



## **FUTURE MILWAUKEE LEADERSHIP PROGRAM**

**Monday, December 14, 2009**

**“PURPLE” Group:**

*Andrew Aschenbrenner  
Tanya Bissen  
Nick Lyons*

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**SECOND GROUP PROJECT ASSIGNMENT** (For presentation on Monday, April 26, 2010)

**Sponsoring Organization:** **Wisconsin Nonprofits Association** ([www.wisconsinnonprofits.org](http://www.wisconsinnonprofits.org))

**Project Contact:** **Ms. Mary Riordan**, Executive Director, Wisconsin Nonprofits Association, [mkriordan@wisconsinnonprofits.org](mailto:mkriordan@wisconsinnonprofits.org), (608) 772-5962.

**Organization Background:** The Wisconsin Nonprofits Association (WNA) is a state-wide membership association for nonprofit organizations throughout the state of Wisconsin. The Wisconsin Nonprofits Association works to make nonprofits in Wisconsin stronger by providing our members with Advocacy and Public Policy representation at the state level as well as being a unified voice for all nonprofits.

We began in 2007 and work to harness resources to elevate and sustain the effectiveness among nonprofit organizations throughout Wisconsin and to empower the state’s nonprofit sector for the common good. We are young and growing – currently serving 175 members.

Our programs and services fall into three major categories:

- 1) **Advocacy and Public Policy:** Through our Public Policy committee, we work to be the voice for all nonprofits in Wisconsin on legislative issues that may impact nonprofit organizations across the state. We send frequent alerts to our members and keep them informed on policy activities at the state and federal levels through our affiliation with the National Council of Nonprofits
- 2) **Membership Services:** Specific programs available to save members time and money – i.e., Mutual of America Retirement Plans, Prescription Drug Discount Plans, Employee Background Check Screening, Ready Talk Conference Calling, and Staples Office Supply Discount. Specific information to help members – i.e., Annual Nonprofit Sector Report, WNA Monthly E-Newsletter, GrantStation weekly E-newsletter and access to the grants database, Nonprofit Quarterly Magazine, as well as Resource Pages on our website for starting a nonprofit organization.
- 3) **Education and Training:** Annual Summit Each Year (upcoming May 17-18, 2010 in Green Bay, WI); Webinars/Teleconferences on a wide variety of nonprofit management and governance issues; Regional training events and networking sessions.

Project Proposal: *The Wisconsin Nonprofits Association is evaluating its current membership dues structure and would like the Future Milwaukee Team to research alternate dues models that could provide additional revenue to WNA and also increase WNA's membership base.*

*Through this project, WNA would like to find out what other dues models could be easily adapted to WNA if a change is warranted. We are asking the Future Milwaukee Team to do research on this issue and present their recommendations to the WNA Board of Directors in the spring of 2010. For your reference, examples of membership dues recommendations could include, but are not limited to the following: 1) Keeping the current dues structure in place but adding additional dues categories; 2) Keeping the current dues structure and increasing the dues amounts in some or all categories; 3) Designing a completely new dues structure that could be based on different criteria other than annual operating budgets; 4) Developing a flat fee structure for nonprofit agency members only; 5) Developing a flat fee structure for all members (nonprofit agencies, businesses and individuals).*

*A formal presentation of the results of this project will be scheduled to take place at a WNA Board of Directors meeting in the spring of 2010. A workshop presentation on the results could also be scheduled as part of the program at the WNA 2010 Annual Summit in Green Bay, WI over the dates of May 17-18, 2010.*