

Public Relations Department Goal Plan for 2009

Public Relations Income Budgeted Goal for 2009: \$75,000

This goal includes fundraising events, general donations, in-kind donations, and grant writing efforts.

Objectives for the Public Relations Department include: Fundraising Events, General Donations, Grant Writing, and Public Communications.

Public Relations Department Goal: To exceed budgeted goal by 34.1% (goal set at \$100,600) in 2009. Area incomes break down:

Fundraising Events:	\$25,600	\$25,924.86 Actual
General Donations:	\$30,000	\$30,520.61 Actual
In-Kind Donations:	\$0	\$2,259.50 Actual
Grant Writing:	<u>\$45,000</u>	\$24,535 Actual
	\$100,600 Total Income	

Fundraising Events Objective: Increase fundraising event net income by 33.6% in 2009 (goal set at \$25,600) and also make plans for a new fundraiser for 2010 with a projected net income of at least \$5,000.

Strategy A: Use the following template as a guideline for fundraising event activities, and use my Event Summary Report as a guide to ensure the goal is reached. The following table gives the net profits of fundraising events. The items in red are my goals for net profit for 2009.

<i>Fundraiser</i>	<i>2007 Net Income</i>	<i>2008 Net Income</i>	<i>% Increase</i>	<i>2009 Goal</i>	<i>% Increase</i>	<i>Actual</i>
Spelling Bee	\$239.50	\$1,814.55	656.64%	\$2,100	15.7%	March 11: \$2,068.13 12.5%
Pork Chop Dinner	\$839.25	\$862.90	2.8%	\$1,200	39.06%	April/May N/A
Golf Outing	\$12,106.58	\$15,281.45	26.2%	\$20,000	30.8%	July 21,041.74 37.69%
Tri-State Raffle	NA	\$941.81	NA	\$2,000	112.3%	August \$2,304.73 144.7%
Tri-Oval Speedway	NA	\$256.92	NA	\$300	16.7%	July \$511 98.9%
Garage Sale	\$1,097.84	NA	NA	NA	NA	
TOTAL	\$14,283.17	\$19,157.63	34.13%	\$25,600	33.6%	\$25,924.86 35.32%

Strategy B: Make personal thank you calls to participators and sponsors.

ACTION STEPS	WHO	WHEN	COMPLETE
1. Mandi will make personal thank you calls to the	Mandi	After the completion of fundraising events.	I did personal visits for the Spelling Bee, and

Public Relations Department Goal Plan for 2009

appropriate contact person (participants and/or sponsors) after fundraising events.			did not do any calls or visits for Golf or Tri-State Raffle. I will try harder next year to get this organized.
-------------------------------------------------------------------------------------	--	--	-----------------------------------------------------------------------------------------------------------------

Strategy C: Plan for a NEW major fundraiser for 2010.

ACTION STEPS	WHO	WHEN	COMPLETE
1. Mandi has considered a few new fundraisers for Winona ORC. She will put these ideas together after research and present them to the committee.	Mandi	The research and information should be presented by April 2009 to the committee.	Started working on Dancing with the Winona Stars with Gotta Dance studio in March – May. This did not work out due to conflict of legal and ethical issues.

Strategy D: Approach a business/organization to create a partnership for an awareness fundraising campaign. (Example: 10 Days of Giving)

ACTION STEPS	WHO	WHEN	COMPLETE
1. Brainstorm with the Committee ideas of who to approach. 2. Mandi will create a tentative plan of action for this campaign. 3. Bill will call on the appropriate person to meet with about this. 4. Mandi and Bill will attend meeting with idea. This may not be implemented until 2010.	Committee Mandi Bill	Idea needs to be choose Feb. 2009. Plan needs to be created by April 2009. Meeting needs to happen by June 2009.	We did discuss working with Winona Health. I contacted them about Mental Illness Month in May, but we did not have enough time to plan anything. I will look further into this for 2010.

