



## Nonprofit Fundraising – The Annual Appeal

The annual fundraising campaign is best described as an appeal to supporters conducted each and every year for the purpose of raising money to assist in paying a non-profit organization's regular, ongoing expenses. The money it raises can be applied to any purpose, although funds are most commonly used to offset an operational deficit. The annual campaign is usually an organization's primary source of unrestricted contributed income and should be a mainstay of its fund-raising efforts.

The goals of any annual campaign ought to include:

- Stimulating the contribution of unrestricted funds
- Raising an awareness and acceptance of the organization and its responsibility to raise money
- Developing a base of knowledgeable volunteers
- Cultivating prospects for future giving

Every non-profit organization with a need to raise contributed income should have an annual campaign which it conducts every year.

First, the organization needs to estimate an obtainable goal. Goals should be based on the previous year's achievement. Identify what portion of that income will not be repeatable, and estimate expected new gifts and increases. From this information you should be able to project the total amount of contributions that can be realistically achieved.

## Save the Date! Nonprofit Professional Development Series

UW-Extension Kewaunee County will host a professional development roundtable workshop series for staff and volunteer leaders of nonprofit organizations in the Kewaunee County area. Each roundtable workshop is designed to provide educational and networking opportunities that help nonprofit leaders improve the effectiveness of their organization.

Participation fee is \$5 for each workshop, \$15 for the series. Fee includes lunch and materials, which will be provided to each participant; registration is required. Participating nonprofits will also have the opportunity to obtain individual consultation about their organizational development issue from UW-Extension educator Claire Thompson.

Participants will gain feedback and work on appeal letters for their next annual appeal.

### Marketing and Public Relations on a Budget

Date: Thurs. Jan. 24  
Time: 11:30 a.m. to 1:30 p.m.  
Summary: Nonprofits typically have very limited budgets to market and promote their programs, activities, and benefit to the community. Participants will learn ways to market their nonprofit on a small budget and begin developing ideas and tactics for creating a marketing plan.

### Recruiting and Managing Volunteers

Date: Thurs., Mar. 20  
Time: 11:30 am to 1:30 pm.  
Summary: Volunteers are one of the important assets to your organization, an asset that must both be nurtured and managed. Learn and share strategies to recruit new volunteers, manage relationships, and deepen their commitment to your organization. We will also touch on liability and other difficult issues pertaining to volunteers.

Additional information about each workshop is forthcoming, so watch your mailbox!

### For The Fiscal Year 2007-2008 Annual Fund Campaign Evaluation and Goal

Division	Prior Year's Results	Major Losses	Net Available	Estimated Increases	Net Plus Increases
Corporations	\$ 10,000	\$ 3,000	\$ 7,000	\$ 1,000	\$ 8,000
Foundations	\$ 12,000	\$ 2,000	\$ 10,000	\$ 1,000	\$ 11,000
Trustees	\$ 2,000	\$ 200	\$ 1,800	\$ 500	\$ 2,300
Individuals	\$ 6,000	\$ 500	\$ 5,500	\$ 1,500	\$ 7,000
Special Event #1	\$ 2,500	\$ 100	\$ 2,400	\$ 600	\$ 3,000
Special Event #2	n/a	n/a	n/a	\$ 1,500	\$ 1,500
Raffle (New)	n/a	n/a	n/a	\$ 1,000	\$ 1,000
<b>Final Result (Forecast)</b>	<b>\$ 32,500</b>	<b>\$ 5,800</b>	<b>\$ 26,700</b>	<b>\$ 7,100</b>	<b>\$ 33,800</b>

### Fund Development – Pump Up Your Annual Appeal!

Date: Thurs., Nov. 8  
Time: 11:30 am to 1:30 pm.  
Summary: For many nonprofits, the annual appeal is a large portion of organization revenues. This workshop will provide many ideas to help persuade donors to pump up their annual donation to your organization. Time will be allotted for partici-

## Building Communities Series

Kewaunee County leaders are invited to attend a series of discussions to talk about building our community and growing our local economy. Continuing each second Friday of the month through June 13, 2008, a one-hour web-based conference will highlight both the process of developing a good local community development strategy and some of the key ingredients to making that strategy work. The sessions run from 10 to 11:30 am.

The changing nature of the global marketplace is shifting the way all Wisconsin communities think about economic development. To grow the Kewaunee economy we will need to build on our unique assets and think in new, creative ways. While putting this into place is hard work, learning about new successful approaches to creating a vibrant community isn't.

