



League of Women Voters of Minnesota Records

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9/1/99 Communications

Policy Comm
10 AM

jwvmm.org

mmvoter - user id.

LWVmmem - password

What should go on website

- Board - policy review Committee
pubs are profit centers
- U.S. "Tell it to Washington" - all on web site
- SS suggests talking w/ U.S. to see what they put on website.

A.W. does not think most people would download whole thing

Logo discussion — use, color
red, white, blue — white paper preferred
Type faces could vary — 3 basics per document

Agenda e-mailed 8/25/99 to: Gabi B., Eydie K., Jeannette L., Mary S., Ady W., Andrea L., Sally S., Judy D.

Following is the agenda for the 9/1/99 noon meeting (Wednesday) of the Communications Committee at the Women's Building (550 Rice Street) lower level small meeting room. Bag lunch suggested. Coffee and tea provided.

* Reports

"How to Make a Difference" on LWVMN's web site.

Other.

* Discussion/Decision regarding LWVMN logo and print standards distributed by Eydie Kargas at the 7/1 meeting. Please let me know if you need a copy.

* Communications Plan update.

* Discussion: Locations for placing LWVMN's Diversity policy i.e. Website, Annual Report, - - -. How can we address diversity in League's communications.

* Suggestion of possible opportunities for Communications Committee volunteers - (i.e. organizing photos?, etc.) LWV members or others.

* Other

###

*LL Committee members
Voter evaluation
- inhouse ?
- more like Citizen's
league - guest
editorials*

E-mail received 8/26/99:

Dear Karen,

I think I told you a few days after our last meeting that I might have a conflict on Sept. 1. As it turns out, I have to be in a faculty meeting all that afternoon. I'm sorry--when we set the meeting I didn't realize how soon we'd be starting up--classes don't begin until the 9th.

It would be helpful to me if you'd send me any handouts from the meeting, so I'll be on the same page for the next meeting.

Thanks.

Mary

##

(Email forwarded to) Judy and Sally: Thought you should be aware of the following.
Karen

>From: Jeannette Lang <74024.727@compuserve.com>

>To: "Karen Gochberg" <k_gochberg@hotmail.com>

>Subject: 9/1 Communications Committee

>Date: Wed, 25 Aug 1999 16:42:09 -0400

>I doubt I will be able to attend this one either, Karen. I wonder if I should bow out of the committee assignment and simply concentrate on my>secretarial duties. They sure take more time as a beginner! Thanks,

>Jeannette Lang

(more responses following page)

8/27 /E-mail from Mary Steen:

Dear Karen,

The only thoughts I have relate to publications and the web site.

I don't know how much money LWVMN actually makes from the sale of various publications like the one in question, but I do think that we should put more, rather than less, on line because that's where the action in the future is going to be. I don't know how we'll replace the money, but if we don't "do" the web well, we'll never be in sync with younger people.

I don't know if you subscribe to LeagueTopics, but today the national office send out a report on recent activities. Included was this paragraph:

The redesign of the website is moving forward with a launch date of mid-October envisioned. One eventual goal is to have a publications database on the site which includes all the pubs. A number of the newer pubs are on the site now, but pre-electronic pubs will have to be scanned or rekeyed. The issues clearinghouse is expected to be operational by Convention 2000 and will be accessed through the website.

This sounds to me as though they plan to put the content of all publications on the web.

Mary

On Thu, 26 Aug 1999, Karen Gochberg wrote:

> Hi Mary - Thanks for the e-mail. Sorry you won't be able to attend. > Although you won't be there we could use your input. > Please let me know of any thoughts you have on the items we'll be > discussing.

> Thanks,

➤ Karen

##

8/29 E-mail from Ady Wickstrom (re: moving website)

Hi,

I'm in the process of moving our web site over to **lwvmn.org**. I've started on a "members only" section which is password protected. The **user id is "MNVoter"** and the **password is "LWVMNmem"** (note that it is case sensitive). Please start thinking of what information would be useful to add. Note that the move is not complete, so you will get errors on pages that have not moved yet. I expect to be done with the move within a week, and will be demonstrating it at the open house on the 8th.

Also, please note that Kay Erickson's email address has changed - it is now **kerickson@visi.com**.

Thanks,
Ady

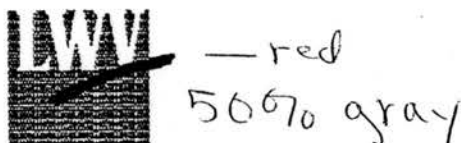
Draft February 25, 1999
From: Eydie Kargas
To: Sally Sawyer, and Judy Duffy

LWVMN & LWVMNEF Logo and print standards

We should have consistent Logo usage in all our ^{External} publications.

1. While each publication should be artistic and original, the logo usage should always exactly the same.
2. Colors and papers should be similar enough that a viewer can instantly tell that materials are from one organization. Currently our publications are a hodge podge of logo usage and papers and color.
3. A sheet on correct logo usage should be given to every project director and graphic artist.
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Eps file is for print jobs. It gives a nice smooth edge to logo, but looks terrible on pc jobs. Printer needs to be told what pms color to use. The eps I made is in magenta.



Tif file is for pc use. If this file is used for professional print job there is a noticeable ragged edge.



LOGO TYPOGRAPHY should be standard.

THE LEAGUE OF WOMEN VOTERS is New Times Roman bold caps red for Education fund
New Times Roman bold caps black for Minnesota

MINNESOTA EDUCATION FUND is Ariel Italic, caps, red ink

MINNESOTA is Ariel Italic, caps, Black ink

Logo should be placed in upper left and corner on stationery or

Lower left hand corner on publications.

Center placement and right hand corner placement is confusing and inconsistent.

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1. bright white uncoated
2. recycled white such as Fox river bond or Royal fiber-these two papers make a hard working statement that we want our materials to project

3. lowest gloss whites-these should be used only when intense color is needed. Intense color can also be achieved by going one or two pms shades darker on bright white or recycled paper

*are these
curves
spec?*
COLORS are black red and gray and blue

Red is Pms 287

Blue should be pms 185 This is a nice navy. Currently reflex blue is being used, it has a purple cast that I do not like.

Grays such as 40% and 50% black give nice variety to a project without adding cost.

A pms shade darker for newsprint and absorbent papers can give intense color and variety.

TYPE FACE

preferred
Most Pc computers have New times Roman and Ariel or similar type faces. We should use New times Roman for text and Ariel for headings so that our publications have a consistent look. We are very close to perfection on that score. Project directors can be furnished disks with approved type faces. Shandwick's advice was to stick to two type faces. I would allow judicious use of other type faces for art work and titles provided all other rules are adhered to. No document should have more than 3 type faces.

ORGANIZATION NAME Pick one or two from each of the following and stick with it:

✓ The League of Women Voters of Minnesota

League of Women Voters of Minnesota

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✓ The League of Women Voters of Minnesota Education Fund

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A while back, Jean Tews and I tried to figure out which name was correct. Our by-laws use several names. So we did not come up with a definitive answer. I always use "The" for every usage. We can use "of" in text and with out "of" for logo usage. But clearly we need to be more consistent.

INCORRECT LOGO USAGE



LEAGUE OF WOMEN VOTERS OF MINNESOTA



THE LEAGUE OF WOMEN VOTERS
OF MINNESOTA EDUCATION FUND



LEAGUE OF WOMEN VOTERS OF MINNESOTA



League of Women Voters of Minnesota
Education Fund
550 Rice Street
Saint Paul, MN 55103

Non-Profit Org.
U.S. Postage
PAID
St. Paul, MN
Permit No. 2025



League of Women Voters of Minnesota Education Fund
550 Rice Street
St. Paul, MN 55103



THE LEAGUE
OF WOMEN VOTERS
MINNESOTA

CORRECT LOGO USAGE



THE LEAGUE
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MINNESOTA EDUCATION FUND
550 Rice Street St. Paul, MN 55103



THE LEAGUE
OF WOMEN VOTERS
MINNESOTA

550 RICE STREET ST. PAUL, MN 55103 PHONE (651) 224-5445 FAX (651) 290-2145

Web address

Communications Committee
July 1, 1999, 10:30 a.m.
League of Women Voters of Minnesota Office
Minutes

Attendees: Gabi Brocklesby, Karen Gochberg, Eydie Kargas, Andrea Lex, Sally Sawyer, Mary Steen; Absent: Ady Wickstrom; Guest, Laurie Boche

Boche: Report on Visit to Pierce Communications in New York City
Boche brought a number of League publications. She showed them the national brochure on diversity. Wanted their advice on our look & how to format two new brochures, 1 for former members & 1 for brand new (young) members

They said that our publications are too busy, that they have too much going on, that they are text-heavy, that we use too many big words. They said we are "too smart for our own good."

Boche noted that 61% of our members are 60 years or older.

Pierce Communications will do a mock-up of the two brochures, in-kind.

General discussion about our look, our marketing.

It was suggested that we do PSAs on MTV, but this is very costly & would be something that National League would have to do.

Boche brought up the Lillith Fair, mentioned that the League should have a booth there in late August. She said we need things like plastic bags that say "League," t-shirts, baseball hats, coffee mugs, etc.

