

VII. MAJOR OUTCOME: Seek private funds and develop partnerships

TARGET	Action	Responsibilities	Measures	Vehicle	Timelines
A. IDENTIFY TECHNICAL ASPECTS OF ACCEPTING FUNDS	1. Identify means of accepting funds.	Bruce Froehlke and Administrative Specialist	Systems set up.	Personal checks and possibly direct withdrawal from payroll for UWSP staff.	October 1998
	2. Create two accounts—endowment and annual support.	Bruce Froehlke and Administrative Specialist.	Account numbers provided.	Memo.	October 1998
	3. Establish accounting procedures.	Bruce Froehlke and Administrative Specialist.	Procedures identified.	Memo.	October 1998

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4. Establish Acknowledgment procedure.	Bruce Froehlke and Administrative Specialist..	Thank you notice and tax information sent.	Thank you letter and tax report forms	On-going.
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TARGET  
**B. SOLICIT FUNDS FROM BOARD MEMBERS**

Action	Responsibilities	Measures	Vehicle	Timelines
1. Determine means of solicitation	Development Committee.		Phone conference.	Sept. 30 1998.
2. Solicit pledges from Board	Development Committee Chairperson.	Report from UWSP foundation.	Appeal at October meeting. Follow up letter. Letter to former board	Oct./Nov. 1998

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C. SOLICIT FUNDS FROM ENVIRONMENTAL EDUCATORS	1. Obtain sample solicitation letters and brochures.	Administrative Specialist.	Samples ready for board meeting.	Sample publications from Bruce Froehlke.	October 1998.
	2. Identify means of solicitation (e.g., letter, response card, return envelope)	Development committee	Recommendation to Board and approval	Phone conference	Sept. 1998
	3. Draft text for letter	Barry Ashenfelter	Draft text approved	Report to development committee/board	Oct./Nov. 1998
	4. Identify letter signer	Development Committee	Letter signed	Discuss at Oct. meeting. Decide via phone conf.	Oct./Nov. 1998

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D. EVALUATE BOARD SOLICITATION CAMPAIGN	5. Compile mailing/phone list (anticipate 2,000 individuals)	Administrative Specialist	One purged mailing list	WEEB, WAEE, Network, EE masters, EE news	December 1998
	6. Prepare mailing	Administrative Specialist and volunteers	Materials to post office	Mailing	February 1999
	1.	Development committee	Document	Report to Board	July 1999
E. EVALUATE EE'RS SOLICITATION CAMPAIGN	1.	Development committee	Document	Report to Board	July 1999

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<p>F. IDENTIFY NEXT TARGET GROUP</p>	<p>1. Create potential donor list</p>	<p>Development committee</p>	<p>Document</p>	<p>Report to Board</p>	<p>July 1999</p>
<p>TARGET</p>	<p>Action</p>	<p>Responsibilities</p>	<p>Measures</p>	<p>Vehicle</p>	<p>Timelines</p>
<p>G. DEFINE STRATEGIC PARTNERSHIPS</p>	<p>1. Act on Planning Committee's Report.</p>	<p>Development Committee</p>	<p>Identify categories of 'friends' of 'supporters'</p>	<p>Report to Board</p>	<p>January 1999</p>