$2.50 on donations \$25 and over. In addition they ask for an optional processing fee. BCN would not be able to use its existing PayPal option, but would need to choose either Network for Good or Amazon Payments to receive donations.

The consensus was that this would probably not be an effective fundraising tool for this group.

Joan suggested that an email to the monitors and reps be created to get them excited about the project. The email would direct donors to the BCN website to make donations through the existing PayPal account.

Judy is going to draft the email and Mary Lou will help to edit it, with the plan being to send it to all BCN representatives and bird monitors. Individual clubs belonging to BCN will not directly be asked to consider pledges at this point.

Judy mentioned that fundraising can sometimes be more effective if there is a matching fund. Discussion was held to potentially create a matching pool with pledges from the BCN Executive Committee, the remaining individual club representatives and the bird monitors.

Meeting adjourned at 8:30 pm.

Respectfully submitted,

Chris Van Wassenhove

Secretary, BCN