Intended for local elected and appointed officials working with communities on economic development and quality of life issues, including local business leaders and economic development professionals, participants in the Building Communities series will explore how to best position our community to succeed in the 21st Century economy.

Participants are invited to attend the entire series or pick and choose those that best meet your interests. In order to accommodate all those interested in the program, you are asked to register in advance by contacting the Kewaunee County Extension Office at (920) 388-7141.

### Community Capacity Building: Engaging and Empowering Them All - Oct. 12, 2008

Associate Professor Randy Stoecker challenges us to re-think our notions of democratic community decision making. Who are the right people to engage and have involved? How do we assure that all voices are being heard? Join

Randy to learn how to maximize citizen input and design strategies that will address the needs of all those with a stake in our communities.

### Community Preparedness: Building on Assets - Nov. 9, 2007

UW-Extension Professor Andy Lewis and Associate Professor Will Andresen share their work with the Community Economic Tool Box, The Community Economic Preparedness Index and First Impressions. Using these robust tools to illustrate, this session will focus on the process used to help a community analyze its strengths and weaknesses prior to developing a plan to improve economic development opportunities in the community.

### Understanding the Community and How It's Changing: Demographics and More - Dec. 14, 2007

While a growing number of economic and demographic information sources provide a wealth of data, community leaders and economic development professionals still struggle to access this information and understand what it means for their communities. During this session, UW-Extension Professor Bill Pinkovitz and GIS Specialist Matt Kures transform our anxiety about "data" to confidence in using "information" to inform local choices. Learn how to uncover your community's story—richly mined from available resources and illustrated with everyday tools.

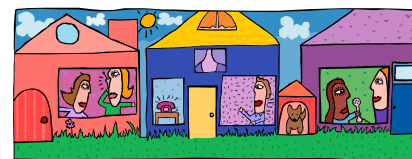
### Clusters and Regions: They Both Matter - Jan. 11, 2008

UW-Extension GIS Specialist Matt Kures and Center Fellow Terry Ludeman (invited) take on the economic development debate—should we focus on clusters or work collaboratively in regions? Terry will detail how to identify regional economic similarities as a first step to creating regional approaches.

Matt will uncover the secrets of identifying industrial/business clusters to target economic development efforts. The magic happens when they show how combining clusters with regions leads to powerful information from which winning regional economic and workforce development strategies can be formed.

### Attraction Strategies: Recruiting the Right Things - Feb. 8, 2008

UW-Superior/Extension Associate Professor Jerry Hembd and Center Fellow John Ramer, CECD, FM (invited) take us from the traditional to the nouveau of attraction. Often thought of in terms of landing that large new manufacturer or the branch plant, they'll discuss how today's global marketplace has not just changed the rules, but altered the game. Join in as they discuss how the changing economy demands new forms of infrastructure and community assets in order to be attractive to today's workers, who themselves are key to sustainable businesses and community growth.



### Supporting Existing Businesses: The Case for Downtown Business Development - Mar. 14, 2008

UW-Extension Community Business Development Specialist Bill Ryan and JD Milburn of the Wisconsin Main Street Program developed tools and resources to help support existing local businesses and create vibrant business districts. This program features understanding the changing marketplace and how communities can identify opportunities both realistic and sensible for their downtowns. They'll share tools and strategies for retaining and growing businesses that can be employed downtown and across the community.



### Entrepreneurship: It's Good for Business, Government and the Civic Sector - April 11, 2008

UW-Extension Professor Greg Wise addresses entrepreneurship as a community development solution to enhancing our communities' quality of life. How important is entrepreneurship to our communities and what are the essential ingredients of successful entrepreneurship development efforts? Best practice case studies will be shared and the national Extension Entrepreneurship Project will be highlighted as we answer those and other important questions.

### Sustainable Development—Is It Going Mainstream? May 9, 2008

UW-Superior/Extension Associate Professor Jerry Hembd explores the emerging topic of sustainable development. "What challenges and lessons does it offer to those of us working to enhance our communities? What does it suggest in terms of new ways of doing business? Join in as Jerry shares his research on the sustainable development movement and how we might employ key elements in our community development efforts.

### The Art and Science of Putting It All Together - June 13, 2008

UW-Extension Emeritus Professor Alan Anderson reflects on over three decades of working with communities to address critical community development issues. He'll help us understand how and when to support a community's need to have an early success or take a step back to put a plan in place. Al offers a "real-world tempered" perspective of how to guide a community in making local, sustainable development choices.