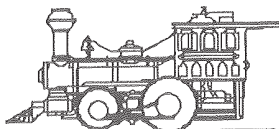


KANSAS RAILROAD ASSOCIATION

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. Member lines of KRA own and operate in excess of ninety percent of the total miles of railroad in Kansas.

Mike Germann 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. Germann 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."

COOPERATIVE EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE
KANSAS STATE UNIVERSITY
MANHATTAN, KANSAS 66506

OFFICIAL BUSINESS
PENALTY FOR PRIVATE USE, \$300



Cooperative Extension Service

Extension Community Development
Umberger Hall
Manhattan, Kansas 66506
913-532-5840

PRIDE VIEWS is published to provide communication among the communities of Kansas participating in the Kansas PRIDE Community Improvement Program and other interested groups and individuals. It is intended to help in the sharing of ideas. Your input is welcome.

PRIDE is jointly administered by Kansas State University Cooperative Extension Service and the Kansas Department of Commerce.

E. J. Sisk
Extension Specialist,
Organization and
Leadership Development

Kansas State University County Extension Councils and United States Department of Agriculture cooperating. All programs and materials available without discrimination on the basis of race, color, national origin, sex or handicap.



PRIDE VIEWS

A Community Improvement Communicator
For Kansas Leaders

SEPTEMBER - OCTOBER 1987

VOLUME 10

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	Spearville
Courtland	

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.

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

SCHEDULED PACEMAKER BANQUETS

COURTLAND

Courtland's PACEMAKER will be presented on October 21, in the Courtland High School Gymnasium. Dr. V. C. Hurtig, 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 19. 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 Third Street, Box 246, Phillipsburg, Kansas 67661 on or before October 26.

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:

Atchison--Exhibits
Fort Scott--Workshops
Minneola--Refreshments
Wakefield--Refreshments
Osawatomie--Banquet Decorations
Alden--Awards Presentation

Congratulations to those communities winning recognition through cash awards.

Population 0-500

First--Courtland
Second--Alton
Third--Alden
Fourth--Morrowville
Fifth--Ford

Meritorious Awards--
Formoso Leonardville Jennings
Muscotah Grinnell

Downtown Revitalization--
Excellence: Courtland
Merit: Alton

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

Community Outreach--Alden

Newspaper--*Osborne County Farmer* (Alton)

Youth--
First--Alton
Second--Grinnell
Third--Formoso

Population 501-800

First--Potwin
Second--Westmoreland
Third--Minneola
Fourth--Bird City
Fifth--Spearville

Meritorious--
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--Wakefield
Third--Stafford
Fourth--Highland
Fifth--Erie

Meritorious--
Oskaloosa Burrton

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

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

Community Outreach--
Sharon Springs Highland

Newspaper--*Highland Vidette* (Highland)

Youth--
First--Erie
Second--Highland
Third--Stafford

Population 1,501--5,000

First--Marysville
Second--Oberlin
Third--Osawatomic
Fourth--Wakeeney
Fifth--Ulysses

Meritorious--
Ellis Kinsley

Downtown Revitalization--
Merit: Marysville Ellis Wakeeney

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

Community Outreach--Marysville Wakeeney

Newspaper--*Ulysses News* (Ulysses)

Youth--
First--Marysville
Second--Oberlin
Third--Wakeeney

Population 5,001 and Up

First--Russell
Second--Goodland
Third--Fort Scott
Fourth--Lansing
Fifth--Haysville

Meritorious--
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, concern, 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 by when.

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 efficient way to boost budgets is to have long range plans and raise funds 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 in-

crease 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 for guiding activities 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 Events/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.