

## THE GOVERNOR'S SAFETY BELT CHALLENGE

Governor Mike Hayden recently established the Safety Belt Challenge to encourage safety belt usage within towns throughout the state.

Municipalities belonging to the League of Municipalities have received information packets regarding the challenge. They are invited to compete for a number of special awards that will be presented by the Governor at the end of the Memorial Day - Labor Day challenge period. If your town did not receive this packet and/or wishes further information contact Kansas Safety Belt Education Office, KSU Cooperative Extension Service, 343 Justin Hall Manhattan, Kansas 66502.

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

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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.

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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

MAY - JUNE 1987

VOLUME 8

## PRIDE DAY

Committees have been meeting and planning the 1987 PRIDE Day. It will be held October 10, 1987 at the Kansas State University Student Union. The following plans have been made.

- 11:30 - 1:00 Resource Fair - There are a lot of resources in the state to help you improve your community. We hope to have people available during this time to visit with you.
- 12:00 - 1:00 Registration
- 1:00 - 2:00 Opening - Speaker: Community Boosterism of Yesteryears  
Blue Ribbon Awards  
Annual Meeting
- 2:00 - 4:30 Leadership Workshop
- 2:00 - 3:00 Concurrent Workshops:  
Harvesting Hometown Jobs  
Creative Financing  
Home Based Businesses  
PRIDE and Economic Development  
Tourism
- 3:00 - 3:30 Break
- 3:30 - 4:30 Repeat of Concurrent Workshops
- 5:15 - 8:00 Banquet

As you may have noticed the conference will start a little later and no lunch will be served. The emphasis of the workshops will be job retention, job creation, and leadership. The plans are tentative.

## PACEMAKER

Congratulations to Phillipsburg, Kansas's most recent PACEMAKER community. They are making plans for their celebration with the Governor.

## PRIDE BOOK

Inserts and the PRIDE book covers can be ordered from the Kansas Department of Commerce. The standard cover costs \$5.00 and the inserts are free. The purpose of the PRIDE book is to tell, briefly, the individual story of each project of the community. This book is used by the judges to gain knowledge of your community's PRIDE Program. Their final placing is based upon what the judges see and hear in the community on their judging visit the week of September 21, 1987.

## MINNEOLA -- THE SECRET TO OUR SUCCESS

We believe the secret of our success in winning the first place Cash Award in our population category for 1986 is really not a secret at all. As many winners in the years before us have learned, the ingredient is called hard work. In the goal setting process, we set goals that are realistic for Minneola, making accomplishments possible. Then with the support of our school, city government, business community, clubs and organizations, the accomplishment is sometimes beyond our wildest dreams.

We support other groups and boards within the community and they support us. Last year our library, school, and city council supported the Kansas 125th Birthday Celebration. This year we have supported the Library Board and the community now has a beautiful new library addition. The second most important ingredient for success must be working together. A community can accomplish great things if they are committed to working together.

KANSANS BUILDING BETTER COMMUNITIES



## Southwestern Bell Telephone

Southwestern Bell Telephone serves 800,000 customers in 177 cities and towns throughout Kansas. The company is committed to the Kansas PRIDE Program and to making Kansas a better place to live and work.

Under the leadership of Kansas Division President, William Dreyer, Southwestern Bell Telephone has embarked on an ambitious effort to promote economic development. These efforts include development of a first class telephone network, involvement in local economic development activities, and financial support of quality-of-life projects.

Also, the company has loaned a company executive, Brad Parrott, to the State. On April 20, 1987, Governor Mike Hayden announced that Parrott will be assigned to the Kansas Department of Commerce to undertake a business retention project and to develop a campaign to promote a positive image of Kansas.

The company's 17 community relations managers across the state spearhead work with local chambers of commerce to promote economic development in those areas. Through Southwestern Bell Foundation, the company provides grants for scholarships to students attending independent colleges, to promote the arts, and to teachers to encourage creative projects, in addition to supporting United Way campaigns and many other local projects.

Still, the company feels that our number one objective is to provide quality telecommunications service to Kansas.

The company's participation in the PRIDE Program is part of our effort to make the communities served by Southwestern Bell Telephone a better place to live, work, and play.

## PRIDE BLUE RIBBON CERTIFICATES

<u>ALDEN</u> -	Energy Police Protection Recreation & Parks
<u>DODGE CITY</u> -	Commercial & Industrial Development Community Planning Energy Recreation & Parks Solid Waste Management
<u>ELLIS</u> -	Culture & Arts Education
<u>IOLA</u> -	Community Planning Education Emergency Medical Services Library Police Protection Recreation & Parks Sewage Disposal Solid Waste Management Streets Water
<u>PHILLIPSBURG</u> -	Housing
<u>WAKEENEY</u> -	Sewage Disposal Solid Waste Management

## DIALOGUE OF A COMMUNITY

### SHARON SPRINGS

The Sharon Springs PRIDE Committee will again sponsor their National Issues Forum in the Fall. Topics for this year include "International Trade," "Freedom of Expression," and "National Security."

