

***Life-cycle of a Fundraising Campaign:*** Many thanks to **Gail Moak**, the driving force behind the Breastfeeding USA year-end fundraising effort. Gail began by reflecting on the 2012 accomplishments of Breastfeeding USA and selecting stories that connect with people. She wrote and designed the appeal [letter](#) with feedback from the Finance and Publicity Committees. She emailed the appeal to the 563-strong member fundraising database. She revised several website pages to promote the fundraiser. The Social Networking workgroup added more outreach with multiple postings on Facebook and Twitter.

An anonymous matching gift donor stepped forward to offer a matching donation up to \$1000. This goal was met and exceeded due to the generosity of many friends of Breastfeeding USA. A total of \$3860 was raised in December.



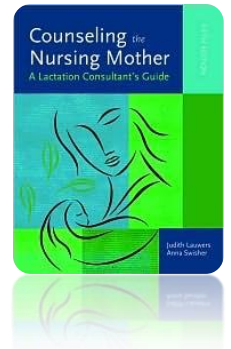
As donations arrived, Gail processed them, updating the donor database and website store. She thanked donors on the website [homepage](#) and mailed personalized thank you letters. Currently Gail is preparing a new website page, "Fund Our Mission." Would you like to join in this rewarding process? To volunteer with Funding and Development, contact Gail at [Funding@BreastfeedingUSA.org](mailto:Funding@BreastfeedingUSA.org)

***Website Upgrade!*** The Board approved full funding to begin development of the new website. The Website Upgrade team studied our website needs, and wrote a request for proposals (RFP) which was sent to several website developers. The price for the upgrade, including professional design, came in at \$20,000, which was \$6000 over our original budget. The success of the year-end appeal, a cash flow analysis, plus adjusting other budget line items, enabled us to move forward with the project while still supporting other initiatives. Thank you to **Erica Grossman**, **Nancy Mohrbacher**, **Anne Hutton** and **Cathy Theys** for their work on a needs assessment, RFP, and evaluation of the proposals. Work will begin April 1 and is estimated to take 12 weeks to complete.

***BRAID:*** We're happy to announce the appointment of **Jaye Simpson** of the Greater Sacramento Area Chapter as new Manager of the Breastfeeding Resource And Information Department (BRAID). Jaye and the BRAID team will be completing their committee policies and documents and preparing to welcome the influx of new BCs from the Comprehensive Education Course. Thank you Jaye for stepping forward to manage a workgroup. She can be reached at [BRAID@BreastfeedingUSA.org](mailto:BRAID@BreastfeedingUSA.org).

**Help!** Are you a conference junkie? Do you keep an eye out for webinars and opportunities for lactation education? Have we got just the job for you! The **Continuing Education (CE) workgroup** is looking for more members to get this department off the ground which will enable BCs to meet their CE requirement. Contact [Norma.Ritter@BreastfeedingUSA.org](mailto:Norma.Ritter@BreastfeedingUSA.org) for more information.

**Comprehensive Course:** In February, 14 mothers applied to the course! It's in the final design and building stage, placing the final module onto the Moodle Platform. Managing this project into the home stretch with the Course Writers Workgroup is BC extraordinaire, **Rebecca Ruhlen**. The final stage will also include Module 5, Orientation to the Organization. Candidates are continuing to advance through the course, giving helpful feedback. Evaluation is encouraged. **More Course teachers/tutors are needed.** Contact [ApplicantSupport@BreastfeedingUSA.org](mailto:ApplicantSupport@BreastfeedingUSA.org) for more info.



**Social Media is Buzzing with Activity:** Watch for the launch of an exciting social media campaign, titled *Tell US Where in the World Have You Breastfed!* To further our mission of normalizing breastfeeding, this creative project, hosted on Tumblr, will demonstrate a woman's right to breastfeed in public. Mothers will be asked to send in photos of themselves breastfeeding in any place they are legally allowed to be. A



resource to breastfeeding in public laws is included in the campaign. A word graphic will be overlaid on each picture and location, and the photos will be placed on the Breastfeeding USA Tumblr blog. With your help, Social Networking workgroup hopes to create a lot of buzz around the project and engage people throughout the entire world in this fun project. Thank you to **Taylor Etchison**, the creative genius behind this project, and to **Ali Kulenkamp**, the "Queen" of Social Networking!

**“We believe that breastfeeding matters”**

From the Breastfeeding USA, Inc. Statement on Breastfeeding

