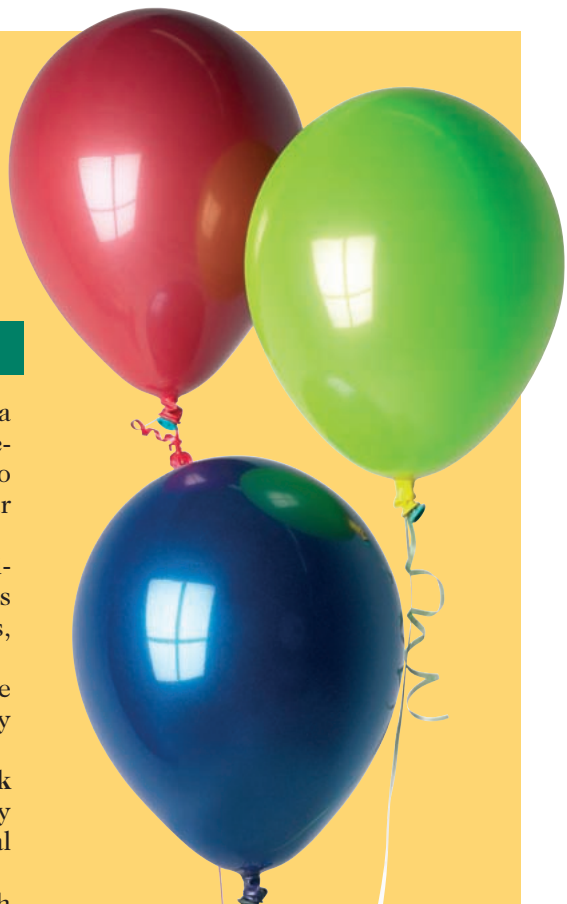




How to Celebrate Your Organization's Anniversary

Here are some ideas to stir your imagination.



Q: Our organization's 25th anniversary is coming up, and we're looking for ideas to celebrate. Any suggestions?
*Eddie Dahlen, Director of Development
Community Violence Intervention
Center
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A: You're wise to spend time planning for your anniversary. An anniversary is an ideal time to solidify bonds, make an impact, and reflect on your organization's past, present, and future. You can make your year-long celebration as elaborate or modest as you like, but do organize something, and start planning as soon as possible. Some ideas:

Form an anniversary committee. Start by listing your goals for your anniversary year. The more specific this list, the more successful you will be. Is your main purpose to become more visible in your local community? To attract donations? To increase participation? Who will your main audiences be? Brainstorm ideas.

Hold a contest to choose a special anniversary logo. Use this logo on all your anniversary communications. Put it on mugs, bumper stickers, or other keepsakes to sell or give away. Feature it on your Web site.

Ask businesses to sponsor

your anniversary. Secure media sponsors in order to garner public-service announcements. Be sure to add your sponsors' names to your anniversary communications.

Write a history of your organization. Use it as a basis for articles in your newsletter, local papers, Web site, and handouts.

Appoint a photographer to take photos during your anniversary events.

Select one person to work with the media. Schedule as many appearances as possible on local TV and radio shows.

Plan events in keeping with your organization's mission statement. Examples: a time capsule, telethon, festival, auction, poster or essay contest, parade, marathon, concert, open house, or costume ball.

Create a speakers' bureau, and give talks about your organization at schools, libraries, and meetings of civic groups.

Invite people from other nonprofit organizations to a dinner at which you honor those who have made a difference in your community.

Erect and dedicate a memorial commemorating your organization.

Produce a slide show or video highlighting your organization's accomplishments.

Partner with organizations

whose missions are in concert with yours. Plan joint events, and leverage resources. Tie into existing programs and events.

These ideas were gleaned from the following Web sites: www.synodresourcecenter.org, www.rotary.org, www.lib.niu.edu. Also see these *Nonprofit World* articles, available at www.snpo.org/members: "Taming the Beast: Four Keys to Special Events" (Vol. 20, No. 4), "Is an Auction Right for Your Organization?" (Vol. 21, No. 5), "The Care & Nurturing of Corporate Friends" (Vol. 14, No. 1), "Yes, You Can Make Powerful, Affordable Videos" (Vol. 14, No. 2), "Tell Your Organization's Story with Slides" (Vol. 6, No. 1), "Does Your Organization Need a Speakers' Bureau?" (Vol. 18, No. 5), *Public Relations and Communications* category of CD-ROM. ■

Advertiser's Index

Alliance of Nonprofits for Insurance.....	11	Grants.Gov	27
Advanced Solutions International.....	7	Kintera	Back Cover
American Bar Association	Inside Back Cover	Markel Insurance Group	13
Campagne Associates	17	Nonprofit Resource Center.....	Inside Front Cover
Donor Perfect	15	Planned Giving Today	21
eTapestry	3	Telecompute	31