General Donations Objective: Increase general donations net by 31.3% in 2009 (goal set at \$30,000). This will be done by increasing fundraising meetings and developing donor relations. I will also be planning for a Capital Campaign in 2010.

Annual Campaign Summary for 2008

\$22,855 in General Donations by 150 Donations
Of the 150 Donations

Public Relations Department Goal Plan for 2009

10 were Businesses/Companies totaling \$10,700

3 were Family Foundations totaling \$1,300

118 were Individual Donors totaling \$10,855 (\$91.99 average donation)

49 NEW Donors

Of the 118 Individuals

99 People gave 1 Donation in 2008

18 People gave 2 Donations in 2008

1 Person gave 3 Donations in 2008

Strategy A: Increase 'Schedule of Asking' meeting by 8 meetings to equal 12 meetings for 2009.

ACTION STEPS	WHO	WHEN	COMPLETE
1. Go over the 'Schedule of Asking' with the Fund. Development committee to adjust accordingly. 2. Submit the 2009 'Schedule of Asking' to Bill to schedule meeting dates. 3. Bill and Mandi (and maybe board member) will go to the meetings.	Committee Bill Mandi	'Schedule of Asking' needs to be completed by February 2009. Calls by Bill need to be done by June 1, 2009.	COMPLETE Schedule of Asking did not work out due to changes (Bill leaving in June). The only meeting we had was with Merchants Bank.

Strategy B: Target a pledge payment for 2009, 2010, and 2011.

ACTION STEPS	WHO	WHEN	COMPLETE
1. Go over prospects at committee meeting. 2. Bill will set up meeting with the prospect. 3. Bill, Mandi, and Board Member will attend the set meeting.	Committee Bill Mandi	Prospect needs to be figured out by March 2009. Meeting needs to be done by June 2009.	COMPLETE Pledge payment prospects (RTP and Waterous) did not get done due to changes at WORC. Changes have also been made at Waterous. We will look at this for 2010 but we need to keep in mind the possible laundry project.

Strategy C: Coordinate personal thank you phone calls to donors each month.

ACTION STEPS	WHO	WHEN	COMPLETE
--------------	-----	------	----------

Public Relations Department Goal Plan for 2009

<p>1. Mandi inputs donor information into Giftworks. I send out thank-you letters monthly. I will compile the donor/donation information at the end of the month and create a spreadsheet. I will go to Bill and Michael to get any information on the donors (history, info, etc). I will create a script for the thank-you-caller and give them the information by the first Tuesday of the following month.</p> <p>2. The volunteer thank-you-caller will make the calls by the first week of the month. They will add notes if necessary. They will send the report back to Mandi by that Friday. If calls are not made, Mandi will complete calls the following week.</p>	<p>Committee Mandi</p>	<p>This is a monthly project. Donor/Donation info will be sent to the volunteer thank-you-caller by the first Tuesday of the month. The volunteer thank-you-caller will make the phone calls by the end of the first week of the month. The information will get sent back to Mandi.</p> <p><i>*Note: If calls are not made, Mandi will do them herself the following week. We can also divvy out calls if there are more than 15 of them to make for the month.</i></p>	<p>This was completed. Board members – feedback on success/effectiveness?</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------

Strategy D: Prospect new donors for 2009.

ACTION STEPS	WHO	WHEN	COMPLETE
<p>1. Mandi will be researching and prospecting new donors in 2009. This will include research on the internet and by keeping an eye on similar organizations</p>	<p>Mandi</p>	<p>2009</p>	<p>I added many new donor prospects into our database based on research of other organizations and public communications.</p>

Public Relations Department Goal Plan for 2009

and any donor information they share. 2. Mandi will find contact info and send newsletters to their address to get their attention and gain new donors.			At this time, I don't know if we can track if they become donors. I will look into it.
------------------------------------------------------------------------------------------------------------------------------------------------------------	--	--	----------------------------------------------------------------------------------------

Strategy E: Create better donor relations by having more direct 'donor touches' throughout the year.

