

DRAFT PROPOSAL

Grant Writing, Fundraising and Marketing Support for Promoting Besser Museum New Exhibit and Launch

Prepared by Katie Wolf, Development and Marketing Consultant

February 20, 2024

Proposal Summary: Katie Wolf has had a long-term relationship with the Besser Museum beginning with the strategic planning for the campaign to raise funds for the digital planetarium in 2016. As a volunteer she has assisted in successfully writing grants and providing strategic guidance to the Executive Director as needed. The following proposal builds upon her familiarity with the museum's history and development needs, the local community, and a 30+ year career in supporting nonprofits to grow their funding capacity, assets recognition, and strategic partnerships. Her network and skill sets have raised more than \$15 million for Michigan nonprofits and she had directed national, state, and regional nonprofit fundraising and grant efforts from all aspects, as a grantor, grantee, reviewer, and expert consultant.

Led by the Besser Museum Executive Director (ED), an impressive \$1.4+ million has been raised to support the development of the "Discover Northeast Michigan History." The campaign is now at that critical last phase in which the balance of \$450K+ is needed to complete the fabrication and installation of the exhibit with additional funds needed to launch and promote the exhibit opening locally as well as throughout the Midwest.

Professional services: To support the ED and Board of Directors to secure the balance of funds needed and related marketing and promotion for a successful launch in late 2024 into early 2025, services include:

- Targeted fundraising projections from different sources,
- Grant writing,
- Fundraising solicitation letters and follow-up communications,
- Donor data base analysis and recommendations,
- Strategic planning for launch and promotion of exhibit upon its completion,
- State, federal and regional partnership identification and benefits development,
- Cultural Data Profile completion to qualify the museum for ongoing annual Michigan Council of Arts and Culture operational grants, and
- Calendar of annual fundraising, grant, and promotional opportunities specific to the Besser Museum's future funding needs (both capital and program).

Contractual Terms: Ms. Wolf will work closely with the ED to keep her informed on a weekly basis regarding priorities, donor contacts, strategy, actions taken, and results, with the goal of lessening the ED's day-to-day fundraising pressures and demands.

Contractual services will begin upon the review, finalization of terms, and approval of this proposal through January 2025, or sooner, depending on success in raising all funds needed for the exhibit and its successful launch. The contract can be terminated at any time by the ED or the consultant with two weeks' notice and payment for any services delivered.

All products developed under the contract will be the property of the contractor and donor information will be confidential and handled with the utmost of care.

Ms. Wolf has agreed to offer her services at less than half (\$60) her regular rate (\$135) and work closely within a set budget as she is fully committed to doing her best to help the Besser Museum fully succeed in exceeding its goals. The contract will be for a maximum of 60 hours/month at \$60/hour or \$3,600/month. To provide the contractor as much flexibility as possible, the number of months will be dependent on projected needs to be determined by the ED through January 2025.

A detailed **Scope of Work** and **Schedule of Deliverables** will be drafted and provided to the ED within one week of an approved contract.

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NONPROFIT MANAGEMENT PROFESSIONAL

Staff & Board Development | Grant Writing & Administration | Fundraising & Donor Relations | Strategic Planning & Messaging | Education & Community Outreach | Issues Management | Branding & Identity Development | Public Speaking, Writing & Coaching | Awards Program Management | Meeting Facilitation | Volunteer Recruitment

- Strategic thinker experienced in leading nonprofit organizations.
- Award-winning record for creating strategies and partnerships to advance organizational goals.
- Accomplished grant writer and fundraiser.
- Strong communications and media relations skills.
- Extensive budgeting and project management experience.
- Positive, energetic, creative problem-solver and team builder.

CAREER PROFILE

Executive Director, March 2022 to August 2023

Tip of the Mitt Watershed Council, Petoskey, Michigan

- Transition nonprofit through leadership change after 37 years, staff return to office post-COVID, and filling multiple vacant positions, while overseeing water quality protection for a multi-county area including five major watersheds and hundreds of inland lakes, rivers, and tributaries, as well as an abundance of wetlands and groundwater.
- Manage approximately 20 scientists, bioengineers, environmental educators, communications and developments specialists, as well as administrators with approximately 200 active volunteers, a \$2 million annual operating budget, and nearly \$4 million in endowed funds.
- Support a 15-member board of directors comprised of professionals, community leaders, and lake association representatives from throughout Northern Michigan.

