KANSAS RAILROAD ASSOCIATION

Ranking third in the nation in total miles of railroad, Kansas serves as a vital link in the national rail transportation network. The Kansas Railroad Association (KRA) is a public affairs organization representing the interests of both interstate and intrastate private rail carriers who own and operate their own trackage. Members of KRA own and operate in excess of ninety percent of the total miles of railroad in Kansas.

Mike Gemmell has been with KRA for almost eight years. He served several terms on the PRIDE Inc., Board of Directors and in the past was the Chairman of the Board. Mr. Gemmell believes the success of PRIDE can be attributed to the community volunteers. He stated, "It is community volunteers who identify the needs of their own communities, exercise control of the local programs, and deserve all the credit for the success of PRIDE. KRA is proud to have been one of the early sponsors of this successful program."

KANSAS PRIDE PROGRAM
A Community Improvement Communicator
For Kansas Leaders
SEPTEMBER - OCTOBER 1997
VOLUME 4

KANSAS PRIDE Week

Governor Mike Hayden proclaimed the week of October 4 - 10 as Kansas PRIDE Week. PRIDE Week honors the community development taking place through the Kansas PRIDE Program. More than 300 Kansas communities have participated in the PRIDE Program since its inception in 1970. Kansas PRIDE encourages economic, social, and cultural community development efforts. The PRIDE Program is jointly administered by the Kansas Department of Commerce and the Cooperative Extension Service of Kansas State University. PRIDE Week ended with the annual PRIDE Day meeting, workshops, and awards banquet on Saturday, October 10, in Manhattan.

PACEMAKER NEWS

Many communities have been working on their PACEMAKER designation. The following communities have reached their goals to become a Kansas PACEMAKER:

Phillipsburg  Oberlin  Columbus  Speareville
Curtland

Congratulations! You have been judged adequate in all areas of community services and facilities. These services and facilities are important in making your community a better place to work, live, and play. All of the PACEMAKER communities have worked hard over time to bring their communities to PACEMAKER standards. A PACEMAKER is presented to a community after it reaches standards in 19 categories of services and facilities. Columbus chose to receive their PACEMAKER recognition at the opening ceremony of PRIDE Day from Governor Mike Hayden.

Oberlin is trying to schedule a time for the Governor to present their plaque in the community.

Speareville has just been notified of their approval as a PACEMAKER community and they are in the process of planning their banquet.

SCHEDULED PACEMAKER BANQUET

COURTLAND
Courtland's PACEMAKER will be presented on October 11, in the Courtland High School Gymnasium. Dr. V. C. Hurlin, Jr. will talk about the history of PRIDE in Courtland. Banquet reservations can be made by sending a check in the amount of $5 for the dinner to Myra Landis, Courtland, KS 66939 on or before October 9. Courtland invites everyone to come and share in their celebration.

PHILLIPSBURG
Phillipsburg's PACEMAKER will be presented by Governor Mike Hayden on November 3, 1987. Banquet reservations can be made by sending your name along with a check in the amount of $10 to the Phillips County Extension Office, 761 First Street, Box 246, Phillipsburg, Kansas 67661 on or before October 25.

PRIDE Achievement Day

Thanks to everyone who participated in the 1987 PRIDE Day. The day's success was the result of a lot of hard work by Sponsors, communities, and staff. A very special thank you to the following communities.

Hosts:
Achison--Exhibits
Fort Scott--Workshops
Minneola--Refreshments
Wakefield--Refreshments
Ozawkaw--Banquet Decorations
Alden--Awards Presentation

Congratulations to those communities winning recognition through cash awards.

Population 0-500
First--Curtland
Second--Alton
Third--Aiken
Fourth--Morrowville
Fifth--Feesd
Meritious Awards:
- Fiona Leonardville Jennings
- Muscatah Grinnell

Downtown Revitalization:
- Excellence: Courtland
- Merit: Alton

Economic Development:
- Excellence: Courtland
- Merit: Alton Muscatah Grinnell

Community Outreach:
- Alton

Newspaper:
- Osborne County Farmer (Alton)
  - Youth:
    - First—Alton
    - Second—Grinnell
    - Third—Formosa

Population 501-800:
- First—Potwin
- Second—Westmoreland
- Third—Minneapolis
- Fourth—Bird City
- Fifth—Spearville

Meritious:
- Haviland Nortonville

Economic Development:
- Excellence: Westmoreland
- Merit: Macksville

Newspaper:
- Bird City Times (Bird City)
  - Youth:
    - First—Westmoreland
    - Second—Potwin
    - Third—Onaga/Neuchatel