They are also working to get the Robidoux house in Wallace County listed on the Register of National Places.

### ALDEN

Alden held its fifth annual "Quilts and Things" exhibit on April 18, 1987 from 9 am to 5 pm in the Alden School Gymnasium. 93 quilts, 54 miscellaneous handmade items, and 51 wooden items from area crafts people were on display. No admission was charged and a free quilting demonstration was held throughout the day. 410 guests registered from 41 different cities in 5 states.

## FUNDRAISING HANG-UPS

PRIDE Programs have the vision to make their respective communities better places to live, a strong organization to implement goals and members to do the work to accomplish projects. An important need for volunteer programs is, however, money. You must pay the bills to build the organization through some method of raising funds. It is not easy, but it can be simple. The best way to get money is to ask for it. Often the money is out there for the PRIDE Program once it is asked for. A recent national survey showed only 4% of those interviewed had contributed to political campaigns. However, 89% said they would contribute if asked. The money is out there for your organization just as soon as volunteers ask for it.

When one hears the word "fundraising" different perceptions trigger different reactions. For some, fundraising is a challenge and an opportunity to help achieve the organization's development goals. For most, however, any activity associated with asking for money or raising money for your cause is distasteful. As fundraising expert Joan Flannagan says in her book, Grassroots Funding, "Everyone thinks about money, but no one is supposed to discuss it in polite company." Most people are anxious about asking somebody else for money. Why? Because they are afraid they will fail and in failing, experience rejection. If we knew we would receive a cheerful donation when asking for money, it would be enjoyable and not a tedious job. Hang-ups about asking for money are normal and a very common inhibition which must be overcome to be successful in fundraising. How to deal with the fear of fundraising is a process in which one must first acknowledge they are afraid to ask for money. Few people want to admit it and hide behind weak excuses, or procrastinate forever. Most people equate asking for money to something so offensive, they refuse to become involved. How often have you had a person tell you "I will help out with anything you need for PRIDE, just do not ask me to ask for money?" In order to control and eventually overcome the fear of fundraising, volunteers must be prepared. The unknown is frightening and especially so when asking for money. Understanding the philosophy of giving helps volunteers view fundraising in the proper perspective.

Asking for money is something that happens all of the time. Each of us is asked to give to some cause often. We have all had contact with fundraising since we took our pennies to Sunday School, paid our dues in Scouts or 4-H, bought a T-shirt to help on the band trip, bumper stickers or raffle tickets. Fundraising is not intimidating, it is a normal way to raise money for organizations. Most of the time people give when they see their own interests reflected in the cause and they can respond to the needs of others as an individual. As soon as you understand why you give, you will understand why people will want to give to you.

Contribution to the PRIDE Program will clearly pay off in the citizens' self-interest -- a more viable business climate, a more attractive main street, a library, museum or Senior Center. You are simply giving others an opportunity to effect change in the community through their support to the PRIDE Program. Remember, you are providing a means for the giver to experience the joy of giving by simply asking. The new message to the philanthropist is: "We're here to help you realize your own aspirations, to provide opportunities and to deliver benefits. And with your support, we can do even more than we are doing today."

The fear of asking for money for your organization can be very costly. It can keep you on dead center in achieving program goals. It can limit the growth and development of your organization. This inertia can result in not only low budgets, but low morale and commitment. By getting a handle on fear, you can turn it around into a positive factor. You will realize being told no is not the worst thing that will ever happen to you. You will have had the benefit of the experience and learn how to prepare for the next appointment. Most important, you now know you can muster up the courage to ask for money and were brave enough to do so. So let's go for it -- devise a strategy that will work for you and for your community.

*To be continued - Fundraising Planning, Basic Rules and Marketing Tools.*

## LET'S PROMOTE PRIDE

As you are well aware, the success of the PRIDE Program is largely dependent upon public awareness.

One of the most effective ways to develop awareness in the community is a planned, ongoing publicity program.

There are many community events in which your PRIDE Program's participation is an opportunity to increase visibility of a specific project, recruit volunteers and keep PRIDE in the public eye. Now we are in the season of reunions, centennials, fairs, parades, and festivals. All of these "happenings" are great opportunities for PRIDE to increase public awareness of what you are and what you are doing for the community. As you plan your involvement in these events, remember to include using both PRIDE lapel pins (\$2.25 each) and PRIDE balloons (\$0.15 each).

Lapel pins are a novel way to stir community interest in PRIDE. Everyone loves balloons and the yellow and white PRIDE balloons add to both outdoor and indoor occasions.

Both are available from Bev Wilhelm, Kansas PRIDE, Inc. at 400 West 8th, 5th Floor, Topeka, Kansas 66603-3957 or call 913-296-3485. Allow approximately two weeks for processing. All orders are shipped postpaid. Please enclose payment for the exact amount of pins and/or balloons ordered. Make checks payable to Kansas PRIDE, Inc.