



2009 NMFW EVALUATION STORIES

Sunset Playhouse

Sunset Playhouse created a new website with additional marketing tools to compliment the expanded online presence. Over the next three years, the goal is to shift their focus from costly direct mail marketing and change patron expectations to favoring online usage.

Cooperating Congregations of Waukesha County

Cooperating Congregations of Waukesha County produced a plan to guide their efforts in recruiting volunteers, increase community awareness, and diversify their funding.

Adaptive Community Approach Program, Inc.

ACAP identified priority needs in finance, administrative systems, management, and governance. It then produced an annual plan with specific goals and objectives for the fiscal year and integrated steps to produce a yearly plan for operations.

Wisconsin Nonprofits Association, Inc.

Wisconsin Nonprofits Association revised its marketing materials, and as a result, recruited eight organizations from Waukesha County as members; four of which participated in the statewide nonprofit summit.

Waukesha Civic Theatre

Waukesha Civic Theatre improved the Board's understanding of its responsibilities; updated its bylaws; wrote committee commissions; and, determined specific qualities and qualifications for recruiting new Directors. As a result of this consultancy, the Board is more engaged and energized.

Ten Chimneys Foundation, Inc.

Ten Chimneys Foundation analyzed and discussed its branding and design needs and came to the conclusion that a revised Tour Brochure was a critical marketing tool. In addition to a completed Tour Brochure, new "identity" pieces included: logo, business cards, letterhead, envelopes, and bag stickers for the Museum Store.

NAMI Waukesha, Inc.

NAMI Waukesha's Board noted that they could educate potential Board members about their responsibilities and expectations. New Directors now understand the required commitment and their role in the sustainability of the organization. The Board as a whole feels confident that they are prepared for the next important task of strategic planning.