

## **Communication Coordinator Report January-April 2025**

Current Facebook Followers: 8,843

Last Reported 8,691

Increase +152

### **Newsletter/Emails**

Beginning in January, a welcome newsletter was created and is now sent out to all new cardholders opting in to email communication. Seventy-eight welcome emails have been sent from January 1 to April 30. These emails have an open rate of 54.2%,

“The average nonprofit email open rate is 28.59%. That’s much higher than the average open rate for for-profit organizations—according to Campaign Monitor and MailChip, the average open rate across all industries hovers between 21% and 21.5%.”

Our monthly newsletter is seeing open rates at 47.9%, again, ahead of industry averages.

### **Facebook Monetization**

Facebook monetization is passive income from Facebook that is earned by having a large, engaged audience and by keeping our page in good standing by Facebook Community Standards. Our earnings:

January \$52.95

February \$16.44

March \$16.20

April \$20.26

Total: \$105.85

### **Silly Goose Raffle & Frundraiser**

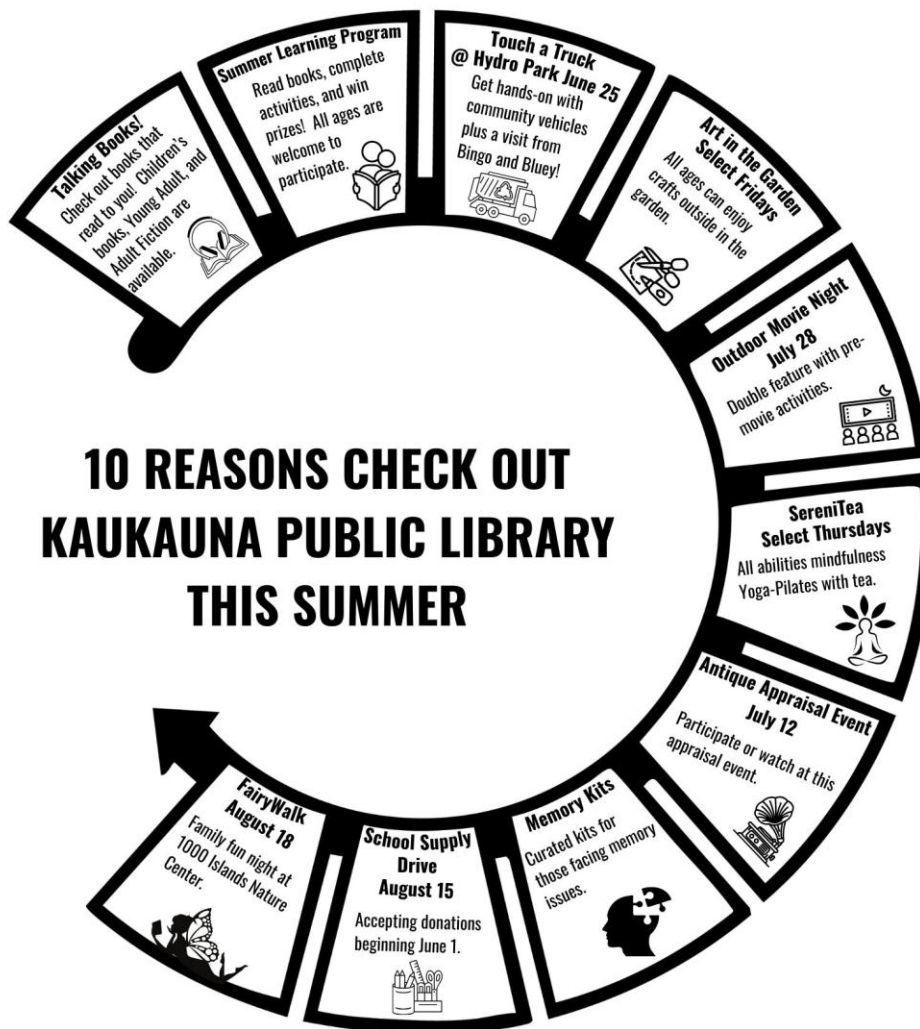
Board member, Anna Neumeier proposed a fundraiser in March where timing was perfect to launch in conjunction with National Library Week April 6-12. Anna donated a desk goose and Anna, as well as library staff created different outfits for the desk goose. Patrons were then asked to vote on their favorite goose costume. Votes were calculated by donations, with each \$1 equaling 1 vote. The votes brought in a total of \$370.95 with both online and in-person voting. Once voting was completed, we then held a raffle for the goose and all of it’s costumes. That resulted in selling 19 raffle tickets. A total of \$389.95 was collected for the Friends of the Kaukauna Public Library.

## News/Media Mentions

Four programs were picked up by Fox Cities Magazine in January 2025. They included Make and Mingle, Eagle Days, Taste of Central and South America, and Focus on Local History. These mentions are of no cost to the library.

Director, Ashley Thiem-Menning and Native American Outreach and Engagement Coordinator, Kim Cackowski were on Local 5 Live in January speaking about the Fox Cities Reads.

A double-sided flyer was crafted featuring upcoming events and library services for Kaukauna Utilities. The flyer was sent out to Kaukauna residents with their utility bills for May.



**All library programs are FREE!**



Check out all of the library's programs and services at [www.kaukaunalibrary.org](http://www.kaukaunalibrary.org)

# 10 MOTIVOS PARA VISITAR LA BIBLIOTECA PÚBLICA DE KAUKAUNA ESTE VERANO



## Libros sonoros

¡Explora libros que te narran! Hay disponibles libros para niños, jóvenes y adultos.