Boche mentioned other events such as Asian Day, International Day, Lex thought of the Women's Business Expo. It was agreed that these are great opportunities for visibility for the League, but it is hard to get volunteers for these events.

Brocklesby mentioned we could register voters at rock concerts & get a schedule of all concerts for a year.

Steen mentioned that we should have a booth display kit that anyone can take from the League office that is portable & easy to carry.

Lex went over Communications Plan with committee. Agreed to put it in chronological order & send it out again. Sawyer mentioned there will be separate communication plans for the ag study & for the immigration project. Lex will work on these. Some minor changes were made to the overall Communications Plan. Lex agreed to distribute copies to the Program Committee Chairs, Board members.

It was agreed that the Communications Plan is a guide. It is also a working document.

Gochberg wanted to clarify the role of the Communications Committee. It was agreed that the Committee is a sounding board & a resource for ideas. The Committee will help to ensure that League graphic & logo guidelines are followed. Kargas handed out graphic & logo guidelines, & these will be discussed at the next committee meeting.

Discussion on putting "How to Make a Difference" (HTMAD) on the Website

Committee agreed that certain parts of HTMAD should be put on website, such as:

- Email addresses

- Table of Contents

- Basic summary of information in booklet

- Available for \$10 through the League of Women Voters MN

There should also be a link to e-democracy. In discussing this, it was agreed that Lex would get in touch with Steve Clift to find out what he needs from the League and his timeline. Lex will call Wiickstrom to get more details.

Sawyer: mentioned that we could go to corporate funders to underwrite putting it on the site.

It was noted that we can't do orders by email because we don't have a secure phone line – orders can be done only by fax, with credit card info., or check through the mail.

Sawyer: suggested we could link our lists to the Legislature's lists so that it would be less work for us.

Sawyer: mentioned that the LWVMN will be getting its own URL in the near future, so that Local Leagues could have their own pages if they want them.

The Committee voted unanimously that the whole booklet should be put on the website, after it is adequately edited into Web language. All agreed that having it on the website will generate sales.

Gochberg will bring this proposal to the Board of Directors, at the August 18th meeting.
Gochberg will notify Kay Erickson & Jane McWilliams.

League of Women Voters of Minnesota 1999-2000 Communications Plan

Project	Work Deadlines	Printer/Distribution Deadlines	Description	Quantity/Cost	Staff Involved
<i>Legacy Lines</i> Newsletter	Quarterly	Varies Rapid Printing	Newsletter to all current members, new members, prospects	2,300 (too many) \$277.60 12/11 Rapid: Univ. & Raymond	Sawyer, Buie, Lex, Duffy, Nordling
<i>Voter</i> Newsletters	Monthly	Deadlines up to Mary	8 page newsletter describing studies, events, programs, funding	2,500 – 3,000	Sawyer, Steen
Planned Giving Brochure	Work done 4/9/99	To printer: 4/12/99 Distributed 4/15/99 at Convention	Brochure describing all the planned giving options, easy-to-understand, bright	3,000 in-kind from Impressions, Inc. (FMV = \$1,184) Design FMV = \$900	Sawyer, Buie, Lex, Graphic Designer
LWVMN Convention (Biennial)	3/22/99	Mail press releases 3/29/99 (2 to 3 wks. in advance)	Press releases re: activities at convention, Media calls before Photos during event & mail to media after, Awards PR after	Varies – statewide newspapers, some radio or TV stations	Sawyer, Lex, Boche, Duffy, Dieter
Annual Report (may become biennial project because of biennial budget)	Work done by 7/12/99, to designer by 7/13/99	To printer by 7/26/99 or 8/2/99 (depending on auditor's statement)	Red, white & blue, 12–20 pg., describes studies, programs, photos, not text heavy, user-friendly	1,500 to 2,000 per year (for 2 years, will need 3,000 to 4,000) Budget \$2 – 3,000	Sawyer, Lex, Frisch, Duffy, Steen
Annual Appeal	Database Revision 3 Versions of Letter Bi-fold Brochure Phone Cards Pledge Card(s) Envelopes Program Brochure Thanks Post Cards	To Graphic Designer By 8/4/99 To Printer by 8/25/99 To Mail House 9/15 Mail on or by 10/1/99	Annual fundraising effort to raise at least \$64,100	Varies	Sawyer, Dieter, Lex, Nordling
Fall Fundraising Event (Biennial) Sept. 24, 1999 with Ray Suarez	Choose speaker by 3/1/99 (7 mos. adv.) Choose hotel, food by 4/1/99 (6 mos. adv.) Invitations & Programs done on 7/5/99 (3 mos. adv.) To graphic designer 7/12 (2 ½ mos. adv.)	To designer 7/5 or 7/9 To printer 7/19/99 Info to Mail House 7/26 or 7/28 Fliers to Consortium by 7/27/99 Mail Post cards 8/2 Mail Invitations 8/23	Red, white & blue fliers for Consortium mailing, post cards, invitations, programs with corporate sponsors. Fundraising event for members; husbands; individual, corporate & foundation friends	1700 Fliers 1500 Post cards 1500 Invitations 450-600 Programs (50 more than the number of attendees) Budget \$1,000	Sawyer, Lex, Duffy, Nordling, Dieter, Gochberg
Marketing Ads	Varies	Eydie coordinates	Varies	Varies	Sawyer, Kargas, Lex

Project	Work Deadlines	Printer/Distribution Deadlines	Description	Quantity/Cost	Staff Involved
PSAs on Cable and Radio	Varies	Karen Gochberg coordinates	Varies	Varies	Sawyer, Gochberg, Lex, Kargas, Ag & Imm. Cmte
Web Site	Varies	N/A	Web site describing LWVMN & Ed Fund, Programs, Current Issues, How to Contact Legislators, Voting Info., Press Releases	N/A We need to decide the optimum no. of hits & how to measure this.	Sawyer, Wickstrom, Gochberg, Lex, Program Committee Chairs
New Member Brochure & Member-Ship Campaign	Not yet decided	Not yet decided	Snazzy, Jazzy, Easy to Use, Eye-Catching	In Aug. '98 we got 550 Make a Diff. for \$275 Trade Press	Sawyer, Boche, Lex, Graphic Designer
New Action Brochure	7/12/99	To printer by 7/26/99 Distribute 8/9/99	Snazzy, Jazzy, Easy to Use, Eye-Catching. Lex does design.	Qty. Not yet decided Printing Cost?	Sawyer, Witta, Lex
<i>Make Democracy Work</i> Brochure	7/26/99	To printer 8/2/99	Update of multi-purpose brochure describing League, programs	7,600, \$678 Trade Pr. 5,000 to Idea Group 2,600 to LWV Office	Sawyer, Lex, Dieter, Krieg
<i>Road to Election Day</i>	8/16/99 Tentative	Fall 1999	Video on how to vote	# Copies? Cost?	Sawyer, Lex, Gochberg
Fall Workshops	8/30/99 Tentative	Fall 1999	How to max. LWVMN resources	4 maybe 5	Sawyer, Duffy, Boche
Citizens in Action Event (Tentative: Saturday, 1/29/00) And Brochure	12/20/99	To printer by 12/28/99 To mail by 1/10/00 (3 wks. in advance)	Brochure describing CIA, all workshops, times, locations, cost, date, speakers etc. Red, white & blue.	1999- 2,500* in-kind from Reynold's Printing (FMV=\$561) Design in-kind (FMV = \$320)	Witta, Sawyer, Lex, Graphic designer *(Plus more unfolded brochures from Rapit for Consortium mailing)
<i>How to Make a Difference</i> Booklet (Biennial)	12/20/99	To printer by 1/3/00 To be ready for conf.	109 page "Citizens' Guide to State Government" Heavy, spill-proof cover, red, white & blue	2,500 in-kind from West Group (FMV = \$3,747) Design in-kind (FMV = \$315)	Witta, Sawyer, Lex, Graphic designer
Annual Legacy Circle Dinner (Tentative: Tuesday, 5/9/00) Invitations and Programs	Work done 3/17/00 To designer 3/22/00 Programs done by 4/24/00	To printer 4/3/00 Mail one month in advance 4/12/00 Programs to printer 4/28/00	Invitations mailed to members, prospects, corp. & foundation supporters. Invitation, outside envelope. Yellow & Green.	1999 - 450 Invitations Print \$318 (\$100 gift) Design in-kind FMV = \$500 60 Programs Kinko's \$30 design & print	Sawyer, Buie, Lex, Duffy, Nordling
Op Ed Pieces & Letters to the Editor	Varies	Varies	Varies	None	Sawyer, Duffy, Witta, Erickson, McWilliams, Program Cmte. Chairs
Presidents' Mailings	Up to Sally	In-House	Mailing updating presidents on issues, programs, legislature	Quantity 50	Sawyer, Crary

Draft February 25, 1999

From: Eydie Kargas

To: Sally Sawyer, and Judy Duffy

LWVMN & LWVMNEF Logo and print standards

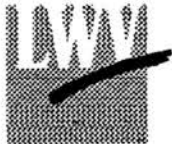
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MINNESOTA EDUCATION FUND
550 Rice Street St. Paul, MN 55103



THE LEAGUE
OF WOMEN VOTERS

M I N N E S O T A

550 RICE STREET ST. PAUL, MN 55103 PHONE (651) 224-5445 FAX (651) 290-2145

INCORRECT LOGO USAGE



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THE LEAGUE OF WOMEN VOTERS
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LEAGUE OF WOMEN VOTERS OF MINNESOTA

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550 Rice Street
St. Paul, MN 55103



THE LEAGUE
OF WOMEN VOTERS
MINNESOTA

Co-Sponsors: The McKnight Foundation and the Minnesota League
of Women Voters

3/12/99

Cydre

Use of logs -

Consistent / Colors - ^{white paper} papers (no or low gloss)

on left side



THE LEAGUE
OF WOMEN VOTERS
MINNESOTA EDUCATION FUND

550 RICE STREET ST. PAUL, MN 55103 PHONE (651) 224-5445 FAX (651) 290-2145

PRESIDENT

Judy Duffy

ADVISORY BOARD

Ralph Burnet
CEO
Coldwell Banker Burnet

Ned Crosby
Chair
Jefferson Center

Isabel Gomez
Judge
Hennepin County District Court

Joan Anderson Growe

Joan A. Grzywinski
President/District Manager
St. Paul and South Metro Minneapolis
Norwest Bank Minnesota, N.A.