ACTION STEPS	WHO	WHEN	COMPLETE
1. Mandi will send out special mailers to donors including the 2008 Annual Report and donor surveys.	Mandi	Throughout 2009 The 2008 Annual Report should be ready in April.	Annual Report was done in August. A summary sheet was added to the Fall 2009 newsletter. I did do special mailings recognizing special contributions (forklift, bus, etc).

Strategy F: Plan for a Capital Debt Reducing Campaign for 2010.

ACTION STEPS	WHO	WHEN	COMPLETE
1. The committee will establish the general plans for a 2010 Debt Reducing Campaign. Mandi will complete all paperwork involved and complete research so she is prepared for her first capital campaign. 2. This campaign will be presented to the BOD for their involvement. They will oversee this campaign; Mandi will act as a support for it.	Committee Mandi Board of Directors	General Plans need to be done by June 1, 2009. The Board of Director's need to know about plans by July 2009. The set up stages will start in the fall of 2009 and the campaign will start accordingly in 2010.	I joined AFP (Association of Fundraising Professionals) and attended many classes on capital campaigns. I also had a summit in July with sessions on capital campaigns. Debt reducing campaigns are not recommended,

Public Relations Department Goal Plan for 2009

			unless coupled with something else. We postponed moving forward with any capital campaign because we are waiting on the Laundry decision.
--	--	--	-------------------------------------------------------------------------------------------------------------------------------------------

Grant Writing Objective: To increase grant research time and submit 10 grants in 2009.

In 2008, I wrote 7 grants, of which, 3 were awarded, 3 were denied, and 1 was pending.

Strategy A: Increase grant research time.

ACTION STEPS	WHO	WHEN	COMPLETE
1. Create a schedule to set aside full days to research. 2. Solicit help with administrative functions I do to help relieve some time.	Mandi	The schedule needs to be ready by March 2009.	I did increase grant research in the Spring time (canceling the pork chop dinner helped)! I had a hard time doing much in the summer and fall due to changes at WORC.

Strategy B: Submit 10 grant proposals in 2009. (I submitted 7 in 2008).

ACTION STEPS	WHO	WHEN	COMPLETE
1. Submit 10 grants to appropriate foundations on given deadlines.	Mandi	On appropriate foundation deadlines in 2009.	

Public Communications Objective: To connect with the Winona Community in 2009 at least twice a month.

Strategy A: Hold a personal invitation tour event once in 2009.

ACTION STEPS	WHO	WHEN	COMPLETE
1. Work on setting a date for this tour with Bill and Jeff. 2. Work on personal	Mandi Bill Jeff Dina	Date needs to be set by July 2009. Event should take place close to the Fall of	There has been many changes at Winona ORC – but we did hold a

Public Relations Department Goal Plan for 2009

invitations to this event with Bill and Jeff. 3. Set up the event (food, libations, board members, information ready, etc.)	Todd	2009.	Chamber Network Nite event in February and we are holding an Open House for our new ED on November 13 th .
--------------------------------------------------------------------------------------------------------------------------------	------	-------	-----------------------------------------------------------------------------------------------------------------------

Strategy B: Promote and set-up speaking opportunities for local businesses/events/organizations four times in 2009.

ACTION STEPS 1. Brainstorm ideas with the committee. 2. Mandi will research ideas on the internet. 3. Mandi will create appropriate materials to promote her speaking at functions.	WHO Committee Mandi	WHEN Brainstorming needs to happen in February 2009. 4 Speaking opportunities should be accomplished by the end of 2009.	COMPLETE This was not completed, but I did get some good leads on service organizations. With the new ED, I believe we will connect more with the community and these opportunities will be more available.
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------	---------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Strategy C: Coordinate the Board of Director's submitting LETTERS TO THE EDITOR for the Winona Daily News and the Post 4 times in 2009.

