

## 2006 LLL in the USA Celebrates World Breastfeeding Week Report

**TO: LLLI ED & BOD**

**FROM: World Breastfeeding Week Celebrations Planning Team**

### **2006 WBWC Goals:**

- To raise breastfeeding awareness and funds for La Leche League
- To raise public awareness of La Leche League as the premier breastfeeding organization.
- To have a choice of banner ads on the WBWC Web site that other companies and breastfeeding organizations could choose 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 update the WBWC logo by adding the 50<sup>th</sup> anniversary logo of LLLI-to promote the anniversary of LLLI
- To increase the number of Leaders using Donor Incentive Flyers to raise money.
- To have registered Groups from every Area in the USA
- To have magazines write about the WBWC
- To get magazine publicity for WBWC
- To raise money to fund the USA Divisions Joint Projects grants

### **History of the 2006 LLL in the USA Celebrates WBW:**

- **E-lists**
  - The Community Network WBWC e-list, Yahoo discussion list (112 members), the AWC e-list, the WBWC Team e-list and the WBWC Web site workgroup.
- **Logo**
  - The logo was changed to incorporate the LLLI Anniversary logo. This change in the logo was made by Paul Torgus.
- **Web site**
  - Diana West and Carol Maranta redesigned the entire site.
  - The main menu is found in a blue box on the right side of the page.
  - The menu is a drop down format.
  - Volunteer Debbie Chapdelaine was our Web site go-to person this year, with Maren Eliason helping during the summer.
  - A Web site e-list was started to keep us all on the same page and make it easier to track changes to the WBWC Web site.
- **Additions to the Web site in 2006 were as follows:**
  - A link to WBW e-Bay auction items
  - A link to cafepress.com where WBWC merchandise was sold
  - A self-tabulating excel spreadsheet where calculations were already in place for AWCs—helping to make the break down allocations easier.
  - A larger selection of banner ads to choose from
  - More “Quotes to Use”

- **Work Groups:** The Paperwork Design group again assisted in getting the Kit up 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 Mairin changed out the 2005 forms and added new ones
    - Changes were made to reflect the new 50<sup>th</sup> anniversary logo, year and WABA theme as well as to remedy complaints or implement suggestions from the evaluations.
    - A poster that could be personalized was new for 2006
    - New self-tabulating AWC Accounting Form was available in Excel
    - An ad in Pathways magazine was new this year.
    - Breastfeeding Chants and Songs, Lactation Luncheon letter, Public Service Announcement FAQ for radio and How to Host a Get-Away Auction were all added in 2006.
  
- **EBay Auctions:**
  - Coordinated by Pam Mills and Angela Nooner
  - Auctioned items donated by WBWC sponsors, WBWC Team members, as well as LLLUSA silver and an autographed basketball donated by New Orleans/Oklahoma City Hornets.
  - Total overall profit from auctions was \$1261.08
  - “Get-away” Auctions had a net profit of \$673.62. About half of this, \$337.85 went to the local Groups that partnered with the auction team to make the “Get-away” auctions possible.
  - Packages were offered to Lancaster County, Pennsylvania; Bricktown Oklahoma City, Oklahoma; Luray Caverns in Shenandoah County, Virginia; and Huntsville, Alabama
  - 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 have questions, and listing of new items as soon as an auction is complete.
  
- **Online secure donations:**
  - Lori Barkledge again donated a secure Web site for online donations.
  - Pay Pal was also available.
  - Use of credit cards increased considerably. Not counting the Celebrity Baby Blog donations, there were 29 credit card payments totaling \$2387 and 5 Pay Pal payments for an additional \$51. This total does not reflect the EUS fees (\$119.35) and Pay Pal fees (\$2.69).
  - Net collected: \$2315.96
  
- **Donor Incentive Flyer:**
  - 18 donors used the Donor Incentive Flyer for a total of \$9700 donated.
  - 8 donations were made by Health Care Professionals.
  - 10 donations were made by businesses.
  - Donors’ names are listed in NEW BEGINNINGS.