Roger L. Hale
Chairman & CEO
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Brighton Development Corp.

Laura McCarten
Director of Community Services
Northern States Power Company

Vivian Jenkins Nelsen
President and CEO
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Interracial Interactions:
INTER-RACE

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Vice President, Corporate Relations
Minnesota Power

G. Edward Schuh
Professor
Hubert H. Humphrey
Institute of Public Affairs
University of Minnesota

Laura Waterman Wittstock
President
MIGIZI Communications, Inc.

Mark G. Yudof
President
University of Minnesota

March 1, 1999

Minnesota's Bookstore
117 University Ave.
St. Paul MN 55155

Dear Ms. Megan Mahoney:

How to Make a Difference has been rewritten for the 1999 legislature. In the past Minnesota's Bookstore has purchased copies and I hope that you will order this publication again this year.

Our latest publication, **Choosing Minnesota's Judges** is one that I am sure that you will also want to have at the bookstore. It is an examination of Minnesota's present system of choosing judges and it explains alternative proposals for improving or fundamentally changing the selection system. It is a result of our two year study of the judicial selection process.

I have enclosed a copies of both publications and order forms for your convenience. We will provide the same discounts that we have in the past. Please call me at 612-473-8610 if you have any questions, or call the office at 224-5445.

Your support of League of Women Voters publications has been most gratifying. We truly appreciate that support.

Sincerely,

Eydie Kargas
Marketing Director



THE LEAGUE
OF WOMEN VOTERS
MINNESOTA EDUCATION FUND

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MIGIZI Communications, Inc.

Mark G. Yudof
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University of Minnesota

March 1, 1999

Dear Political Science Department Chair:

Our 1999 citizen lobbyist handbook has just been published. **How To Make A Difference** is the ideal text to educate students about the legislative process and how to participate in it. Many college professors are using this as a text in their classes and we hope that you will consider it also. **How To Make A Difference** is a must for all of us who want to be effective lobbyists.

The spiral bound handbook is full of practical advice on how to write effective letters to legislators, protocol for testifying before a committee and tips on lobbying in person. Maps, phone numbers, addresses and general information about the Minnesota Legislature and the U.S. Congress are all included.

Our latest publication, **Choosing Minnesota's Judges** is one that you may want to use in your classes also. It is an examination of Minnesota's present system of choosing judges and it explains alternative proposals for improving or fundamentally changing the selection system. It is a result of our two year study of the judicial selection process.

Our goal is to help you encourage Minnesota's youth to learn how to make a difference in their lives and the lives of others by taking an active part in state and national government. We will be happy to work with your bookstore to provide our publications for your students. We ship within 48 hours after receiving your order. Quantity discounts are available, we accept credit card phone orders. I have included a copy of both publications and our catalog for your convenience. Please call me if you have any questions at 612-473-8610 or 651-224-5445 or see our Web site: <http://tcfreenet.org/ip/pol/lwvmn> for more information about our publications.

Sincerely,

Eydie Kargas

Eydie Kargas
Marketing Director



League of Women Voters of Minnesota

League of Women Voters of Minnesota Education Fund

550 Rice Street, St. Paul, MN 55103, Phone: 651-224-5445, Fax: 651-290-2145

MEMO

DATE: June 24, 1999
RE: Communications Plan for Communications Committee Meeting, July 1, 1999
FROM: Andrea Lex, Development & Communications Director

I just wanted to send you a copy of the Communications Plan for 1999-2000 that we will review at the next Communications Committee scheduled for Thursday, July 1 at 1:00 p.m. at the League Office.

If you have anything that we missed that should be included, or any suggestions, please let me know at the meeting. Thanks a lot & see you then.

**League of Women Voters of Minnesota
1999-2000 Communications Plan**

Project	Work Deadlines	Printer/Distribution Deadlines	Description	Quantity/Cost	Staff Involved
Citizens in Action Brochure	12/21/98	To printer by 12/28/98 To mail by 1/11/99 (3 wks. in advance)	Brochure describing CIA, all workshops, times, locations, cost, date, speakers etc. Red, white & blue.	2,500* in-kind from Reynold's Printing (FMV = \$561) Design in-kind (FMV = \$320)	Witta, Sawyer, Lex, Graphic designer *(Plus more unfolded brochures from Rapit for Consortium mailing)
<i>How to Make a Difference</i> Booklet (Biennial)	12/21/98	To printer by 1/4/99 To be ready for conf.	109 page "Citizens' Guide to State Government" Heavy, spill-proof cover, red, white & blue	2,500 in-kind from West Group (FMV = \$3,747) Design in-kind (FMV = \$315)	Witta, Sawyer, Lex, Graphic designer
<i>Legacy Lines</i> Newsletter	Quarterly	Varies Rapit Printing	Newsletter to all current members, new members, prospects	2,300 (too many) \$277.60 12/11 Rapit: Univ. & Raymond	Sawyer, Buie, Lex, Duffy, Nordling
Annual Legacy Circle Dinner (5/11/99) Invitations and Programs	Work done 3/19/99 To designer 3/22/99 Programs done by 4/26/99	To printer 4/2/99 Mail one month in advance 4/12/99 Programs to printer 4/30/99	Invitations mailed to members, prospects, corp. & foundation supporters. Invitation, outside envelope. Yellow & Green.	450 Invitations Print \$318 (\$100 gift) Design in-kind FMV = \$500 60 Programs Kinko's \$30 design & print	Sawyer, Buie, Lex, Duffy, Nordling
Planned Giving Brochure	Work done 4/9/99	To printer: 4/12/99 Distributed 4/15/99 at Convention	Brochure describing all the planned giving options, easy-to-understand, bright	3,000 in-kind from Impressions, Inc. (FMV = \$1,184) Design FMV = \$900	Sawyer, Buie, Lex, Graphic Designer
Annual Report (may become biennial project because of biennial budget)	Work done by 7/12/99, to designer by 7/13/99	To printer by 7/26/99 or 8/2/99 (depending on auditor's statement)	Red, white & blue, 12-20 pg., describes studies, programs, photos, not text heavy, user-friendly	1,500 to 2,000 per year (for 2 years, will need 3,000 to 4,000) Budget \$2 - 3,000	Sawyer, Lex, Frisch, Duffy, Steen
<i>Voter</i> Newsletters	Monthly	Deadlines up to Mary	4-6 page newsletter describing studies, events, programs, funding	Quantities?	Sawyer, Steen
Op Ed Pieces & Letters to the Editor	Varies	Varies	Varies	None	Sawyer, Duffy
Presidents' Mailings	?	In-House, Distribution ?	Mailing updating presidents on issues, programs, legislature	Quantity 50 Cost?	Sawyer, Crary

