

2007 LLL in the USA World Breastfeeding Week Celebrates Report

TO: LLLI ED & BOD

FROM: 2007 World Breastfeeding Week Celebrations Team

2007 WBWC Goals:

- To raise public awareness of La Leche League as the premier breastfeeding organization.
- To raise funds for La Leche League.
- To enable La Leche League's presence in many public forums through annual events.
- To offer a choice of banner ads on the WBWC Web site for other companies and breastfeeding organizations to choose from to place on their Web sites
- To increase the number of Groups participating
- To have other entities besides LLL Groups registered in the fundraising and awareness campaign
- To have the Web site ready by March 31
- To adapt the WABA theme for the USA and to produce a new logo reflecting the theme as necessary.
- To have registered Groups from every Area in the USA
- To advertise on Mothering Magazine's Web site.
- To raise money to fund the USA Divisions WBWC Grants.

History of the 2007 LLL in the USA Celebrates WBW:

- **E-lists used for announcements and WBWC participation:**
 - The WBWChat CN e-list,
 - The LLL in the USA Yahoo announcement list (891 members),
 - The 2008 WBWC Yahoo discussion list (103 members)
 - The AWC Yahoo e-list,
 - The WBWC Team CN e-list,
 - The Paperwork workgroup Yahoo e-list,
 - The WBWC Web site workgroup CN list.
 - The LLL Mother-to-Mother LLL Division, Affiliate, Area and Group Announcements forum.
- **Logo**
 - The logo was changed to incorporate the new theme for 2007, The Power of One. Paul Torgus created this logo.
- **Web site**
 - Debbie Chapdelaine and Maren Eliason made changes as needed for the WBWC pages. Jennifer Moquin continued to be available for all the Illusa.org pages.
 - New to the site this year: a "search" function and a site map.
 - A rotating banner ad was added to the WBWC home page that listed the top sponsors. Clicking on this banner ad takes you to the Sponsor page.
- **Additions to the Web site in 2007 were as follows:**
 - A link to cafepress.com, the WBWC merchandise page
 - An increased number of WBWC banner ads to choose from

- More “Quotes to Use”
- **Work Groups:** The Paperwork Design group again assisted in getting the Kit updated and ready, although most of the work was done by Pam Dunne.
 - **Paperwork Design:**
 - Edited and updated all WBWC paperwork.
 - Pam Dunne kept a spread sheet; Alice Barbieri did the final reviewing and Debbie swapped out the 2006 forms and added in new ones.
 - Changes were made to reflect the new ***Power of One*** theme and logo, year and WABA theme as well as to remedy complaints or implement suggestions from the 2006 evaluations.
 - Three separate donation brochures were made available.
 - **EBay Auctions:**
 - Coordinated by Pam Mills and Angela Nooner
 - Auctioned items included hand-made items donated by Leader Nancy March, Teryl Anderson, and Angela Nooner “Near Mama’s Heart” books donated by Colleen Newman, a 50th Anniversary WOMANLY ART OF BREASTFEEDING, as well as LLLUSA silver.
 - Total overall net profit from auctions was \$188.20
 - Maintained 100% eBay rating due to Pam Mills’ efficient record keeping and the prompt mailing of auction items, and Angela Nooner’s attention to detail, correspondence with potential bidders who had questions, and the listing of new items as soon as an auction was complete.
 - **Online secure donations:**
 - Lori Barkledge again donated a secure Web site for WBWC online donations.
 - Pay Pal was also available.
 - Use of credit cards increased considerably
 - There were 69 online credit card donations; 19 did not designate a Group (Celebrity Baby donations).
 - There were 49 Paypal donations; 38 did not designate a Group (Celebrity Baby).
 - After Paypal fees (\$38.39) and EUS credit card fees (\$14), net collected was \$2616.61.
 - Donations without a Group designation were donated to the LLL Breastfeeding Helpline--US (\$1004).
 - **Donor Incentive Flyer:**
 - 5 donors used the Donor Incentive Flyer for a total of \$1900 donated.
 - 2 donations were made by Health Care Professionals.
 - 3 donations were made by businesses or individuals.
 - Donors’ names are listed in NEW BEGINNINGS.
 - Two donors received BREASTFEEDING ANSWER BOOKS for their donations of \$500+.
 - **Sponsors:**
 - Changes for 2007 included more levels of sponsorship.

