

**Wisconsin Wildlife Federation
Development Highlights in 2007/Year-end Report to the Board
Meg Nelson, Development Director**

Foundations: \$38,500

- \$20,000 grant from the Wisconsin Environmental Education Board for forestry education.
- \$12,500 grant committed from the American Transmission Company for education.
- \$5,000 grant from the Bock Foundation for education.
- \$1,000 grant from the Sub-Zero Foundation for education.
- 22 proposals currently pending with foundations.
- Researched and identified sources of potential foundation support.
- WWF also received two \$10,000 grants from the National Wildlife Federation for its policy work and the equivalent of a \$20,000 from AmeriCorps for an in-kind environmental educator.

Membership Recruitment/Donor Prospecting: \$3,796+ (results still coming in)

- Letter to recruit WWF lapsed members: Raised: \$1,858; Average Gift: \$30.46; Response Rate: 11% (61 people out of 715 responded).
- Letter to hunters who purchased a DNR Conservation Patron License: Raised: \$560; Average Gift: \$26.67; Response Rate: Less than 1% (21 people out of 3,849 responded).
- Letter to members of The Nature Conservancy: Raised \$1,068; Average Gift: \$35.60; Response Rate: 1% (30 people out of 2,887 responded). *Note:* We also expect to take in a gift in the \$2,500 range to our education endowment for MEEC as a result of this mailing.
- Letter to members of the Friends of MacKenzie Environmental Education Center: Raised: \$310; Average Gift: \$31.00; Response Rate: 4% (10 people out of 240 responded). *Note:* We sent this mailing on 11/26 and are still getting responses.
- Letter to people who have given \$1,000 or more to other conservation groups: *Note:* We sent this mailing on 11/28 and haven't received any responses yet.

Special Appeals: \$8,620+ (results still coming in)

- Letter to WWF members for Year-End Gift in 2006. Raised: \$1,860; Average Gift: \$25.48; Response Rate: 13% (73 people out of 575 responded).
- Letter to WWF's affiliate clubs to support youth education: Raised: \$4,225; Average Gift: \$384.09; Response Rate: 7% (11 out of 153 groups responded; two came in before the mailing).
- Letter to WWF members (associate, sustaining, banquet, clubs) to contribute to WWF's Legislative Fund: Raised \$2,535; Average Gift: \$36.74; Rate of Response: 1.3% (69 people out of 5,334 responded).
- Letter to WWF members for Year-End Gift in 2007: *Note:* We sent this mailing on 12/7 and haven't received any responses yet.

Donors: \$37,500 (\$12,500/year for three years for the educator position at MEEC)

- Developed proposal for the Friends of MacKenzie Environmental Education for presentation by George and Derek to the group.

Annual Meeting/Sponsorships: \$3,600

- Raised \$3,600 in cash and donated services.
- Garnered several items for the wheel raffle and silent auction.
- Produced the program booklet.

Wisconsin State Employees Combined Campaign (SECC): \$994+ (results still coming in)

- Developed materials to participate in this campaign which enables state employees to support non-profit organizations through a payroll deduction. Next year, we will work to bolster the response.

Endowment Gifts: \$2,050 (anticipate another gift in the \$2,500 range)

- Worked with executive committee to establish two endowments— one for conservation policy with the idea proceeds would help finance WWF's general operations and one for education with the idea proceeds would go to MEEC while WWF operates that facility.
- Developed proposal for Jerry Knuth to present to Okray Family Farms.
- Met with family members to discuss endowment/memorial gift.
- Took in two memorial gifts for endowment funds.

Planning (basis for member and donor recruitment and proposals to foundations)

- Worked with staff to develop written document/plan that captures WWF's educational work for the next 12 to 18 months, and helped prepare budget.
- Assisted board and executive director in developing a five-year strategic plan for WWF.
- Worked with executive committee and staff to create Organizational and Development Committee to help strengthen WWF and enhance its development work.

Miscellaneous Development:

- Developed new membership materials, e.,g., letters, response cards, and thank yous.
- Revised renewal process. We now we send three notices instead of one.
- Evaluated database and membership data. Determined WWF's database is inadequate to support the development and outreach needs of the organization; identified new database and a retired database professional to create and help maintain the database; and developed and submitted grant proposals for a new data base, computers, phones, and other technological needs.
- Wrote/added information to web site about giving opportunities, including planned giving, with WWF.

Outreach:

- Developed/ing content for WWF's web site and individual to update web site.
- Developed/ing photo library for use in fundraising, marketing, and outreach.

Camo Coalition/Electronic Action Alert System:

- Laid groundwork to get the Camo Coalition up next spring. The Georgia Wildlife Federation (GWF) will allow us to use the template and language from its Camo Coalition web site so we won't need to re-create the wheel in setting ours up. We plan to work with The Databank to set up and maintain WWF's site which is the vendor GWF uses.

Administrative:

- Spearheaded work to update organizational documents (needed for funding proposals), including: 1) WWF's 501 (c)(3) letter from the IRS; 2) WWF's status as a non-profit corporation in Wisconsin with the Department of Financial Institutions; and 3) WWF's status as a "charitable organization" with Wisconsin's Department of Registering and Licensing.
- Identified vendors (graphic designers, printers, mailers) to help with fundraising and outreach mailings.
- Attended board, executive committee, staff, and MEC meetings.