Project	Work Deadlines	Printer/Distribution Deadlines	Description	Quantity/Cost	Staff Involved
LWVMN Convention (Biennial)	3/22/99	Mail press releases 3/29/99 (2 to 3 wks. in advance)	Press releases re: activities at convention, Media calls before Photos during event & mail to media after, Awards PR after	Varies – statewide newspapers, some radio or TV stations	Sawyer, Lex, Boche, Duffy, Dieter
Annual Appeal	Database Revision 3 Versions of Letter Bi-fold Brochure Phone Cards Pledge Card(s) Envelopes Program Brochure Thanks Post Cards	To Graphic Designer By 8/4/99 To Printer by 8/25/99 To Mail House 9/15 Mail on or by 10/1/99	Annual fundraising effort to raise at least \$64,100	Varies Cost ? (Check with Sally, Karen G., Claudia)	Sawyer, Dieter, Lex, Nordling
Fall Fundraising Event (Biennial) Sept. 24, 1999 with Ray Suarez	Choose speaker by 3/1/99 (7 mos. adv.) Choose hotel, food by 4/1/99 (6 mos. adv.) Invitations & Programs done on 7/5/99 (3 mos. adv.) To graphic designer 7/12 (2 ½ mos. adv.)	To designer 7/5 or 7/9 To printer 7/19/99 Info to Mail House 7/26 or 7/28 Fliers to Consortium by 7/27/99 Mail Post cards 8/2 Mail Invitations 8/23	Red, white & blue fliers for Consortium mailing, post cards, invitations, programs with corporate sponsors. Fundraising event for members; husbands; individual, corporate & foundation friends	1700 Fliers 1500 Post cards 1500 Invitations 450-600 Programs (50 more than the number of attendees) Budget \$1,000	Sawyer, Lex, Duffy, Nordling, Dieter, Gochberg
PSAs on Cable and Radio	Varies	Karen Gochberg coordinates	Varies	Varies	Sawyer, Gochberg, Lex, Kargas
Web Site	Varies	N/A	Web site describing LWVMN & Ed Fund, Programs, Current Issues, How to Contact Legislators, Voting Info., Press Releases	N/A How many hits per year do we want? Do we measure this?	Sawyer, Wickstrom, Gochberg, Lex
Marketing Ads	Varies	Eydie coordinates	Varies	Varies	Sawyer, Kargas, Lex, Graphic designer?
New Member Brochure	Not yet decided	Not yet decided	Snazzy, Jazzy, Easy to Use, Eye-Catching	Not yet decided	Sawyer, Boche, Lex, Graphic Designer
New Action Brochure	7/12/99	To printer by 7/26/99 Distribute 8/9/99	Snazzy, Jazzy, Easy to Use, Eye-Catching. Lex does design.	Qty. Not yet decided Printing Cost?	Sawyer, Witta, Lex
Make Democracy Work Brochure	7/26/99	To printer 8/2/99	Update of multi-purpose brochure describing League, programs	Qty. ? Cost ?	Sawyer, Lex, Dieter, Krieg

9/15/10 Communications Committee

Website - Re-design?

Consistent w/ LWNHS

Software - Internet upgrade

Secure line

D Net

underwriting rather than ads

12/6/00

LWVMN Communications Committee

Agenda

Planning for 2001-2003

Committee Plans/Projects/Activities

Staffing Needed

External Resources

Major Changes From Past Practices

Ideas For Revenue Sources

Other

Website Redesign
ins'd Voter costs
New Catalogue
every member Capital Letter
mailing
Cable program

League of Women Voters of Minnesota Education Fund

550 Rice Street

St. Paul, MN 55103

Phone: 651-224-5445 Fax: 651-290-2145

Email: lwvmn1@mtn.org Website: www.lwvmn.org

Web Enhancement

Budget

October 2000

First Year

Redesign Audit from Website Consultants	\$5,000
Labor and software for loading new software, purchase of Office 2000, Internet/DSL Installation	5,000
Net Tracker for 1 year @ \$50 per month	600
Secure Line Certification for 1 to 2 years	500
LWVMN Staff Time	3,900*
<i>Total</i>	<i>\$15,000</i>

*Office Costs for the first year may range from \$3,900 up to \$10,000, as budgeted by the LWVMN/LWVMNEF Communications Committee, 10/11/00. A modest estimate of \$3,900 was made for the grant request of \$15,000 total to the Wells Fargo Foundation.

Second Year

Redesign Continues	\$30,000
LWVMN Staff Time	30,000
Website Host	500
Search Engine	500
<i>Total</i>	<i>\$61,000*</i>

*As budgeted by the LWVMN/LWVMNEF Communications Committee, 10/11/00

League of Women Voters of Minnesota (LWVMN)
League of Women Voters of Minnesota Education Fund (LWVMNEF)

Communications Committee

October 11, 2000

Minutes

Present: Judy Duffy, Karen Gochberg, Andrea Lex, Sally Sawyer, Mary Steen, and Ady Wickstrom.

1. Website Redesign

Duffy mentioned that Wells Fargo Foundation has approached the LWVMNEF to provide grant money to enhance our website and online presence. This resulted from Eydie Kargas contacting Wells Fargo marketing the hard copies of the Voter Guide. In the past, Wells Fargo has purchased significant numbers of the Voter Guide. Wells Fargo said it would like to see our complete Voter Guide online and would like to see the League providing this and an increased amount of voter education on the web, which is the information venue that corporations prefer.

This will be costly. It may require hiring a staff person to maintain the website.

It has been three to four years since the League started thinking about its website. This is an opportunity for us to enhance our web presence.

Lex summarized the handout she provided (see enclosed).

Wickstrom and Gochberg discussed use of graphics for LWVMN website, noting that people look to the League for information, not graphics. Both agreed that the LWVUS' website isn't updated often, is hard to navigate, looks expensive graphically.

Duffy added that the LWVMN website has been called "text-heavy."

General discussion on a possible LWVMN staff person to maintain the web site in the future. This staff person could be full-time or part-time. His/her skill-level would need to be considered – should the staff person be html proficient (with a higher salary requirement) or just have basic word processing skills.

Sawyer said that the staff salary will be built into overall costs of the web enhancement project, and then would be divided by program, like LWVMNEF does with staff time of staff from LWVMN.

Wickstrom stressed the importance of consistency with graphics so that users will always know they are on the League website. Possibly there could be a splashy home page.

Wickstrom said we do have the ability to track hits now, but we must consider the costs. She said the League couldn't have a secure line using MTN. Suggested the League use Visi (which would cost about \$1,000 per year). Wickstrom agreed to track web hits for the fall Voter Education projects. In the future, Wickstrom is interested in helping with maintaining the League web site.

Sawyer and Gochberg noted that a timeline for the redesign and a budget will be required. Lex will take care of these.

Duffy noted that the budget for this project demonstrates that it is a priority for the League.

Gochberg inquired about people who don't have access to the Web. Sawyer noted that the League will continue to provide information in hard copies.

Wickstrom added that LWVMNEF will require funding for Democracy Net (DNet) for the next election season. Also, DNet will require a paid project director, (whose salary could be part of the Voter Service budget) and said she would be willing to do this.

Steen asked if the League can have a bulletin on the front page.

Wickstrom noted that the current "What's New?" section serves as a bulletin.

Duffy suggested drafting two budgets, one for the League's web dreams and one for the League's basic needs.

2. Advertisements, PSAs, Educational Video, Citizens in Action & How to Make a Difference

Gochberg, on the subject of paid advertisements, said they're not always worth it. On a case-by-case basis, the committee agreed that advertisements may be worth the investment and would consider them.

Sawyer mentioned that a video PSA that was done in the past with Bill Hillsman was an in-kind contribution.

Duffy mentioned a woman's suffrage video, with information about the Suffrage Memorial Garden, getting the right to vote and practicing that right today for schools might be a good idea.

Sawyer mentioned that we may be able to ask Barbara Stuhler to write the script. We should look at our curriculum project for this possible idea – it may cost \$5,000 to \$10,000 – maybe we could film it in Spanish and Hmong.

3. News Release Letterhead

Committee voted "no" to reprint the stationery. Decided there is no need for it.

4. Voter Newsletter

Steen said it is about time that the League redesigns its newsletter, said that many organizations are doing 4-color newsletters (LWVUS newsletter is an example) but this might be too glitzy. Steen has been collecting samples of newsletters over the last 1 ½ years. Maybe a new editor could participate in the redesign.

Sawyer suggested that the Voter newsletter could possibly follow the design of the website.

Citizens in Action (CIA) and How to Make a Difference (HTMAD)

Sawyer mentioned that the CIA Committee discussed revising HTMAD. Without tabs, the publication is cumbersome. It is hard to use and needs revision.

5. Cable TV

Gochberg would like to see the League's suffrage video aired on cable. She stressed that the League needs to create a presence on cable and TV in general, with information about current events, programs, League meetings and activities, etc.

Sawyer mentioned "We the People," Joan Higinbotham's half-hour show. Lex will obtain a copy from Higinbotham for the committee to view.

6. Other Business

Gochberg will be gone from February 10 through March 31, 2001.