- Major sponsors' logos were included at the top of the WBWC home page in a revolving banner ad.
- ERGO Baby; Medela, and Mothering were \$3,000 Platinum Sponsors. Mothering traded ad space on their Web site for a sponsorship. Mothering Magazine featured World Breastfeeding Week Celebrations in 12 of their online newsletters between May and September.
- Motherlove Herbal and Zutano were \$1500 Diamond Sponsors.
- Lactivist and Little Ants were \$750 Gold Sponsors
- Expressiva Nursingwear and Cuddly Wrap were \$500 Emerald Sponsors.
- There were nine \$200 Silver Sponsors and nine Bronze Sponsors who provided the random drawing gifts.
- Pam Dunne sent thank-you notes when the checks arrived. She will send all sponsors a thank-you packet with the 2008 NEW BEGINNINGS (March/April) issue that thanks the sponsors.
- **Publicity:**
 - Pam Dunne, Alice, Linda, Candace and Cindy worked on articles.
 - Six Articles and three side-bars Published in LEAVEN from January 2007 to December 2007
 1. *A Year in the Life of a World Breastfeeding Week Celebration Team Member* by The WBWC Team
 2. *2006 World Breastfeeding Week Celebration Winners* by Pam Dunne
 3. *The Power of One: 2007 World Breastfeeding Week Celebration Theme* by Linda Parry
 4. *Box of WBWC Sponsors for 2007*
 5. *Box of WBWC Prizes for 2007*
 6. *Leaders Share How Easy, Fun and Lucrative Planning for World Breastfeeding Week Can Be!* by Linda Parry
 7. *USA Divisions: Joint Project Grants* by Pam Mills and Linda Parry
 8. *"Growing" Your World Breastfeeding Week Celebration* by Linda Parry
 9. *Box of WBWC Sponsors for 2007*
 10. *Pay It Forward* by Kymn Davis
 - Articles submitted to LEAVEN for January/ February/March 2008
 1. *Rejuvenating Ideas for WBWC: The "I Have No Energy" List* by Michelle Moore
 2. *Announcing 2008 WBWC Grants* by Pam Mills
 3. *Winners, Donors and Sponsor acknowledgments*
 - Nine articles and a listing of prizes and sponsors published in NEW BEGINNINGS between January 2007 to December 2007
 - *How You Can Support Your Local La Leche League Group* by Cindy Garrison
 - *Celebrating Breastfeeding One Book at a Time* by Alice Barbieri
 - *"Growing" Your World Breastfeeding Week Celebration* by Linda Parry and list of sponsors

- *Mile High Breastfeeding Celebration* by Marlene Nuechterlein
- *A Day at the Farm* by Stacy Ramirez
- *Sponsor box*
- *What Sponsors Bring to World Breastfeeding Week Celebrations* by Alice Barbieri and box containing 2007 Sponsors
- *LLL of Jersey City and LLL of Hoboken make WBWC a True Community Celebration*
- *Celebrating the Power of the First Hour* by Candace Barton Hill and 2007 sponsor box
- *2006 World Breastfeeding Week Celebration Winners and Thank You to donors*
- Submitted for future Publication in NEW BEGINNINGS
 - *Celebrity Baby Blog* by Danielle Friedland
 - Winners, Donors, Sponsor acknowledgements
- The following number of announcements or articles were posted to a variety of lists:
 - LLL in the USA newsletter Yahoo list – 16
 - 2007 World Breastfeeding Week Yahoo list – 36
 - The LLL Mother-to-Mother LLL Division, Affiliate, Area and Group Announcements forum. - 9
 - ALLL things USA CN list - 11
 - WBWchat CN list - 16
- **Additional Publicity**
 - **Banner Ads**
 - Debbie C. made more banner ads. There are now 9 to choose from.
 - Fifty-nine Groups/businesses placed a banner on their Web site in exchange for being listed on the Banner Ad “Thank You” page.

Merchandise:

- ILCA advertised their WBW Kits.
- LLL of Fredricksburg sold Lisa Logo Balloons.
- WBWC advertised the Power of One pins which sold out.
- WBWC advertised Café Press.

Cafe Press Store:

This year we paid a small amount to have an upgraded CafePress site designed and maintained by Candace. Merchandise used the new slogan, The Power of One, and the new logo. While we decided this was not worth the money, it was a small investment and we learned from it. We will continue to have a CafePress presence.

As of November 15th, our net income from sales of CafePress items was \$48.08. We spent \$60.95 on aprons, infant creepers and a throw pillow to display and wear at the World’s Faire. Eleven orders were placed for 38 items. A District Health Department ordered 14 of those items. A wide variety of merchandise was ordered.

AWCs:

- To provide AWC support we:

- Sent an email to all AFCs and ACLs asking them to appoint an AWC for their Areas WBWC. The email included a job description listing the specific characteristics required and outlining the support that would be given by the National Team.
- Majority of the 40 AWC's were appointed by spring.
- Candace created a database on the AWC Yahoo Group. It listed that keep all names/addresses and phone number where they were easily accessible to anyone who needed to see them.
- When it became apparent that several AWC's had difficulty in downloading items from the Web page because of their dial-up connections, Candace created a file of all the essential forms and offered to mail a CD to anyone who wanted one. She mailed about ten.
- Candace gave **Power of One** pins to AWCs at World's Faire.