- Seven donors received \$50 LLLI gift certificates for their donations of \$500+. Two others waived receiving the \$50 gift certificate.
- **Sponsors:**
  - Changes for 2006 included more levels of sponsorship.
  - Major sponsors' logos were included on the WBWC home page.
  - Sponsors could include a paragraph about their business on the Sponsor page.
  - Major Sponsors' product flyers were included with the mailings of gift certificate and random drawing gifts.
  - Sponsors were mentioned in articles submitted to national magazines.
  - Mother of 7 was the \$3,000 Platinum Sponsor.
  - Medela and Zutano were \$1500 Diamond Sponsors.
  - Lansinoh and Motherlove Herbal were \$750 Gold Sponsors
  - Motherlove Herbal, Lansinoh, and Hollister were \$750 Gold Sponsors.
  - Eva Lillian, Expressiva Nursingwear, and ICPA were \$500 Emerald Sponsors.
  - There were eight \$200 Silver Sponsors and 12 Bronze Sponsors who provided the random drawing gifts.
  - The major sponsors were listed on the main Home page this year, as well as on the Sponsor Page.
  - Pam Dunne sent thank-you notes when the checks arrived. She will send all sponsors a thank-you packet with the 2007 NEW BEGINNINGS (March/April) issue that thanks the sponsors.
- **Publicity:**
  - Pam Dunne, Alice, Linda, Candace and Cindy worked on articles.
  - Six Articles and six side-bars Published in LEAVEN from April 2006 to December 2006
    1. *WABA Announces World Breastfeeding Week 2006 Theme* by Jane Tuttle and Candace Moore Hill
    2. *Where in the World to Have a World Breastfeeding Week Celebration?* by Candace Moore Hill
    3. *Small box on Innocenti Declaration, WHO Code and LLLI*
    4. *Box of 2005 Sponsors as thank-you*
    5. *Box: Success Requires Teamwork*
    6. *Dollar\$ and Cents* by Candace Moore Hill
    7. *WBWC in the USA: What's New for 2006*
    8. *Widening the Circle* by WBWC Team
    9. *Sponsor box*
    10. *Serendipity: Desirable Discoveries from your World Breastfeeding Week Celebration* by Candace Hill and Linda Parry
    11. *Planning My World Breastfeeding Week Celebration Changed My Life* by Pat Johnston
    12. *Box announcing Zeeland Community Hospital as sponsor*
  - Articles submitted to LEAVEN for January/ February/March 2007
    - *A Year in the Life of a World Breastfeeding Week (WBWC) Team Member* by the WBWC Team
    - Winners, Donors and Sponsor acknowledgments



each item is made when it is ordered, there was no inventory. While each item sold did generate a small profit, it was purposely kept very small so that the cost of the items to the Groups was affordable.

As of September, the total net income from sales of Café Press items was \$290.00, with no expenses of any kind. We spent \$50 (including shipping) on magnets to send to each Area AWC as a gift. The Café Press site was very effective because there was no inventory, shipping or bookkeeping. Once the site was created, it ran itself with very little oversight. There was one complaint when a Leader did not find a child sized t-shirt, which was remedied immediately. The Website shows that there was one item returned, which was promptly credited.

### **AWCs:**

- To provide AWC support we:
  - Sent an email to all ACL's asking them to appoint an AWC for WBW, listing out the specific characteristics required and outlining the support that would be given by the National Team.
  - Majority of the 38 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.
  - In July, Candace mailed a packet of materials to every AWC that included sample copies of report forms, a detailed to-do list, a loving letter, and a Café Press magnet. The magnet was paid for out of the sales proceeds on Café Press.
  
- **Joint Projects:**
  - 5% of WBW 2005 profit (\$5347.28) was placed in a separate account for USA Divisions Joint Projects.
  - A Workgroup was formed to administer the program and award grants. Grants awarded in 2006 were committed to disaster relief.
  - Grant application information was disseminated in mid-January; application deadline was February 28, 2006.
  - There were two applications and a portion of each request was granted:
  - LLL of Metro Jackson, MS - \$760 for nursing bras/pads/cream, baby insect repellent and sunscreen for families affected by the hurricanes.
  - LLL of AL/MS/LA - \$2300 for Leader Applicant workshops and materials/supplies to help accredit new Leaders (Area lost several Leaders after the hurricanes).
  - The workgroup made the decision to save \$2287.28 of the 2005 Joint Projects money to fund future grants; since future grants will not have a disaster relief requirement, the workgroup anticipated more applications in future years.

- Grant recipients corresponded with the workgroup about their progress and submitted final reports.