Proposed Budgets for LWVMN 2000-2001 and 2001-2002

		Actual	Actual	Budget	Actual	Budget	Budget	Budget
		97-98	Mar 31,2000	1999-2000	Oct-00	2000-2001	2001-2002	2002-2003
	Income							
4000	Membership dues							
4001	Per member payments	36,860.75	33,232.00	34,200.00	32,982.00	34,300.00		
4002	Members at large	4,744.35	5,165.98	6,750.00	4,660.00	6,750.00		
4005	CMAL Assessment		300.00			300.00		
Total 4000	Membership dues	41,605.10	38,697.98	40,950.00	37,642.00	41,350.00	0.00	0.00
4100	Contributions							
4101	Cash contributions - members	66.43	75.00	600.00	6,695.00	600.00		
4102	Non-cash contributions - member	30,374.63	19,333.73	31,000.00		31,000.00		
4105	Cash contributions -non- members		56.00					
4110	Hope Washburn contributions	610.00	125.00	500.00	75.00			
4111	Memorials	2.52		0.00				
4112	Special donations/bequests	75.00		0.00				
4113	Honorarium			500.00		500.00		
Total 4100	Contributions	31,128.58	19,589.73	32,600.00	6,770.00	32,100.00	0.00	0.00
4200	Publication sales							
4210	Voter	110.00	90.00	100.00	10.00	100.00		
4220	DPM / BD memos	155.00	412.50	600.00	487.50	600.00		
4222	Membership brochures	3.00	416.24	200.00	134.00	200.00		
4225	Capitol Letter	353.14	480.00	600.00	150.00	600.00		
4228	Program for Action	80.00	156.00	100.00	24.00	100.00		
4250	Calendars		62.30	100.00	5.00	100.00		
4290	Other	95.81	335.85	100.00	287.30	100.00		
Total 4200	Publication sales	796.95	1,952.89	1,800.00	1,097.80	1,800.00	0.00	0.00
4300	Registration and other fees							
4310	LWVMN Convention							
4311	1997, 1999	11,393.18	9,029.00	13,300.00				
4320	LWVMN council							
4321	1998, 2000		53.00		560.00	1,000.00		
4330	Regional workshops	931.00	564.00	1,000.00				
Total 4300	Registration and other fees	12,324.18	9,646.00	14,300.00	560.00	1,000.00	0.00	0.00
4500	Services provided LWVMNEF							
4510	LL Ed. Fund account admin	3,240.30	5,316.84	4,375.00	1,702.98	5,000.00		
4520	Grant projects							
4521	Direct costs	41,150.86	55,350.28	86,000.00	40,379.28	110,392.00		
4522	Admin. Reimbursements	49,058.74	59,118.61	43,000.00	45,551.85	52,708.00		
Total 4520	Grant projects	90,209.60	114,468.89	129,000.00	85,931.13	163,100.00	0.00	0.00
4530	Program services							
4531	Direct costs	11,168.76	9,259.10	40,200.00	2,736.26	35,000.00		
4532	Admin. Reimbursements	1,098.06	5,555.84	20,000.00	2,464.17	17,500.00		
Total 4530	Program services	12,266.82	14,814.94	60,200.00	5,200.43	52,500.00	0.00	0.00
4550	Administration and development							
4551	Direct costs	20,087.56	37,063.51	42,750.00	15,449.69	41,500.00		
Total 4550	Administration and development	20,087.56	37,063.51	42,750.00	15,449.69	41,500.00	0.00	0.00
4590	LWVMN forgiveness and billing	(17,803.19)						
Total 4500	Services provided LWVMNEF	108,001.09	171,664.18	236,325.00	108,284.23	262,100.00	0.00	0.00
4700	Interest and investment income		2.01		24.63			
4701	Savings and interest income	314.07	2.16		3.15			
4702	Board directed investment income	120.72	406.69	250.00	94.41	250.00		
4703	Hope Washburn income	213.01	115.35	150.00	127.27	150.00		
Total 4700	Interest and investment income	647.80	526.21	400.00	249.46	400.00	0.00	0.00

Proposed Budgets for LWVMN 2000-2001 and 2001-2002

		Actual	Actual	Budget	Actual	Budget	Budget	Budget
		97-98	Mar 31,2000	1999-2000	Oct-00	2000-2001	2001-2002	2002-2003
4800	Mental health project							
4801	Contract income	24,187.14						
4802	LWVMN Direct Costs	17,926.36						
4803	LWVMN admin. Reimbursement	1,092.67						
Total 4800	Mental health project	43,206.17	0.00	0.00	0.00	0.00	0.00	0.00
4900	Other income							
4905	Product sales	518.30	415.75		133.77			
4910	Copier business	235.43	4.45	200.00	20.00	200.00		
4915	Trip revenue	300.00	100.00	100.00		100.00		
Total 4900	Other income	1,053.73	520.20	300.00	153.77	300.00	0.00	0.00
4999	Uncategorized income		132.94					
otal Income		238,763.60	242,730.13	326,675.00	154,757.26	339,050.00	0.00	0.00
	Expense							
5100	Membership							
5101	MAL PMP to LWVUS	3,057.00	2,341.50	3,150.00	3,444.00	3,150.00		
5102	EF LL PMP up to 25%	187.35	3,030.05	1,000.00	1,141.00	1,000.00		
5103	LL early payment discount	1,545.15	1,351.35	1,200.00	936.90	1,200.00		
5104	LL rebate for state MAL's	100.00	825.00	200.00	413.00	200.00		
Total 5100	Membership	4,889.50	7,547.90	5,550.00	5,934.90	5,550.00	0.00	0.00
5200	Direct service to LL							
5201	Regional workshops	734.03	232.83	500.00				
5203	Membership/field service committee	2,716.39	5,527.04	2,700.00	113.50	2,700.00		
5205	Calls and visits to LL's	126.90	40.45	1,800.00		1,800.00		
5208	Membership brochure	921.63	(16.91)	300.00		300.00		
5215	Hope Washburn fund expense	25.00		100.00				
5210	Membership campaign			2,000.00		2,000.00		
5220	MAL	170.00		200.00				
5299	Office costs	18,676.24	34,473.93	20,000.00	18,226.51	20,000.00		
Total 5200	Direct service to LL	23,370.19	40,257.34	27,600.00	18,340.01	26,800.00	0.00	0.00
5300	Convention and Council							
5310	LWVMN Convention							
5311	1997	13,008.90						
5312	1999	3,124.60		13,000.00				
Total 5310	LWVMN Convention	16,133.50	7,128.42	13,000.00		0.00	0.00	0.00
5330	LWVMN Council							
5331	1998, 2000	175.45	250.00	100.00	2,934.94	1,400.00		
5360	LWVUS Convention							
5361	1998, 2000	250.00	75.00		2,927.50	5,000.00		
5380	LWVUS Council							
5381	1997, 1999	2,890.88	849.61	4,000.00				
5399	Office costs	5,493.37	6,818.66	6,000.00	9,490.80	6,000.00		
Total 5300	Convention and council	24,943.20	15,121.69	23,100.00	15,353.24	12,400.00	0.00	0.00
5400	Publications/communications							
5410	MN Voter							
5411	Voter/PR/Marketing Comm.	1,306.82	1,822.51	1,500.00	263.87	1,500.00		
5412	Printing	5,595.02	4,658.20	9,000.00	4,905.47	9,000.00		
5413	Postage	2,725.97	1,656.93	3,000.00	937.24	3,000.00		
5415	LWVMNEF contribution - 1/3	(4,614.81)	(3,859.00)	(6,000.00)		(6,000.00)		
5419	Office costs	1,943.72	4,302.44	1,500.00	5,092.79	1,500.00		
Total 5410	MN Voter	6,956.72	8,581.08	9,000.00	11,199.37	9,000.00	0.00	0.00

*Administration
to L Leagues*

Proposed Budgets for LWVMN 2000-2001 and 2001-2002

		Actual	Actual	Budget	Actual	Budget	Budget	Budget
		97-98	Mar 31,2000	1999-2000	Oct-00	2000-2001	2001-2002	2002-2003
5425	Directory Listings		55.00		70.00			
5480	Other publications		45.00					
5481	Publication costs	21.85	20.00	25.00		25.00		
5483	Calendars		187.50	200.00		200.00		
5489	Office costs		498.52	125.00		125.00		
Total 5480	Other publications	21.85	806.02	200.00	70.00	350.00	0.00	0.00
Total 5400	Publications/communications	6,978.57	9,387.10	9,200.00	11,269.37	9,350.00	0.00	0.00
5500	Action/affiliations							
5510	Action and program committee	5,818.06	3,971.70	6,000.00	110.00	6,000.00		
5520	Lobbying and monitoring	11,083.42	981.45	12,000.00		12,000.00		
5530	Program for Action	307.00	343.28	400.00				
5540	Resource materials	32.05	16.00	100.00		100.00		
5550	Seminars/conferences	110.50		200.00		200.00		
5560	Coalitions and affiliations	244.80	366.00	500.00	350.00	500.00		
5570	Women come to the capitol	100.00	200.00	200.00		200.00		
5580	Organizational Dues		300.00		200.00			
5599	Office costs	13,206.09	14,948.12	20,000.00	5,926.21	20,000.00		
Total 5500	Action/affiliations	30,901.92	21,126.55	39,400.00	6,586.21	39,000.00	0.00	0.00
5610	Mental health							
5611	Contract - non-league expenses	3,408.64						
5612	LWVMN cost reimbursement	20,797.03						
Total 5610	Mental health	24,205.67	0.00	0.00	0.00	0.00	0.00	0.00
5800	Other expenses							
5810	Product sales							
5811	Cost of products	795.14	471.13					
5812	Office costs	354.87	955.20		479.89			
5813	Product Discount				11.00			
Total 5810	Product sales	1,150.01	1,426.33	0.00	490.89	0.00		
5820	Copier business					250.00		
5821	Direct costs	244.20	184.53	200.00	100.86	200.00		
5822	Office costs	58.50	43.94	50.00	124.59	50.00		
Total 5820	Copier business	302.70	228.47	250.00	225.45	500.00	0.00	0.00
5830	Fundraising Letter							
5831	Direct Costs				1,373.61			
5832	Staff Costs				363.43			
Total 5830	Fundraising Letter				1,737.04	0.00	0.00	0.00
Total 5800	Other expenses	1,452.71	1,654.80	250.00	2,453.38	500.00	0.00	0.00
6000	Administration							
6010	President and board	5,535.96	5,310.34	6,500.00	86.05	6,000.00		
6015	Conferences for board	513.52		1,000.00		1,500.00		
6020	LWVUS DPMs	140.00		650.00		650.00		
6030	Budget committee	82.18		100.00		600.00		
6040	Nominating committee	53.25		100.00		600.00		
6050	Bylaws committee					500.00		
6060	Office management committee	1,110.60	2,465.00	1,500.00	1,077.46	1,500.00		
6090	Strategic planning							
6099	Office costs	30,975.27	35,326.83	32,000.00	14,840.91	32,000.00		
Total 6000	Administration	38,410.78	43,102.17	41,850.00	16,004.42	43,350.00	0.00	0.00
6100	Operating expenses							
6110	Payroll expenses	120,595.61	148,002.06	177,060.00	78,851.49	184,220.00		
6120	Payroll taxes	10,923.66	13,283.28	14,620.00	6,883.01	19,040.00		