Executive Director, *Friends of Thunder Bay National Marine Sanctuary and*

Education & Outreach Coordinator,

Thunder Bay National Marine Sanctuary, September 2016 to March 2022

- Coordinate education and outreach efforts including daily interaction with local, regional and national leaders to build partnerships, develop new initiatives, and advance sanctuary mission.
- Serve as spokesperson for Great Lakes Maritime Heritage Center, Alpena Shipwreck Tours, and Friends of Thunder Bay National Marine Sanctuary.
- Write and manage local, state and national grants to support sanctuary research, education and community outreach programs, and facilities.
- Develop and coordinate monthly signature guest lecture series.
- Support Friends of Thunder Bay National Marine Sanctuary board and membership.
- Develop and coordinate public and media relations through web content, social media, TV and radio interviews, direct and electronic mail, and advertising.

Marketing Communications Director, December 2015 to August 2016
Community Foundation for Northeast Michigan

- Oversee community outreach and donor cultivation for nine-county regional community foundation with approximately \$36 million in endowed funds, 450 donor funds, \$2 million in annual contributions and \$1.5 million awarded in grants and scholarships.
- Doubled annual contributions during first year of employment.
- Introduced northeast Michigan to "Giving Tuesday" and developed an online fundraising platform for 60 local nonprofits.
- Revamped website to include responsive design, search, and online donation capabilities.
- Developed and implemented rebranding strategy for lead foundation, three affiliates, and four youth advisory councils.
- Oversaw social media for Lake Huron Discovery Tour generating 2.1 million impressions.
- Invited by board to succeed current Executive Director upon retirement.

Senior Communications Director, August 2012 to March 2015
MSU College of Communication Arts & Sciences

- Oversaw communications, staff, advertising budget and placement strategy, and media relations for college that includes five departments and public TV and radio.
- Managed all print and digital publications including weekly e-newsletter and dean's blog, student/faculty recruitment, alumni and donor campaign direct and electronic mail.
- Developed nationally award-winning website/media campaign (GOLD ADDY), and annual report (GOLD ADDY).
- Prepared speeches, executive briefings, and visual presentations for dean.

Executive Director, February 2011 to August 2012
Michigan Humanities Council

- Directed multi-million-dollar grant giving institution for history, arts, and culture.
- Converted paper grant application and review process to online submissions/review.
- Oversaw development of database management system for tracking grants and donations.
- Diversified funding base to increase private sector partnerships, foundation and individual donors, in addition to state/federal funding.
- Substantially increased visibility and participation in programs across the state and nationally.
- Served as liaison to National Endowment for the Humanities, Congress, state legislature, governor's office and local nonprofits, museums, schools, and libraries.

Executive Director, 2007 to 2010
Michigan Association of Community and Adult Education

- Managed all aspects of statewide community education association.
- Oversaw staff, budget, legislative affairs, membership development and training.
- Hosted 25 professional development workshops annually, plus statewide conference.
- Streamlined operational costs and increased credibility with public opinion leaders by providing consistently clear, well-documented communications and effective, timely outreach.
- Rebranded organizational identity and redesigned website with responsive design.

President, 1998 to 2008
Wolf Communications, Inc.

- Built marketing communications firm with national clientele.
- Key services included strategic planning; educational outreach and training; issues management; advertising and publicity; and digital media/print content and design.
- Clients included science, IT, healthcare, economic development, and education institutions.
- Developed funding strategies and leveraged more than \$12 million in grants, including \$8 million to develop fuel cell research center and business incubator.
- Earned numerous state, national, and international awards (see listing of select awards).

Director, 1994 to 1998
National Medal of Technology, US Department of Commerce

- Directed nation's highest public honor for technological innovation, a presidential award.
- Established interactive exhibit to honor medalists at San Jose's Tech Museum of Innovation.
- Leveraged several million dollars to promote Presidential Medal in SCIENTIFIC AMERICAN and DISCOVER magazines.
- Developed PBS Explorations segment with Alan Alda interviewing medal laureates.
- Coordinated selection process and awards ceremony with White House, NSF and Congress.
- Created youth program, "Innovators for Tomorrow," engaging medal laureates to inspire next generation of technology workers and champions.

