

Latvian Foundation, Inc.
1999 Communications Plan

Valdim
Muiznieks

prepared by
Peter A. Muiznieks

Goals:

The Board of Directors of the Latvian Foundation (LF) has approved an initiative for the calendar year 1999 that seeks to grow the Foundation's net assets to \$1,000,000, which had been a goal of the Foundation at its inception. With the Foundation's 30th anniversary and the new millenium approaching, the communications plan outlined below seeks to achieve the following goals by December 31, 1999:

1. Increase the Foundation's net assets to \$1,000,000 or more,
2. Increase the financial commitment of its existing members by
 - Converting \$1K member loans to donations
 - Increasing the number of \$1K members
 - Increasing the 1999 loans/donations of non-\$1K members
 - Converting inactive members to active members
3. Increase new membership, especially of 30 to 50 year olds
4. Develop a major gift program

Situation and Analysis:

The Foundation's momentum has slowed significantly since the end of Soviet rule in Latvia. The Latvian émigré community has responded generously to the appeals for help from friends and family in Latvia. Their knowledge of the poverty and despair that grip the daily lives of Latvians stands in stark contrast to the material well-being they enjoy abroad. After several years of direct financial support of individuals and institutions, the Latvian émigré community has come to realize that :

- their personal donations to Latvia are an ineffective, and perhaps inappropriate, means of longer-term assistance to Latvia, and
- émigré institutions are increasingly in need of financial support as their base of support is eroded by mortality and assimilation.

The Foundation's membership is torn between allocating scarce personal resources among competing needs in Latvia and elsewhere. The Latvian Foundation is uniquely positioned as a benefactor to Latvian educational and cultural causes both in Latvia and abroad.

The Foundation's base of financial support will be in the West for many years to come, so it should focus its fundraising activities in the West. It should maintain a higher profile in the Latvian media and present itself to Latvians in Latvia as a model to be copied.

The Foundation should use available mass media to inform the public about its activities, but also to create awareness and interest among other groups. Publicity should be in Latvian and English to include as broad an audience as possible. The Foundation has relied on word of mouth referrals for new members. Its best references will be current membership, who can reinforce the Foundation's mission with examples of scholarship and grant requests they have supported in the past.

communications development:

Press releases to Latvian language print media (*Diena, Laiks*, etc.)

- 1. Announcing \$1,000,000 goal
- 2. Announcing 1998 grants
 - Scholarships for Latvia's Future (\$8,000)
 - *Daina* manuscript restoration/preservation
 - Video "The Krushev era in occupied Latvia" (\$8,000)
 - "Latvian Biographies: Latvia and abroad" (\$8,000)
 - Film "Children of Latvija (in Siberia)" \$6,511
 - Book - "We were victorious"
 - Opera tickets for the scholastic youth of Latvia
 - Latvian officers memorial in Litene
- 3. Reporting the status of 1997 grant project completion
 - A
 - B
 - C
 - D
 - E
 - F
 - G
- Develop three-panel 8½" x 14" prospectus in Latvian and English -5,000 pcs, 3 color
- Create internet web site to permit access to:
 - ✓ Statutes and Articles of Incorporation
 - ✓ Scholarship, Project and membership forms and instructions
 - ✓ Press room and Photo gallery (for all press releases and related)
 - ✓ Progress reports for current and past grant projects
 - ✓ Board of Directors biographies and photos
 - ✓ FAQs
- Multi-step direct mail campaigns that seek to:
 - 1. Convert \$1K member loans to donations
 - Step 1 - Letter from A. Liepina with form to facilitate conversion to "donation". Discuss current role and future vision of LF in Latvia and North America. Send LF pin as a token of gratitude for past support.
 - Step 2 - Letter from U. Sprudz with discussion on alternate giving (e.g., donation of inflated assets) and taxation - US and Canada versions (?) - attach reprint from a relevant article of financial periodical
 - Step 3 - Letter from A. Forstmane requesting sponsorship of relative/friend. Increased membership of 30 to 50 year olds is our goal.
 - Step 4 - Letter from N. Balode asking member to bequest a portion of their estate to LF - attach "Codicil to Will" - US and Canada versions? States?
 - Step 5 - Letter from A. Liepina telling member we will call via telephone and follow-up two weeks later. Ask for Steps 1 through 4.
 - 2. Convert non-\$1K members to \$1K members
 - Step 1 - letter from N. Balode asking members to increase their loan to \$1K and convert to donation. Begin campaign #1, step 2 if successful.
 - Step 2 - letter from A. Liepina outlining LF accomplishments and current projects. Use testimonials of those who led and benefitted from recent project(s) and/or scholarships. The need is now!
 - Step 3 - letter from A. Liepina. Discuss current role and future vision of LF in Latvia and North America. Goal of \$1MM within striking distance.
 - Step 4 - letter from N. Balode proposing accelerated annual giving.

3. Re-establish dialog with inactive members
 - Step 1 - letter from A. Liepina inviting reinstatement and outlining LF accomplishments and current projects. Use testimonials of those who led and benefitted from recent project(s) and/or scholarships. Discuss current role and future vision of LF in Latvia and North America. Include annual giving form.
 - Step 2 - letter from N. Balode requesting annual dues.
4. Seek peer references of \$1K members
 - Step 1 - letter from P. Muiznieks requesting five potential-member personal references. Our best advertising is your word-of-mouth, etc. Attach 5 - 8.5" x 14" brochures and provide list of current projects.
5. Develop prospecting process by which leads are quickly fulfilled with membership literature and forms.
 - Step 1 - Letter from Alide Forstmane with 8.5 x 14" brochure.
 - Step 2 - follow-up +6 months if non-responsive.

Membership development

1. Identify sources of potential membership in 30 to 50 year range (Garezers, LSC, Minsteres, etc. graduates since 1970, personal contacts, etc.) and use fulfill campaign #5