



Buffalo Audubon Society RPM Conservation Sale Case Study

Buffalo Audubon Society, a not-for-profit organization at Beaver Meadow Audubon Center is supported by memberships, grants and fund raising activities and serves the communities of western New York. The Buffalo Audubon mission is to promote and develop an awareness and appreciation of the natural world through regional ecological education and stewardship.

For its fundraising efforts the organization looks for opportunities to reinforce their mission and raise funds to directly support its education and stewardship programs. With that in mind, Buffalo Audubon developed a partnership for a fall conservation tree sale with RPM Ecosystems LLC in Dryden, New York, a nursery specializing in growing native species with the patented RPM technology and committed to international conservation and restoration efforts. As a fundraiser, selling high performance RPM trees was a perfect match for their organization, and appealing to members and the local communities.

Buffalo Audubon found out about RPM Ecosystems LLC through the U.S. Army Corps of Engineers Buffalo Region. The U.S. Army Corps of Engineers has specified RPM native hardwoods on their projects as a result of 20 years of proven success with RPM on conservations projects, including successful plantings on very stressful sites.

Promotion of RPM Tree Sale

For September delivery, the Buffalo Audubon Society promoted the Fall Conservation Sale in its August newsletter and included an order form for purchasing RPM trees. All orders were pre-sold and paid in advance, with a deadline date the first week in September and delivery the second week of September. The organization also printed 600 color posters promoting the sale that were distributed by volunteers locally and throughout the region.

Buffalo Audubon Society bought radio spots on three different radio stations to have good coverage to reach broader demographic targets. Stations included Classic Rock, Public Radio and a local AM station. The spots highlighted the Buffalo Audubon Society and that the proceeds of the sale benefit and support nature education and stewardship, with an Additional message of advantages and the “promise of RPM trees” – fast growth and higher survivability.

Volunteer Organized Tree Pick Up Day

Volunteers organized the logistics of unloading, trees inventory management and order fulfillment, plus developed a protocol for easy pick up for buyers. The pick up day was a fall celebration with trees, education, and food for volunteers and supporters.

Results

- 1,580 trees were planted by 580 Buffalo Audubon Society supporters
- Audubon Society had \$43,900 net return from a 1 month fall conservation tree fund-raiser (\$71,100 Gross sales - \$27,200 expenses (promotion & tree costs))
- Buyers received high quality native hardwood trees for planting and education about native trees
- Buffalo Audubon fulfilled its mission for actively promoting conservation, promoted their activities and membership, and gained new members and supporters for the organization.

To set up your own RPM Conservation Tree Sale, contact RPM Ecosystems at 888-776-9590 or visit the “Special Sales” section of the website at <www.rpmecosystems.com>