World's Faire

- Each AWC who attended the World's Faire at the LLLI 50th Anniversary Conference received a **Power of One** pin.
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- Candace purchased aprons from CafePress with **Power of One** logo for us to wear during our shifts. Other CafePress logo merchandise was featured on backboard.
- The table next to ours had a poster board of the WBWC Grants issued.
- Pamela's Products sent us merchandise to give away.
- Candace and Anne Marie put together goodie bags with a **Power of One** large sticker on the outside. Very popular.
- A Notebook of Kit forms was available for viewing.
- Sold out of **Power of One** pins. Most sold by Team members before and during the Conference.

Resource Fair:

A Notebook of Kit forms was available and Team members answered questions.

Meeting with LLLI:

- In July, 2007, members of the WBWC Team met with the Executive Director and the Chairman of the Board. It was agreed that LLLI in the USA's WBWC Team would continue to be responsible for administering WBWC annually.

WBWC Grants:

- "Joint Project Grants" was changed to "WBWC Grants" to avoid confusion with the LLLI Breastfeeding Helpline – US, which is also a joint project.
- Beginning balance was \$2287.28.
- Seven Groups in the USA applied for and were awarded grants totaling \$6150. One Group was unable to proceed with the project and returned \$500.

- La Leche League in Wilmington, NC - \$500 for materials to start a new Group for low-income Spanish-speaking mothers, in conjunction with a local Hispanic outreach center.
- La Leche League of Garland Spanish, TX - \$500 to establish a Spanish Group library, as well as information sheets for hospital distribution.
- La Leche League of Chapel Hill North/A.M., NC - \$1500 for a lecture series and books for resident physicians plus at-risk new mother clinic breastfeeding support packages.
- La Leche League of Cumberland/Lincoln, RI - \$650 to establish a relationship with ten health-care providers providing reference books and new mother breastfeeding packets for their offices.
- La Leche League of Delta County, MI - \$1400 to be combined with a community grant to put LLL materials in the hospital Welcome Newborn tote Bag. Information sheets will be attached to Comfort Bears wearing a LLL logo t-shirt.
- La Leche League of Southern Indiana, KY/TN - \$1200 for expectant mother packets to be given to physicians' offices/hospitals and for nurse appreciation.
- La Leche League of Platte Co. WY - \$400 for a billboard to announce a new Group, in conjunction with other community advertising.
- Grant recipients corresponded with the workgroup about their progress and submitted final reports.
- An article was placed in LEAVEN about the Chapel Hill North AM's Group project.
- Ending balance was \$2063.62.

Celebrity Baby Blog

Celebrity Baby Blog held a bigger and better raffle of donated baby items using the WBWC secure site. LLL Groups could pass on the information and donors could enter the raffle and credit a local Group. The majority of donations came from outside of LLL.

Donations without Group designations (\$380 online credit card and \$583 Paypal) were donated to the LLL Breastfeeding Helpline--US.

WBWC Prizes

- Prizes to Groups:
 - GROUP/CHAPTER PRIZES: 35 Groups** received an additional 5% to 10% **REBATE** from Prize Sponsorship money based on the **Total Income reported**. See scale below.
 - Group/Chapter raises \$750 - \$999: **5% Rebate**
 - Group/Chapter raises \$1000 – \$1499: **6.5% Rebate**
 - Group/Chapter raises \$1500 - \$1999: **8% Rebate**
 - Group/Chapter raises \$2000+: **10% Rebate**
- Prizes to Individuals:
 - We awarded 2 First Prizes--\$500 Education Scholarships.
 - 27 Individuals raising \$500, won \$50 Amazon gift certificate.
 - 21 Individuals raising \$300 - \$499, won \$25 Amazon gift certificate.
 - 8 Individuals raising \$250 - \$299, won \$15 Amazon gift certificate.
- Random drawing Prizes:

- 67 Groups names were drawn and received gifts from our Bronze Sponsors.
- As promised, product information from the top sponsors was included in all prize mailings.

Goal Results Not Previously Covered in this report:

- The number of Groups participating was down—210 (2007) from 364 (2006).
- Every Area in the USA had at least one registered Group.
- 2007 WBWC Total Income--\$68,384.04--was down by \$33,191.77 from 2006.

Field Evaluation Summary:

A report giving the evaluation details was presented to the WBWC team.

ATTACHMENTS: 2007 WBWC Financial Report

2007 WBWC Group Totals FINAL

2007 WBWC Report by Divisions - Comparison 2004 - 2007