

**Revised Operational Plan 2002-2003
Development Committee: Summary of Proposed Specific Targets¹**

Major Outcome: Regeneration of funding for general EE program

This is not business as usual, and the stakes are high – we should be prepared to be in for the long haul, and will need serious commitment, tenacity and imagination in the likely face of setbacks, particularly in reinstatement of state GPR funding for general EE.

Target A. Strategic plan for reinstatement of \$200,00 GPR funds and/or procurement of alternative state funding for general EE program

Task Force members²: Randy Champeau (Co-Chair), Robin Harris, (Co-Chair), Rick Wilke, Sheila Harsdorf, Mark Miller,

- a. Environmental Fines**
- b. EE License Plate Fund**
- c. State Income Tax Check Off Option**
- d. Bottle Charge**
- e. Littering Fines**

Target B. Strategic plan for private fund raising campaign for general EE program

Task Force members²: Jim Gibson (Co-Chair), ?.....(Co-Chair), Robin Harris, Janet Brandt,

- a. Apply for 501c(3) tax status
- b. Develop plan for recognizing donors
- c. Identify network of supporters
- d. Identify prospects and glean contact names

Target C. Identify and solicit target groups for matching theme grant funds

Target D. Add highly visible Development component to WEEB web site

Target E. Develop electronic contribution mechanism on WEEB web site

¹ For details on Targets A-B, see attached.

² Dotted lines identify other potential Task Force members from WEEB (e.g., Development Committee members and/or other WEEB members), and/or Friends of WEEB (e.g., Previous donors).

DRAFT (7/17/02)

Revised APPENDIX

Development Committee Report: July 15, 2002

(to be integrated into the Development section of the WEEB website,
and used to request committee membership and other help from previous donors,
following Board approval)

WEEB Core Mission Task Force

To: Friends of WEEB

From: Robin Harris, Task Force Chair
Ginny Carleton, Administrative Assistant for WEEB

Re: **WEEB Core Mission Task Force: United We Stand - How Can You Help?**

The Challenge

As you may know, the WEEB's ability to carry out its core general EE mission has been seriously limited by changes in the state budget (shift of historic \$200,000 for general EE grants to segregated fee Forestry grants program). This leaves WEEB with funding for forestry and energy education projects, but only a small amount (5% surcharge of the environmental fines levied and collected —estimated at about \$50,000 annually) to support all other EE areas (as compared to about \$800,000/year in requests for funding of general EE projects received by the WEEB).

WEEB's Response

A task force has been established and has to date identified three approaches to meet the challenge: 1) continue to work with legislative allies towards reinstatement of the historical \$200,000/yr of state General Program Revenue (GPR) money for general EE grant program, and/or identify and pursue alternative state funding sources for WEEB's general EE grant program, and 2) initiate a fund drive to solicit private donations to the EE Fund, particularly the endowment fund.

How Can You Help?

First and foremost we would like you to consider becoming a member of the Friends of WEEB branch of the WEEB's Core Mission Task Force. To do so, just add your name to our website. We would be extremely grateful to you for 1) any **ideas** you might have on how to increase the effectiveness of the three above approaches and any suggestions for other approaches you might think of, and 2) any **logistical contributions** (organizational, political, financial, etc) you may wish to make to help accomplish the mission of the Task Force. In particular, please consider whether you would be prepared to be a **member of one or more of the Task Force committees** (see below) or otherwise help committee members achieve

their goals. To volunteer services to any of these committees, please contact Ginny Carleton at the WEEB office.

Please contact the WEEB office (see to left) with any suggestions or questions. We encourage you to continue to visit our web site to be kept “in the loop” on the endeavors, successes and temporary setbacks of the Task Force in resolution of this critically important challenge to WEEB's core mission.

Task Force Committees

- 1) Reinstatement of GPR Funds and/or Alternative State Funding Committee**
- 2) Private Fundraising Campaign Committee**

Update on Progress

1. Strategic Plan for Reinstatement of the \$200,000/yr of GPR Money and/or Procurement of Alternative State Funding for WEEB's General EE Grant Program

Committee members: Randy Champeau (Co-Chair), Robin Harris (Co-Chair), Rick Wilke, Sheila Harsdorf, Mark Miller,

A. Reinstatement of the \$200,000/yr of GPR Money.

As much as we would like to think otherwise, it is our understanding that realistically there is minimal chance of reinstatement of the state GPR money in the near future. We will continue to proactively solicit help on this reinstatement, but recognize that we may not be able to count on it as reliable sole source of support in the future.

The following strategies will be conducted simultaneously.

Strategy 1: Develop a network of previous grant recipients who have the capacity and motivation to lobby for reinstatement of the \$200,000 in general program revenue to support the WEEB general environmental education grant program.

Strategy 2: Within the 2003-2004 grant application material (RFP) incorporate a statement referencing major changes to the WEEB grant program from previous years and making individuals aware of the opportunity to contact legislatures about the value of the WEEB grant program and its future funding levels.

Strategy 3: Create a press release detailing changes to the WEEB grant program, that also gives permission to reprinting article in other public media venues.

Strategy 4: Inform the public of legislators "town meeting" schedules so that the WEEB and future funding for the general grant program can be discussed.

Strategy 5: Have WEEB members meet with members of the legislature and/or Governor's office regarding funding for the general grant program.