Director of External Relations, 1991 to 1994
Consortium for International Earth Science and Information Network (CIESIN)

- Developed national outreach and education programs for start-up, \$32-million federal data center for human dimensions of global change as part of NASA's Earth Observation System.
- Prepared briefings and testimony for legislative oversight and appropriation hearings.
- Served as liaison to national board of university CIOs.
- Managed communications and publishing staff and budget.
- Curated art collection and managed facility tours and lectures.

Communications Director, 1987 to 1990
Governor's Cabinet Council on Human Investment

- Served as spokesperson and directed communications for governor's human investment priorities including early childhood, K-12 and higher education; workforce development; and technology.
- Worked closely with state legislators, Michigan Congressional delegation, National Governors Association, and university teacher education programs and state departments.

Communications Consultant, 1985 to 1987

- Coordinated World Conference on Large Lakes, Mackinac Island.
- Managed Governor's Environmental Youth Awards, Michigan Natural Resources Department.
- Developed public education strategy for Great Lakes & Water Resources Planning Commission.

EDUCATION

- Master of Arts, Advertising, College of Comm. Arts & Sciences, Michigan State University, 1994.
- Bachelor of Arts, English/Biology, Bellarmine University, Presidential Scholarship, 1982.

SELECT PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

National Association for Interpretation, Certified Interpretive Guide, 2016 to Present
Michigan State University (MSU) Ext. District 14 Advisory Council (Northern Michigan), 2017 to Present
MSU Extension Certified Master Gardener, 2019 to Present
Presque Isle Township Museum Society Board President, 2017 to Present
US 23 Management Council Member, 2016-2018, Chair 2019 to Present
South Bay Corridor Board Member, 2018 to Present
Rotary Club of Alpena, 2016 to Present
Habitat for Humanity Northeast Michigan, Board member, 2017-2018
Michigan Arts and Culture Northeast, Board member, 2016 to 2018
 Lake Huron Discovery Tour Chair, 2017
MSU Integrated Marketing Communications Council, Invited February 2014
National Endowment for the Humanities Challenge Grant Evaluator, 2012
National Arts & Humanities Youth Program Awards Selection Committee, 2010 and 2011
Youth Program Quality Assessment (YPA) External Assessor Endorsement, June 2009
MSU Education Policy Fellow, Institute for Educational Leadership, Washington, DC, 2009 to Present
Michigan Political Leadership Program (MPLP) Public Speaking & Interaction Coach, 2000 to 2014
Michigan Adult Education Advisory Board Member, 2007-09
Council for Labor & Economic Growth (CLEG) Adult Learning Work Group, 2009
Michigan After-School Partnership (MASP) Steering Committee, 2007 to 2009
Michigan Coalition for Children and Families, 2007 to 2009
National Community Education Association Legislative Committee Co-Chair, 2010
Genesee-Shiawassee Workforce Development Board Member and Secretary, 1998-2007
Shiawassee Regional Chamber of Commerce Board & Governmental Affairs Committee, 1998-2007
Great Start (Early Childhood) Collaborative Communications Chair, Operations Board, 2004-07

SELECT AWARDS

Governor's Tourism Award for Innovative Marketing Collaboration, 2016.
Silver Communicator Award for "Education Website," Academy of Interactive and Visual Arts, 2014
Gold ADDY Award for Annual Report, AAF, 2014
Gold ADDY Award for Electronic Interactive Media, AAF, 2013
Michigan Association of Community & Adult Education Spark Plug Award, 2008
Athena Award, Shiawassee Regional Chamber of Commerce and Young Cadillac, 2005
National School Public Relations Assoc. Golden Achievement Award,
 Exemplary Public Relations, 2003 & 2004
National School Public Relations Association Award of Excellence for
 Publication/Identity Package, 2001
Business Associate of the Year, American Business Women's Association, Paul Arn Chapter, 2001
Michigan School Public Relations Association Highest Award for
 Distinguished Achievement, 1997 & 2000
ADDY Award for Corporate Identity, American Advertising Federation (AAF), 6th District, 2004
ADDY Award for Self Promotion, AAF, 6th District, 2003
ADDY Awards for Public Service Campaign and Collateral Material, AAF, 6th District, 2002
International Environmental Education Program of the Year, Banff, CA, 1986