Proposed Budgets for LWVMN 2000-2001 and 2001-2002

		Actual	Actual	Budget	Actual	Budget	Budget	Budget
		97-98	Mar 31,2000	1999-2000	Oct-00	2000-2001	2001-2002	2002-2003
6130	Employee benefits	13,561.99	16,296.15	22,720.00	9,384.90	25,915.00		
6140	Staff training		694.84	1,000.00		1,000.00		
6200	Office rent	6,806.37	6,566.30	7,200.00	4,190.55	7,200.00		
6210	Telephone	5,178.57	5,900.73	5,500.00	3,730.78	6,000.00		
6220	Insurance	608.00	788.99	1,000.00	3,265.58	1,100.00		
6225	Small equipment		250.80	200.00	250.80	200.00		
6230	Equipment rental / mtn.	2,723.15	3,731.98	3,500.00	1,908.83	3,500.00		
6240	Copier rental / mtn.	6,649.08	6,804.73	6,700.00	3,487.63	6,700.00		
6245	Copier supplies	553.28	341.80	2,000.00		2,000.00		
6250	Office supplies	2,663.75	3,731.44	3,000.00	2,137.90	3,500.00		
6255	Computer software and supplies		942.10	4,150.00	803.68	9,650.00		
6260	Internet service provider	230.00	320.00	250.00	220.00	250.00		
6270	Postage and shipping	5,344.15	5,282.96	8,000.00	3,591.50	9,000.00		
6285	Bank charges	55.25	215.87	100.00	264.80	100.00		
6288	Finance charges							
6290	Audit and accounting fees	2,604.03	2,462.50	2,200.00	2,585.00	2,200.00		
6299	Miscellaneous	321.01	139.17	200.00		200.00		
Total 6100	Operating expenses	178,817.90	215,755.70	259,400.00	121,556.45	281,775.00	0.00	0.00
6300	LWVMN Office cost alloc.	(70,952.26)	(97,053.65)	(79,675.00)	(54,645.99)	(79,675.00)		
6999	Uncategorized Expenses	(126.46)	133.44					
	Total Expense	262,891.72	257,033.04	326,675.00	142,851.99	339,050.00	0.00	0.00
	Net Income	(24,128.12)	(14,302.91)	0.00	11,905.27	0.00	0.00	0.00

WORKING LWVMN EDUCATION FUND BUDGETS FOR 2001-2002, 2002-2003

		Actual 3/31/98	Actual 3/31/00	Budget 1999-2000	Actual 10/31/00	Budget 2000-2001	Budget 2001-2002	Budget 2002-2003
	INCOME							
	LOCAL LEAGUE ACCOUNT ADMINISTRATION							
400	Local League Deposits	7,729.00	24,476.30	15,000.00	17,128.85	15,000.00		
490	Interest LL Deposits	476.59	1,848.25	400.00	1,066.68	600.00		
	SUBTOTAL	8,205.59	26,324.55	15,400.00	18,195.53	15,600.00	-	-
	UNASSIGNED CONTRIBUTIONS							
500	Members (An. App/ Mem)	40,878.70	39,623.29	40,000.00	15,515.67	43,500.00		
505	Non-Members (An. Appeal/Mem)	18,320.30	20,115.00	20,000.00	7,225.00	23,500.00		
508					(64.73)			
510	Corporations/Foundations	44,100.00	41,025.00	45,000.00	26,101.96	51,695.00		
511	In-Kind Ads		4,730.00					
515	LWVMN	-						
520	Interest	-						
525	Member Non-Cash Contributions	2,927.18	1,635.47	3,000.00	350.93	3,500.00		
526	Permanent Endowment	9,206.17	7,287.00					
527	Permanent Endow.\Interest	1,338.22	31.89	1,500.00		2,000.00		
528	Special Fund - Endowment	14,593.00	9,123.20		3,319.53			
530	Board Directed Endowment	-						
532	Legacy Circle Luncheon	(15.20)	(342.00)	300.00	470.00	300.00		
534	In-Kind Fundraiser		2,712.00					
535	Fund Raiser	5,575.00	22,241.72	6,000.00				
536	Dinner Fund Raiser	-	-	15,000.00		5,000.00		
546	In Kind P Giving		1,484.00					
548	In Kind Annual Report		5,000.00					
565	Building Rent/Repair	6,806.29	7,165.00	7,200.00	4,190.55	7,200.00		
580	Misc./Copier/Notes	-	865.00					
590	Memorials/Honors	285.00		500.00	300.00	500.00		
591	AMEX		(10.69)		(39.75)			
592	Postage & Handling	691.19	444.79	700.00	314.48	2,000.00		
593	Sales Tax	172.63	57.96	300.00	4,046.27	1,200.00		
	SUBTOTAL	144,878.48	163,188.63	139,500.00	61,729.91	140,395.00	-	-
	PROGRAM/MISC. PROJECTS							
1024	19th Amendment		1,540.10		1,794.68			
1028	Choosing Judges		15.00	500.00	173.10	250.00		
1029	Choosing Judges Sales		163.50	1,500.00				
1030	Agriculture Study	9,094.25	1,350.00	12,000.00	1,514.59	21,000.00		
1035	Agriculture Study Sales	341.70				1,500.00		
1038	Fin. State Gov't/Publication Sales	136.00						
1039	Fin. State Gov't II Sales	17.00						
1045	Citizen Network	6,197.80						
1070	75th Anniversary	-		1,000.00		500.00		
1089	Meals LRP	62.40						
1090	Build Bet. Com./Community Serv.	434.46	121.67		48.55			
1091	L R P/99-01-Systems An	415.02		14,000.00				
1092	New Century Camp	350.00		45,000.00		-	-	-
1096	H. C. Grant				2,083.00			
	SUBTOTAL	17,048.63	3,190.27	74,000.00	5,613.92	23,250.00	-	-
1108	MH III/IV/1999-01- Immigration S	-	-	66,000.00		27,975.00		
1109	How MH III/IV Sales	30.00	-					