ACTION STEPS 1. Brainstorm what kind of topics we can submit to the papers. 2. Mandi will email BOD when something comes up for them to submit something about (maybe even helping write the letter).	WHO Mandi Committee BOD	WHEN 4 times in 2009 – this will vary throughout the year.	COMPLETE Bus solicitation, WORC fall on hard times, Mental Illness Awareness Month, NDEAM
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------	----------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------

Strategy D: Write and submit two interest stories for the Winona Daily News and the Winona Post in 2009.

ACTION STEPS 1. Take an event or story from Winona	WHO Mandi	WHEN The first story will be written on	COMPLETE: Janitor Training Program, New
--------------------------------------------------------------	---------------------	---------------------------------------------------	---------------------------------------------------

Public Relations Department Goal Plan for 2009

ORC and create a news worthy interest story from that. 2. Submit it to the appropriate media.		February 9, 2009 about our janitor training program. The other story is still TBD.	Executive Director, Mittens and Open House
--------------------------------------------------------------------------------------------------	--	------------------------------------------------------------------------------------------	--------------------------------------------------

Strategy E: Solicit the help from Bill, Jeff, Todd, Dina, and Leslie to help create articles/pieces for the newsletter and website on a quarterly basis.

ACTION STEPS	WHO	WHEN	COMPLETE
1. Hold a meeting to explain this idea. 2. Send reminders out to people when deadlines are approaching.	Mandi Bill Jeff Todd Dina Leslie	Initial meeting was held in late December 2008. The deadlines for submission are: Jan. 15, April 15, July 15, and Oct 15. Bill has an extra article to write in April about our Annual Report.	This did not work out for the most part. Mostly due to people not making it a priority. Many times what was submitted, I had to adjust and fix. Hopefully things will get better next year?!?!?

Strategy F: Set up and grow the Constant Contact Email Newsletter.

ACTION STEPS	WHO	WHEN	COMPLETE
1. Start letting staff know about the E-News. 2. Add emails in when appropriate. *The website has a sign up on the homepage. 3. Promote people signing up for the E-News. 4. Send out a Constant Contact E-News.	Mandi	Staff are aware of this E-News and I have added my contacts. Send out the first E-News by March 1, 2009.	As of December 31, 2009 – there are 484 active contacts on the E-News mailing list.

Strategy G: Add Bill and Jeff to regular live interviews on Winona Radio along with myself.

ACTION STEPS	WHO	WHEN	COMPLETE
1. Let Bill and Jeff know that they have their own spots on Winona Radio the first Thursday of every month.	Mandi Bill Jeff	Meeting was held the end of December 2008. Reminders will be sent monthly (the first Thursday of the	This did work out until changes happened (Sales position eliminated, Bill gone). I will work

Public Relations Department Goal Plan for 2009

2. Send reminder emails out about interviews.		month).	on getting Judie set up for this.
-----------------------------------------------	--	---------	-----------------------------------

Public Relations Department Goal Plan for 2009

2009 Public Relations Budget of Expenses

2008 Budgeted Spending = \$36,000

2008 Actual Spending = \$26,553

2009 Budgeted Spending = \$24,330

2009 Anticipated Spending = \$23,490

2009 Actual Spending = \$22,701

Advertising **\$11,590**

In Good Company WDN	\$5,040
Winona Radio Ads	\$6,000
Winona Radio Interviews	\$0
The Post	\$300
DEX Media (Phone Book)	\$250
Billboards	
Television/HBCI	

Fundraising Event Related Expenses **\$7,650**

Spelling Bee	\$150
Pork Chop Dinner	\$1,000
Golf Outing	\$6,000
Tri-State Raffle	\$500
Tri-Oval Speedway	\$0

Printing and Postage **\$2,000**

Newsletters	\$600
Other Mailers	\$400
Marketing Materials	\$500
Other Printing	\$500

Public Relations and Development **\$1,000**

Young Professionals	\$500
Conferences/Seminars	\$500

Promotional Products **\$500**

? Not sure yet

Other **\$750**

Building Updates Related to Image	\$500
Internal Related Events	
United Way Campaign	\$100
Participation in Events	
Holiday Lighted Parade	\$150