Population 801-1,500:
- First—Sharon Springs
- Second—Waverly
- Third—Stafford
- Fourth—Highland
- Fifth—Erie

Meritious:
- Oskaloosa Burton

Downtown Revitalization:
- Excellence: Stafford
- Merit: Sharon Springs Highland

Economic Development:
- Excellence: Sharon Springs Highland
- Merit: Highland Wakefield

Community Outreach:
- Sharon Springs Highland

Newspaper:
- Highland Vindicator (Highland)
  - Youth:
    - First—Erie
    - Second—Highland
    - Third—Stafford

Population 1,501-5,000:
- First—Marysville
- Second—Oberlin
- Third—Osawatomie
- Fourth—Wakeeny
- Fifth—Ulysses

Meritious:
- Ellis Kinsley

Downtown Revitalization:
- Merit: Marysville Ellis Wakeeny

Economic Development:
- Excellence: Oberlin
- Merit: Marysville Wakeeny Kinsley

Community Outreach:
- Marysville Wakeeny

Newspaper:
- Ulysses News (Ulysses)
  - Youth:
    - First—Marysville
    - Second—Oberlin
    - Third—Wakeeny

Population 5,001 and Up:
- First—Russell
- Second—Goodland
- Third—Fort Scott
- Fourth—Lansing
- Fifth—Haysville

Meritious:
- Ottawa Dodge City Iola Atchison

Downtown Revitalization:
- Excellence: Russell
- Merit: Fort Scott Ottawa Goodland

Economic Development:
- Excellence: Russell
- Merit: Goodland Atchison

Community Outreach:
- Goodland

Newspaper:
- Dodge City Daily Globe (Dodge City)
  - Youth:
    - First—Fort Scott
    - Second—Atchison
    - Third—Dodge City

Part Two
FUNDRAISING STRATEGIES

The success of any volunteer organization's fundraising activity is a result of a carefully thought out plan. Every PRIDE Program should have a sound fundraising program. Some communities place in the cash awards and use this money for further community development projects. But all communities should strive for local private sector support. Successful fundraising takes intelligence, courage, lots of hard work, and a PLAN.

Successful fundraising is like running a successful business. The product is your program. The more efficiently you sell it, the more money you will make. You want to make money quickly so that members can spend more time on projects. Consider fundraising events which will take the least amount of time. Respect the volunteer's time as well as the prospective donor's time. Have a detailed schedule. Volunteers will agree to help raise money if they know what to do and why.

Successful businesses work in an organized manner, setting goals and knowing where they are going. Use long range, as well as short term, plans. An effective way to boost budget is to have long range plans and fund them annually. If a project works, streamline it, give it a new slant, and go with a proven money-maker. Money losers should be discarded. Long range planning is one key ingredient in making fundraising successful and fun as well.

Planning for fundraising is based upon the availability of monetary and human resources, amount needed, and the sources of support. It is important to view each of these areas in the proper perspective.

First, draft a budget. Include money needed, and how it will be used.

Next, look at the resources available. Do a feasibility study to provide an evaluation of community support and to serve as an educational tool to increase awareness. It tells you who else is raising funds and if there are uncommitted funds for your organization. Informal surveys tell us what we want to know. Important information can be gained through "Coffee Shop Interviews" or a simple questionnaire. The strengths of the program should be used to the best advantage of promoting PRIDE. The weaknesses need to be recognized, addressed and minimized. Image is an area frequently mentioned when assessing community support. Is PRIDE a household word? It is unlikely donors will know or care about what you are doing if PRIDE has low visibility. Shape your plans for raising funds by finding who would be likely to give, why, and who would not be likely to give and why. In looking at resources, consider not only who is out there to give and how much, but what is the work force of the program. How many people can you depend on to work on fundraisers?

Ask yourselves "Who in the community wants what we do?" Someone who believes in the organization and wants it to make progress will usually contribute money. Determine which local businesses would want to support PRIDE. The source and type of support may vary in each community. Keep in mind there are many ways to raise money from the general public. As you put a plan together it is important to think through "external fundraising." Special events are popular in many communities and generate sizable amounts of money. Evaluate the above factors honestly and factually. Then you can organize a fundraising campaign.

Planning for the future of PRIDE in your community is a process of thinking ahead and considering all aspects with forethought for solving problems. In fundraising, devising strategies will provide them guidance toward a well-coordinated achievement. Planning is vital! It will take the most time and thought, but it is the vehicle to carry you to success. So prepare a plan!

To be continued—Basic Rules, Marketing Tools, and Special Event Ideas

TIME TO:
- Celebrate your success Thank those who helped
- Set your goals for 1988
- Plan your strategy
- Create greater awareness Let the community know about the positive effects of PRIDE in their community.