

## “LET’S DEVELOP OUR CENTER”

**June 2018**

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Director of Development

A development manager of a non-profit organization is primarily responsible for creating, administering, and implementing the organization’s long-term development plan. Very often this plan emphasizes fundraising, and includes the following types of activities:

- Develop and execute the organization’s annual campaign
- Secure financial support from individuals, foundations, and corporations
- Manage the implementation of donor software and oversee staff responsible for data entry and gift processing
- Develop and maintain ongoing relationships with major donors
- Creating and executing a strategy for a large sustained base of annual individual donors
- Developing and tracking proposals and reports for all foundation and corporate fundraising
- Overseeing organization of special events

However, as I have said in earlier messages, development involves far more activities than simply raising money. Very often it also oversees the organization and implementation of special events. I am very excited about two upcoming events we have scheduled for this August and September, and hope you will give serious thought to attending them. *In fact, I am going to do my level-best to persuade you that they are the most educational and entertaining events that are taking place in Sheboygan County this summer and early fall!*

### **The Historical Symposium.**

The Center is hosting a 2-day history conference on Thursday, August 16, and Friday, August 17. Numerous historians and scholars will be educating and entertaining attendees on a wide range of subjects that are associated with the theme of history and travel in Wisconsin. Detailed information about the symposium and the individual presentations is included in this issue. This is the first of what we hope will be several annual symposiums the Center will be hosting going forward. If you attend this event and enjoy the topics, I am confident you will want to jump into your vehicle and tour these wonderful sites for yourselves.

Some of the best vacations I ever took included visits to sites where history was made. Sometimes it was a place where significant history took place – like Gettysburg or Bunker Hill; other times it was just a plot of ground where a rock, a bronze tablet, monument, or statue now stands. But history of some kind was made there. They are places that still have relevance. They are places that still need to be *visited* and *remembered*. They are places that merit *meditation* and *rumination*. They are places that still *matter*. That is what these eight scholars will be motivating the attendees to do: to visit the sites and ponder their significance as places where Wisconsin history was made, and as windows into who we are as a people, as a state, and as a nation.

I hope that you will invite your family, neighbors, friends, and people you meet on the street to this conference. Are you in a church group or civic group? Do you go to the gym? Do you attend activities at a senior center? Maybe you are in a book club. Why not invite the people you see regularly at these types of events to attend the symposium with you? It could be a great communal experience for you and your friends to listen to some great history and perhaps plan a few road trips afterwards.

If you need flyers for your organization, your church bulletin, or a bulletin board somewhere, please call the Center to request some.

Let's get the word out! I hope to see you there!

### **“The Lincoln Seminar on Wheels” Bus Trip**

This 4-day motor coach bus trip is being planned for people to experience the greater Springfield, Illinois, Monday-Thursday, September 17-20. I will be coming along as the “traveling Lincoln historian,” to provide insights and mini-lectures about what we will be seeing. For the past six years in October, I have been teaching my Lincoln Seminar for the Center. Many of the same individuals return every year for another dose of Lincoln; a few of the women who attend the Lincoln Seminar are now calling themselves my “Lincoln Girls;” several have asked me if I would lead a bus trip to Springfield.

Well, now I am doing it! Come on, girls, let's hit the road!

We will be visiting many of the main sites, including the fabulous Abraham Lincoln Presidential Library & Museum, Old State Capitol, current Illinois State Capitol, Lincoln Home, First Presbyterian Church, New Salem village, the grave of Ann Rutledge, and Lincoln's Tomb. There will be a few other surprises, too, but I am unwilling to tell you what they are until you are on the bus and we are traveling down the highway.

More details about the tour and accommodations are included in the newsletter. Let me say that I did this tour for Wisconsin Public Radio several years ago, and we ended with 100 people on 2 buses! I think it would be awesome if the Center could equal or top that number! Again, please consider coming along.

If you love history, or have always dreamed of going to Springfield, or have not yet been to the fantastic Abraham Lincoln Presidential Library & Museum (considered by many scholars to be the best presidential museum in the country!), or have been inspired to learn more about the great Lincoln, this trip is for you!

*Look at it this way: You will get your money's worth the first day – the rest of the trip will be free!*

### **Sponsoring Memberships**

Have you sponsored a new member as part of the 2018 Annual Campaign?

**If every SCHRC member sponsored a new member for *one* year at the \$40.00 level, the Center would raise \$34,000! Imagine what new programs and projects could be realized with just that one small effort.**

*Please help the Center during this annual campaign by bringing in one new member.*

Please feel free to contact me with your ideas, suggestions, and recommendations for enhancing our fundraising efforts. You can contact me at 920-467-4667, or email me at [steverogstad@schrc.org](mailto:steverogstad@schrc.org).