## Programa de lectura estival

9 de junio - 16 de agosto

¡Lee libros, realiza actividades y obtén premios! Participan personas de todas las edades.



## Toca un Camion

25 de junio, de 10:00 a 12:00.

¡Explore los vehículos de la comunidad y disfrute de la visita de Bingo y Bluey!



## Arte en el Jardin

Seleccione los viernes

Personas de todas las edades pueden disfrutar de actividades manuales al aire libre en el jardín.



## Noche de Cine al Aire Libre

28 de julio

Función doble con actividades previas a la proyección.



## SereniTea

Seleccione los jueves

Yoga-Pilates para todos los niveles acompañado de té.



## Evento de evaluación de antigüedades

Participe o observe este evento de evaluación.



## Cajas de memoria

Cajas de recuerdos para quienes sufren pérdida de memoria.



## Recolección de material escolar

15 de agosto

Aceptando donaciones desde el 1 de junio.



## FairyWalk

18 de agosto

Diversión familiar en 1,000 Islands Environmental Center

**¡Todos los programas de la biblioteca son GRATIS!**

Consulte todos los programas y servicios de la biblioteca en [www.kaukaunalibrary.org](http://www.kaukaunalibrary.org).

## Wisconsin Governor's Tourism Awards

I submitted a last minute application for a Governor's Tourism Award not really knowing much about these awards previously. The category I submitted for was the Arts, Culture, & Heritage award.

**“Arts, Culture & Heritage Award: This award will be presented to an organization or destination that showcases the arts, culture or heritage to enhance the tourism experience and economic well-being of a community.”**

In my nomination essay, I highlighted the work done by our Native American, Hispanic, and African American Outreach Coordinators as well as our Asian Cultural Day and other cultural offerings.

I was shocked and delighted to learn we had secured a nomination for this award, and then I looked at past winners and was shocked that we even received a nomination. Below is the final list of awards recipients.



#### **ARTS, CULTURE, HERITAGE**

Art Escape  
BAYSHORE  
Christiansen Creative  
Forts Folle Avoine Historical Park  
Geronimo Hospitality Group  
Kaukauna Public Library  
Milwaukee Art Museum  
Native American Tourism of Wisconsin  
Door County Plein Air Festival  
Peninsula State Park Residency  
Platteville Historic Reenactment  
Puerto Rican Festival of Wisconsin  
Sculpture Milwaukee  
The Pfister Hotel  
Thrasher Opera House  
Wisconsin Maritime Museum  
Wisconsin Museum of Quilts and Fiber Arts  
Woodland Indian Art, Inc.  
Yerkes Observatory

#### **BRIGHT IDEA**

Access For All Initiative, Friends of the  
Apostle Islands National Lakeshore  
Advancing Accessibility and Collaboration  
in Wisconsin's Northwoods  
American Players Theatre IDEA Initiative  
Belonging and Mattering Institute  
Cloth as Land: Hmong Indigeneity  
Collaborating for Increased Tourism and  
Outdoor Recreation  
Door County Amplify  
Food + Farm Exploration Center  
Flavors of Africa & the Diaspora  
Land O' Lakes Zombie Crawl  
National Hmong Memorial Day and Labor  
Day Festivals  
SouthEastern Wisconsin  
Adaptive Ski Program  
Telling Our Stories: LGBTQ+ Voices of  
Northeast Wisconsin  
Travel Through Green Lake  
Tricia's Treasures Live Initiative  
Visit Beloit Tribal Tourism Initiative  
Weaving a Legacy: Ho-Chunk Black  
Ash Basketry  
Woodland Indian Art, Inc.

#### **INNOVATION**

Burnett County Tourism Coalition  
GeroniApp  
Eckelberg Productions and Shift Visuals  
The Glide Ice Skating Ribbon  
Midwest Challenge  
Skelly's Farm Market  
Baird Center

#### **RIISING STAR**

Adrian Lockington, Monroe County  
Angie Evans, Green Lake Area  
Chamber of Commerce  
Aron Houdini, Land O' Lakes  
Chamber of Commerce  
Becca Petrillo, Discover the  
North Shore MKE  
Cory Bennett, Mineral Point  
Chamber of Commerce  
Courtney Hansen, Visit Manitowoc  
Hailey Eickhorst, Fox Hill RV Resort  
Iris Dishno, Explore La Crosse  
Afton and Mitch Krysiak, Busy Barn Farm  
Adventures  
Bryan Kubel, Visit Milwaukee  
Tate Phillip, Cave of the Mounds

#### **SERVICE EXCELLENCE**

Lumberjack Memorial Trails Snowmobile Club  
Dannelle Gay, The Traveling Cheesehead  
James Netz Photography  
Franksville Craft Beer Garden  
Green Bay Packers 2025 NFL Draft Team  
Will Jeffery, American Pond Hockey  
Jaime Peterson, Saz's Hospitality Group

#### **LEGACY**

Ann & Lindor "Skip" Maletzke,  
Spur of the Moment Ranch  
Mary McPhetridge, Ashland Area  
Chamber of Commerce  
Thomas M Diehl, Tommy Bartlett, Inc.  
Kathleen O'Leary, KO'Leary, LLC.