B. Alternative State Funding Sources for WEEB's General EE Grant Program

Based on precedents for EE funding by other states, we are exploring the following alternative state funding sources.

a. Environmental Fines

Under Chapter 20.285 (1) (r) Wis Stats and s. 299.93, environmental assessments revenue due to WEEB is 50% of the 10% surcharge on assessments (about \$50,000/year)

Strategy: Lobby to increase the surcharge from 10% (5% WEEB + 5% to Environment Fund) to 20% (10% WEEB + 10% Environment Fund) thus increasing WEEB's allotment of the surcharge by about \$50,000/year (still \$150,000 short of WEEB's historic \$200,000 GPR for General EE grants program).

b. EE License Plate Fund

Currently in WI there is no EE license plate fund (precedents for states with such a fund include: AL, AR, CA, OK)

Strategy: Lobby for legislative establishment of an EE License Plate Fund for WI.

c. State Income Tax Check Off Option

Currently in WI there is no check off option for general EE (precedent WI check off option for endangered species)

Strategy: Lobby for legislative addition of check off option for general EE

d. Bottle charge

e. Littering Fine

2) Strategic Plan for Alternative Private Funding Sources for WEEB's General EE Grant Program

This March, in response to a WCEE network mailing opportunity, we designed and distributed a flier for a new "EE Works for Wisconsin" campaign. The flier solicited donations to the EE Fund and letters of support to the Governor, legislators and local media. Results so far indicate that although this approach may be very useful for keeping key groups informed on the WEEB's activities, it has very limited potential for raising funds.

We recognize that to generate even half of our historic \$200,000/year for the general EE grants program would require an endowment fund of about 2 million dollars. Is this completely out of the question for such a uniquely worthy cause? WEEB has a proven track record of recognition and acclaim in meeting the needs of diverse constituencies across the state, and is now in a position to partner for mutual benefit with private sponsors via a substantially enhanced and noteworthy endowment fund.

Purpose: To develop an endowment of \$2-4 million to be used to sustain the core general environmental education grants program of the Wisconsin Environmental Education Board.

Committee members: Jim Gibson (Co-Chair), ? (Co-Chair), Robin Harris, Janet Brandt, ..

.....
The following strategies will be conducted concurrently.

Strategy I: Apply for **xxxxxxx** tax status

Strategy II: Develop a network of high profile, committed supporters of environmental education who have the capacity to support environmental education financially and/or whose network of significant relationships extends to others who are potential supporters themselves.

Steps:

1. Identify Honorary Chair or Honorary Co-Chairs
Recruit members of the network as members of a 'sponsoring board'.
2. Convene and charge the network members.
3. Plan follow-up visits and calls.

Strategy III: Identify prospects that will promise/pledge/give the first third (e.g., \$1.3 million) prior to formal public announcement of the endowment campaign.

Steps:

1. Develop a definitive case statement (proposal).
2. Create a formal recognition plan for contributors. (With supporting materials).
3. Develop a data management system to keep permanent records of prospects, contacts, contributions, network of potential givers, etc.

4. Establish a plan for individual contacts (board members/network members).
5. Conduct personal visits and follow-up correspondence.
6. Recognize contributors.

Strategy IV: Glean contact names within the existing data bases used for prospect mailings.

Steps:

1. Prepare a call and contact mechanism to reach via voice and follow-up email or paper based mailing.
2. Evaluate and qualify prospects from the phone interviews and follow-up.
3. Make a further evaluation of the giving potential and 'hot' buttons of prospects.
4. Develop individualized contact and marketing plan for each selected potential organization or individual giver.
5. Implement the plan.
6. Don't give up.

WEEB Development Committee Progress Report¹
April 23, 2001 Meeting

The state legislation creating the WEEB directs the Board of Directors to seek out and obtain private funds to supplement the environmental education grants program. In response, the WEEB has established the *Wisconsin Environmental Education Fund* to actively raise private funds to expand opportunities for organizations to conduct environmental education projects.

An annual giving program solicits funds to supplement the environmental education grant program. Donations are deposited at the direction of the donor into either an endowment or an annual dispersal account, with options including stock gifts, bequests, and other forms of planning. In addition to solicitation and thank you letters mailed directly to environmental organizations and individual environmental educators, the *Wisconsin Environmental Education Fund* is promoted in WEEB's brochures and WEB page.

Everything now seems to be in place. However, the results of our recent mass mailing (about \$500 in pledges, less than 0.5% response), suggest that in the future we should focus on a strategically targeted rather than mass mailing approach, as a more efficient and potentially more productive way of meeting the state mandate and increasing the supplementary funds for the EE grant program.

¹ Robin Harris (chair), Barry Ashenfelter (on behalf of Senator Brian Burke), Randy Champeau, Jim Gibson, Bill Neuhaus, and Ginny Carlton.

EE 2005: Major Priorities¹

Obtain Private Funds

VI. Obtain Private Funds to Supplement the Environmental Education Grants Program.

Rationale: The state legislation creating the WEEB directs the Board of Directors to seek out and obtain private funds to supplement the environmental education grants program. The WEEB has established the Wisconsin Environmental Education Fund to actively raise private funds to expand opportunities for organizations to conduct environmental education projects.

Stakeholders:

Primary: WEEB

Secondary: Partnerships, Wisconsin Association for Environmental Education (WAEE), Business and Industry, Environmental and Conservation organizations.

Objectives/Outcomes:

1. Develop and maintain an annual giving program to raise funds to supplement the environmental education grant program. Donations to be deposited at the direction of the donor into either an annual dispersal account or an endowment account.
2. Promote the use of additional giving options including stock gifts, bequests, and other forms of planned giving.

¹ From WEEB web site: <http://weeb.uwsp.edu>