### **Working with ILCA**

Candace Hill came up with a Lactation Luncheon letter. We hoped the letter would help to bring about collaboration in communities among breastfeeding advocates. Linda contacted ILCA to discuss collaboration. She visited their national headquarters and met with Lisa Joncich about WBWC Collaboration. The results were:

- The Fruits and Vegetables slogans from the 2005 Kit were made accessible for free from the ILCA Web site.
- The text of the Lactation Luncheon letter was incorporated in an article that went out in the ILCA newsletter.
- ILCA spotlighted the Lactation Luncheon idea and our PSA in two Idea Highlights in their Kit.
- ILCA put a link on their site to LLLI's WABA Action Folders using the WBWC Merchandise site.
- WBWC put the ILCA's Kit on our Merchandise page.
- ILCA offered to sell WBWC 39 Kits for the AWCs at a reduced price of \$18.50. This was \$10 off the nonmember price and \$5 off the member price.
- There was some confusion on the ability of the AWC to reproduce and give out the Kit. The clarification was that the AWCs were welcomed and encouraged to use the materials for LLL events through the Area they support; however the materials are not meant to be distributed for use in other events that are not tied to LLL.

Lisa's final email stated that she hoped we have laid the groundwork for next year.

### **Celebrity Baby Blog**

The owner of Celebrity Baby Blog contacted the LLLI office about having a raffle during August for World Breastfeeding Week. The owner is an LLL member. The secure Web site used was the WBWC online donation site, when it should have been the LLLI online donation site. LLLI and CBB were notified of the error, but it was never changed. WBWC had 27 donations for the purpose of being eligible for the raffle. The large number of small donations, the necessity of sending email receipts, and the fact that we couldn't always be sure if this was a raffle or WBWC donation, made this difficult for Pam Mills, the WBW Treasurer, and Linda.

\$ 266.31 (\$289 - \$16.89 in fees) was sent to LLLI on September 13, 2006.

The owner dialogued with Linda on her expectations and some ideas for the future. She donated as an individual to WBWC through her Group and also gave them the advertising money she gained through the raffle.

### **WBWC Prizes**

- Prizes to Groups:
  - New this year – Group Rebates:
  - 39 Groups raised \$750 or more and won a \$50 LLLI gift certificate. These Groups received a total of \$5694.21 in rebates. The amount of the Group rebate was based on the total net income the Group raised.
    - Raise \$750 - \$999, receive a Group rebate of 5%
    - Raise \$1000 – \$1499, receive a Group rebate of 6.5%
    - Raise \$1500 - \$1999, receive a Group rebate of 8%
    - Raise \$2000 +, receive a Group rebate of 10%

- Prizes to Individuals:
  - There was no Grand Prize Winner.
  - We awarded 10 First Prizes--\$500 Education Scholarships to the 2007 LLLI Conference.
  - 28 Individuals raising \$500, win a \$50 Cafe Press gift certificate (17) or *The Pocket Guide to the Breastfeeding Answer Book* and the *50th Anniversary Commemorative Book* (11).
  - 28 Individuals raising \$300 - \$499, win a \$25 Cafe Press gift Certificate (12) or *The Pocket Guide to the Breastfeeding Answer Book* (16).
  - 10 Individuals raising \$250 - \$299, win a \$15 Cafe Press gift certificate (3) or the *50th Anniversary Commemorative Book* (7).
- Random drawing gifts:
  - 20 random drawing gifts were promised
  - 61 were given out, including a \$100 LLLI Library gift certificate.
  - As promised, product information from the top sponsors was included in all prize mailings.

**Contacting New Groups:**

- As new U.S. Groups were listed on LLLI Web site, a personal message was sent inviting them to participate in WBWC. Once the new LLLI Web site went live, this listing was no longer apparent. A total of 9 Groups were contacted.

**Goal Results Not Previously Covered in this report:**

- The number of Groups participating was up—298 (2005) to 364 (2006), from the previous year.
- Every Area in the USA had at least one registered Group.
- Broke \$100,000 WBWC Total Income. Raised \$101,575.81—up \$4258.42 from 2005.

**Field Evaluation Summary:**

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

**ATTACHMENTS:** 2006 WBWC Financial Report

2006 WBWC Group Totals FINAL

2006 WBWC Report by Divisions - Comparison 2003 - 2006