WORKING LWVMN EDUCATION FUND BUDGETS FOR 2001-2002, 2002-2003

		Actual 3/31/98	Actual 3/31/00	Budget 1999-2000	Actual 10/31/00	Budget 2000-2001	Budget 2001-2002	Budget 2002-2003
1110	Immigrations Grants		94,685.21		9,510.38			
1111	Study Circles Lunch		(3.12)					
1112	Immigration In Kind		23,100.00					
	SUBTOTAL	30.00	117,782.09	66,000.00	9,510.38	27,975.00	-	-
	SOCIAL POLICY							
1200	Indians in Minnesota-Sales*	212.95		1,000.00		1,000.00		
1210	Indians in Minnesota-Royalties*	20.34	57.90	2,000.00	204.43	2,000.00		
1230	Indians in Minnesota Study Grant*	-		15,000.00				
1233	Indians in Minnesota Interest	1,890.87	1,391.61	1,000.00	934.81	300.00		
	SUBTOTAL	2,124.16	1,449.51	19,000.00	1,139.24	3,300.00	-	-
	VOTERS SERVICE							
1610	General Election Debates	20,000.00	20,000.00	8,500.00	40,000.00	33,750.00		
1620	Voters Guide - Sales	-			29,948.23	40,000.00		
1625	Voters Guide - Grant	5,000.00				2,750.00		
1626	Primary Voter Guide Grant	-		5,000.00	10,000.00			
1627	Primary Sales				22,238.78	4,000.00		
1629	Sec'y State HLine			500.00		13,250.00		
1630	Election Hotline	-			30,000.00	32,500.00		
1640	Voter Information	-		13,250.00	22,000.00	17,500.00		
1660	Curr. Secondary/Spanish	7,900.00						
1661	Spanish Curr Sales	125.00	60.00	1,200.00	115.00	700.00		
1662	Secondary Curriculum Sales	5,453.33	295.00	2,000.00	320.00	1,200.00		
1663	Elementary Sales	1,845.50	208.00	1,200.00	265.00	1,200.00		
1664	Elem Curr. (Curr III Elem. Grant)	187.81						
1665	Election Process Training	-	74.00	2,500.00	67.00			
1666	Election Video/Package Sales	600.00	448.00	1,500.00	1,144.00	1,000.00		
1667	Election Video In Kind		12,391.00					
1672	MN Compact	15,000.00	117.89	7,500.00	10,292.30	43,750.00		
1690	LL Voter Service Projects	10,000.00	12,000.00	700.00		10,500.00		
1692	Voter Service PJ Interest	555.08	1,061.05	1,000.00	1,704.22	2,000.00		
1694	Voter Service Meals				(17.76)			
	SUBTOTAL	66,666.72	46,654.94	44,850.00	168,076.77	204,100.00	-	-
	CITIZEN INFORMATION							
1700	Politics/Money	6,260.00	561.50	4,250.00	32.47			
1701	P & M In Kind		3,800.00					
1710	Spring Focus-Meals-	-				800.00		
1711	Spring Focus-Admissions-	-				1,200.00		
1715	Spring Focus-Grants-	-				2,000.00		
1720	LOTT	-	15,576.47	30,000.00	5,060.27	30,000.00		
1722	Citizens in Action-Admissions	829.00	650.00	1,000.00		1,000.00		
1723	CIA In Kind		150.00					
1725	Citizen in Action-Grants	5,500.00	4,041.36	4,000.00		5,000.00		
1726	How to Make a Difference Sales	1,939.54	2,122.70	2,000.00	283.00	2,000.00		
1727	How to Make a Difference Grant	-				1,000.00		
1740	Publication/Audio Visual Sales	728.23	612.77	1,000.00	2,055.67	2,500.00		
1742	Community Facilitation			52,000.00		-		
	SUBTOTAL	15,256.77	27,514.80	94,250.00	7,431.41	45,500.00	-	-
	TOTAL LWVMNEF INCOME	254,210.35	386,104.79	453,000.00	271,697.16	460,120.00	-	-

WORKING LWMN EDUCATION FUND BUDGETS FOR 2001-2002, 2002-2003

		Actual 3/31/98	Actual 3/31/00	Budget 1999-2000	Actual 10/31/00	Budget 2000-2001	Budget 2001-2002	Budget 2002-2003
	EXPENSES							
	LOCAL LEAGUE PROJECTS							
4000	Local League Grants	13,439.42	26,331.98	15,000.00	19,870.19	15,000.00		
4095	Services - LL Administration	3,240.28	5,316.84	4,375.00	1,702.98	5,000.00		
	SUBTOTAL	16,679.70	31,648.82	19,375.00	21,573.17	20,000.00	-	-
	LWMNEF ADMINISTRATION							
5002	Staff Development	143.00	109.50	500.00	120.00	500.00		
5005	Development Committees	863.83	1,274.46	1,000.00	248.65	1,000.00		
5007	Annual Fund Drive	7,484.14	4,402.02	7,500.00	3,179.73	7,500.00		
5008	Annual Fund Drive LL Earnings	1,671.00	1,375.00	2,000.00		2,000.00		
5009	Services-Annual Fund Drive	4,225.53	10,176.83	14,000.00	2,979.10	14,000.00		
5011	In Kind Ads		4,730.00					
5030	Other Direct Expenses	608.07	643.73	800.00	315.47	800.00		
5034	In Kind Fundraiser Exp		2,740.20					
5035	Fund Raiser	1,766.17	19,285.25	8,000.00				
5037	Services-Fund Raiser	362.42	4,402.67	7,500.00	6.14			
5040	Services-General Administration	9,668.20	18,207.32	12,500.00	10,143.98	18,750.00		
5045	Planned Giving Expenses	1,469.68	2,284.31	1,500.00	358.26	1,500.00		
5046	In Kind P. Giving Expenses		1,484.00					
5047	Planned Giving Meals	55.46		400.00	(200.00)	400.00		
5050	Services-Planned Giving	4,592.21	2,138.57	7,000.00	1,526.21	7,000.00		
5065	Building Rent/Management	17,041.12	18,288.47	18,000.00	11,209.73	18,000.00		
5067	Services-Building Rent	1,239.13	2,102.12	1,750.00	994.26	1,750.00		
5093	Sales Tax	376.81	130.65					
	SUBTOTAL	51,566.77	93,775.10	82,450.00	30,881.53	73,200.00	-	-
	PROGRAM RELATED ADMINISTRATION							
7000	EF Board Expense	528.57	1,084.33	1,000.00	950.65	1,000.00		
7001	Conferences (Board)	-		800.00		800.00		
7010	EF Annual Report	1,121.62	2,955.95	1,500.00		1,500.00		
7011	In Kind Annual Report		5,000.00					
7015	EF Legal Fees & Bank Charges	133.68	260.43	200.00	123.13	200.00		
7020	Stationary & Permanent Supplies	1,676.73	587.52	2,000.00	881.50	2,000.00		
7025	Subscriptions & Resources	128.00	36.00	150.00		150.00		
7030	LWMNEF Audit	2,775.00	3,275.00	2,800.00	3,475.00	2,800.00		
7040	Services-Program Related	20,789.08	8,860.44	34,200.00	4,740.87	37,500.00		
7041	Program Related Bonus	841.00	1,980.00					
7045	New Century Campaign	-		25,000.00		-		
7050	New Century Camp. Services	216.54	7.99	20,000.00		-		
7059	L R P/Systems Analysis	7,810.37	22.95	8,000.00				
7060	Services-LRP/Systems Analysis	5,355.15	2,024.34	6,000.00	169.92			
7061	Meals LRP	62.97						
7070	H.C. Dialogue		213.10		36.81			
	SUBTOTAL	41,438.71	26,308.05	101,650.00	10,377.88	45,950.00	-	-
	PROGRAM: MISC. PROJECTS							
10026	Judges Pub Free		116.00					
10027	Judges Pub Inventory		32.00		4.00			
10028	Agriculture Study	1,157.54	1,136.09	1,000.00	591.95	10,000.00		

WORKING LWVMN EDUCATION FUND BUDGETS FOR 2001-2002, 2002-2003

		Actual	Actual	Budget	Actual	Budget	Budget	Budget
		3/31/98	3/31/00	1999-2000	10/31/00	2000-2001	2001-2002	2002-2003
10029	Agriculture Study Services	9,315.75	13,596.11	11,000.00	7,412.40	12,500.00		
10030	Government Spending	2,150.34						
10034	Spending Free (Inventory)	90.95						
10070	75th History/19th Amen.	-	400.00	250.00	1,835.55			
10073	Services-75th History/19th Amend	381.28	1,217.97	1,000.00	1,502.71	250.00		
10089	Services -BBC		511.98					
10090	Build Com/Community Services	4,695.77			38.73			
10093	Services - BBC	3,151.19	4,603.88					
11007	Immigration In Kind Exp.		23,100.00		1,600.00			
11008	MMH/ Immigration St. Circles	-	53,755.81	40,000.00	7,982.16	20,000.00		
11009	Services-MMH/ Immi. St. Circles	22.25	37,797.71	26,000.00	8,241.14	7,975.00		
11010	Immigration		2,580.60					
11037	Citizen Network	7,193.15	1,360.00		3,928.75			
11038	Services - Citizen Network	2,733.06	1,735.07		2,619.96			
11050	Financing State Government	678.24						
11052	FSG II Free	-						
11055	Services-Financing State Gov't	326.18	-					
11090	Bldg Better Comm		117.50					
11091	Services - Bldg Better Com		522.35		62.21			
	SUBTOTAL	31,895.70	142,583.07	79,250.00	35,819.56	50,725.00	-	-
	SOCIAL POLICY							
12000	Indians - 4th ed.	8.82	-					
12030	Indians in Minnesota - 5th ed.	14,232.91		10,000.00		1,000.00		
12031	Services-Indians in MN 5th ed.	5,161.49	2,507.93	7,250.00	476.08	625.00		
	SUBTOTAL	19,403.22	2,507.93	17,250.00	476.08	1,625.00	-	-
	VOTERS SERVICE							
16010	Debate (General Election)	109.67	13.20	500.00	14,775.48	15,000.00		
16011	Services-Debate	4,687.44	2,839.47	8,000.00	8,860.19	18,750.00		
16020	Voter Guide Direct Expenses	-			6,222.96	25,000.00		
16021	Services-Voter Guide	1,031.36	2,546.00	2,000.00	7,249.70	13,500.00		
16026	Primary Voter Guide	-			9,639.62	13,000.00		
16027	Services-Primary Voter Guide	-		1,000.00		3,500.00		
16028	Sec'y State Hotline					7,000.00		
16029	Services			500.00		6,250.00		
16030	Election Hotline	10.50			2,272.27	20,000.00		
16031	Services-Election Hotline	1,375.54	1,599.14	1,000.00	3,070.72	12,500.00		
16040	Voter Information	-	306.97	1,000.00	2,197.48	5,000.00		
16041	Services-Voter Information	12,437.65	9,978.70	12,250.00	26,925.46	12,500.00		
16059	Skills for Democracy-Free	54.00	9.00					
16060	Curriculum Secondary Spanish	7,537.64	259.40	100.00	69.55	100.00		
16061	Services - Curriculum Sec./Span	4,171.12	1,146.37	1,000.00	205.23	500.00		
16063	Spanish Curriculum I Free	413.50	11.00					
16064	Elem Curr (Cur III Elementary)	4,041.33	118.50	100.00	273.57	100.00		
16065	Services-Curriculum (III)	2,036.28	1,459.97	1,000.00	460.86	1,000.00		
16066	WGTP free	162.00	9.00					
16068	WGTP English	8,763.56	364.14	500.00	291.56	500.00		
16069	Services - WGTP English	2,191.77	1,521.19	625.00	445.03	625.00		
16070	Election Process Training	842.21	1,128.70	1,000.00	1,013.00			
16071	Services - Election Process Train.	769.31	2,566.36	2,875.00	1,081.54	500.00		
16072	MN Compact	82.15	6.30	5,000.00	2,028.75	25,000.00		

WORKING LWVMN EDUCATION FUND BUDGETS FOR 2001-2002, 2002-2003

		Actual	Actual	Budget	Actual	Budget	Budget	Budget
		3/31/98	3/31/00	1999-2000	10/31/00	2000-2001	2001-2002	2002-2003
16073	Services-MN Compact	3,920.71	2,329.77	2,500.00	5,901.82	18,750.00		
16080	Misc. Voter Service	377.29	157.38	200.00		1,000.00		
16081	Services-Misc. Voter Service	-				1,000.00		
16082	In Kind Video		12,390.00					
16083	Election Video		461.83		249.83			
16090	LL Get Vote	279.00			3,625.50	8,000.00		
16091	Services - LL Get Vote	472.02	1,379.11	700.00	4,225.40	2,500.00		
16092	Election Video Inventory		(2,594.95)		360.00			
	SUBTOTAL	55,766.05	40,006.55	41,850.00	101,445.52	211,575.00	-	-
	CITIZEN INFORMATION							
17000	In The Pub Interest P&M	20.40	2,936.43	2,000.00				
17001	Services-P&M	2,582.57	4,896.59	2,250.00	311.09			
17003	In Kind P & M		3,800.00					
17005	Citizenship Training			25,000.00		-	-	-
17006	Services C T		6.30	27,000.00		-	-	-
17010	Spring Focus	-				2,000.00		
17011	Services Spring Focus					2,000.00		
17019			150.00					
17020	LOTT	18.75	14,065.26	20,000.00	4,231.59	20,000.00		
17021	Services LOTT	879.90	10,569.15	13,500.00	5,403.30	12,500.00		
17022	Citizens in Action Meeting	1,047.75	864.80	1,000.00	14.85	1,000.00		
17023	Services-Citizens in Action Meetin	9,190.56	6,664.11	5,000.00	637.02	6,250.00		
17024	How to Make a Difference	1,359.37	1,160.68		18.90	2,000.00		
17025	Services - How to Make a Diff	898.59	2,237.95	1,250.00	303.13	4,000.00		
17026	Free Distribution - How to MAD	315.00	3,380.00					
17027	How to MAD Inventory	381.00	973.21		150.43			
17040	Publications/Audio Visual Library	1,808.96	1,867.58	500.00	707.00	1,000.00		
17041	Services-Publications/AV Library	850.70	2,094.56	500.00	825.78	625.00		
17043	MN Convention	647.75		1,000.00				
17045	EF Share of LWVMN Voter	4,614.81	3,859.00	5,670.00		5,670.00		
17046	Misc. Accts. Pay. (Auditor)	(78.16)						
	SUBTOTAL	24,537.95	59,525.62	104,670.00	12,603.09	57,045.00	-	-
20000	LWVMNEF Reserves							
	To spread to Admin. Reimb.							
	TOTAL LWVMNEF EXPENSES	241,288.10	396,355.14	446,495.00	213,176.83	460,120.00	-	-
	Net Income (Loss)	12,922.25	(10,250.35)	6,505.00	58,520.33	-	-	-

LWVMN Communications Committee Meeting

October 11, 2000

Agenda:

- Communications Budget - *2 year budget EF - mn -*
- Website: Challenges
 - Our primary communications tool
 - Attracting new/younger population
 - Secure line for fundraising, membership, sales
 - Funding needed
 - Resources
- Media Contact
 - Paid LWV TV/print advertisements — *think abt producing a video.*
 - Need for news release stationery — *Video on woman's suffrage as a guide*
- Voter format update
- How to Make a Difference update
- Other
- Future meeting date(s)

Communications Comm.

Notes:

?move Budget 'till after discussions regarding costs?

Website: A look at other websites

Think about: What are the challenges regarding our website?

We are information heavy - how can we be relevant in a society which looks for easy access information?

What would be satisfactory to our members & to the general Public?

Credit card use

Counter for web hits?

Redesign?

Need for staff?

Costs for hiring

Funding - Wells Fargo

LWVMNEF Communications Committee Update on
Website Enhancement October 11, 2000

Current Situation of Website:

- Currently, there are 378 pages
- Our only graphics are our logo & pictures/photos of our products. We need more graphics.
- We need to look at sites from similar organizations or other organizations that provide information during election season, such as Pioneer Press, Star Tribune, MPR, Minnesota Public TV, Minnesota Women's Consortium, Citizens' League, Minnesota Council for Nonprofits, LWV of the United States, LWV of Minneapolis.
- Basic architecture is there, we just need to enhance it.

*Slower to download
(can download w/o graphics)*

*Ady - Staffing: + getting info, timely
• like as a repository
Skill level of staff person (HTML or word processing?)*

Companies we're considering to do the audit (initial planning meeting) and the redesign

AVEUS

Yamamoto Moss

Larsen Design & Interactive

Costs of companies:

AVEUS

\$1,000 to \$1,500 for Audit. \$20 - \$40,000 for redesign.

Yamamoto Moss

\$5,000 for Audit. \$40 - \$50,000 for redesign (flexible).

Larsen Design & Interactive

\$5,000 for Audit. \$30 - \$50,000 for redesign.

Timeline:

Average time is 2 to 3 months. *redesign*

AVEUS Web Clients include:

works for Yamamoto-Moss

- Country Home Magazine (nice site, to get the magazine online, you have to subscribe)
- Metavante (formerly M&I Data)
- Personalization.com
- D'Amico & Partners (nice site, timeline, lots of photos, but Andrea Lex had a little trouble maneuvering in it)
- Net Perceptions
- U.S. Bank & Piper Jaffray
- CommunityChannel.com
- ✓ Cargill (nice site, green background - makes sense, tie in with agriculture)
- Royal Caribbean/Celebrity Cruises (travel agent password protected site)
- Blue Cross Blue Shield of MN (nice site, blue to tie in with their name)
- H.B. Fuller
- Lifetouch (nice site)
- American Express Financial Advisors

Audit 1000

Larsen Web Clients include:

- General Mills www.generalmills.com
- Ecolab www.ecolab.com
- Yoplait www.yoplaitusa.com
- Architectural Alliance www.archalliance.com
- Children's Hospitals & Clinics www.childrenshc.org - a fun site
- Appleton Coated Papers www.appletoncoated.com
- Media Loft www.medialoft.com

\$15,000

- Sunrise Cereal for General Mills (online fundraising for environmental groups)
www.sunrisecereal.com
- Health Partners www.healthpartners.com
- Minnesota Interactive Marketing Assoc. www.mima.org
- NSP www.nspco.com
- Walker Arts Center Online Gift Shop www.walkerart.org/splash.htm or www.walkerart.org
(Cost \$100,000 because of back-end components like ticket sales, gift sales, etc.) – fun site

Yamamoto Moss Web clients include:

- Lutheran Brotherhood www.luthbro.com
- Pillsbury www.pillsbury.com
- Net Perceptions www.netperceptions.com
- Design Management Institute (DMI) www.dmi.org (this is the old site - new site not yet launched)
- Telispark www.telispark.com
- Blue Cross Blue Shield of Minnesota
- NovoPoint www.novopoint.com

Goals and Long-term Plans

Visual Enhancement

Today's Internet savvy generation demands an outstanding Website for its information needs. In order to be attractive and readable, our Website requires content-related graphics that will appeal to visitors at the site once they enter. Enhancements may include photographs, links to other pages and sites, solid graphics and logo treatment, among other changes or updates.

Content

One goal of enhancing the League Website is to make it more user friendly. As an organization whose principal product is information, we are faced with the challenge of providing information to the public concisely and accurately. We walk the fine line of not wanting to frustrate Web users by burdening them with too much information, and yet we want to entice them about public policy and encourage them to make an informed decision on election day.

Secure Line

All Education Fund publications and products should be easily available for purchase online. Through a secure line, the League will be able to raise funds and receive memberships through credit card transactions over the Web. E-fundraising and E-commerce are the wave of the future, and the League cannot be left behind and continue to be effective.

Tracking

To achieve the best communication value out of the newly redesigned Website, the League would have to install a tracking device, such as Net Tracker, to inform the League on the number of daily hits and the most visited pages. Such monitoring would help the League identify and maintain key audiences.