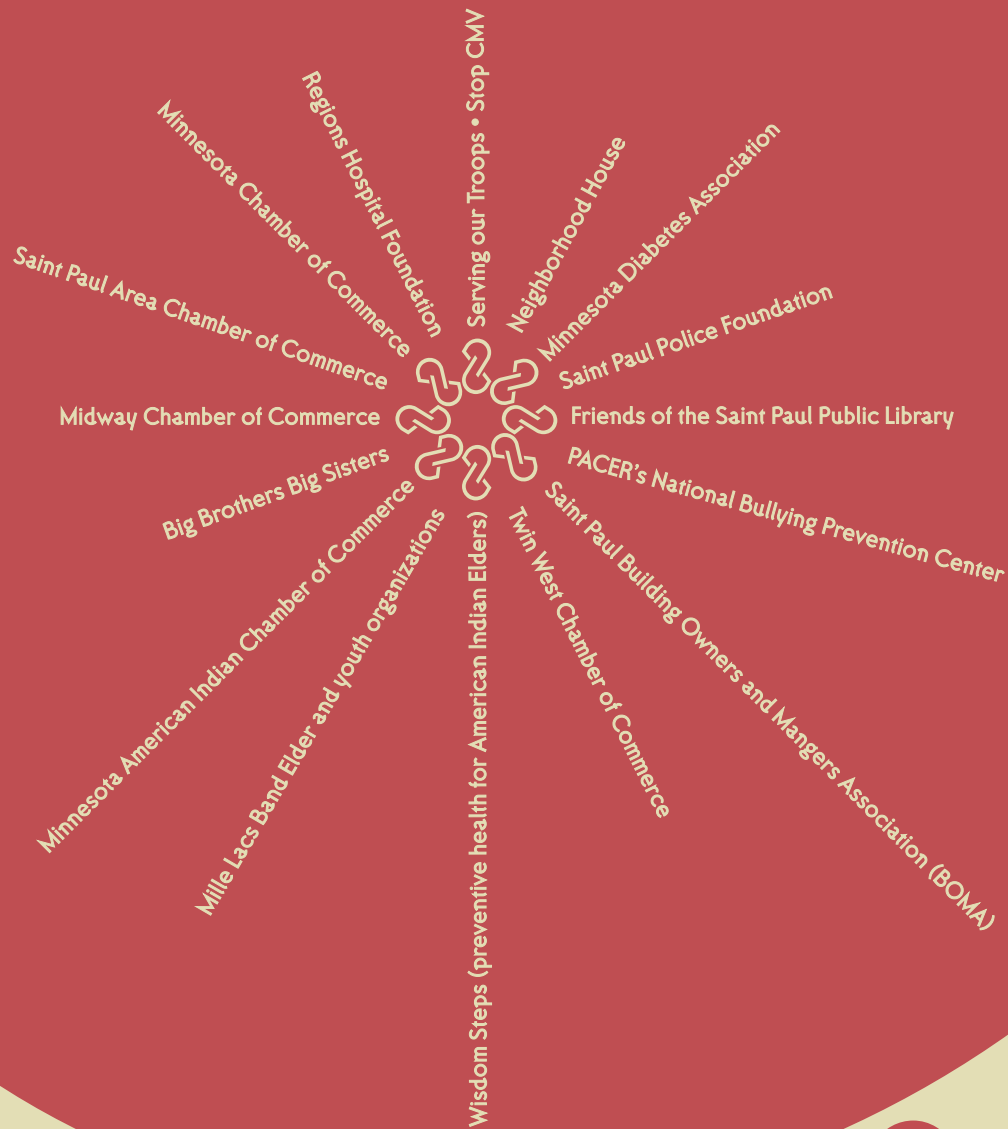


December 2011

# INSIGHT

*How to make giving a part of your story*



[www.goffpublic.com](http://www.goffpublic.com) 651-292-8062



strategy and planning • media relations • media training • social media • lobbying and government relations  
crisis communications • grassroots and grassstops • community relations • internal communications • event planning  
writing, editing and research • design and production • presentations and speeches • video production



## Don't let giving be your best kept secret

How many employees does your organization have? What is your impact on the local tax base? Leaders are often prepared to answer these questions at a moment's notice.

But when asked how much they donate to charity or which causes are most important to them, the answers might come less easily. Some organizations doubt that they give enough, others don't have a giving strategy, and some choose to downplay their giving, thinking that modesty is the best approach.

The reality for many companies is that while their giving story may not read like a novel, sharing it is very worthwhile.

“It makes sense for Goff Public to donate our time to *pro bono* clients in our community that need helping reaching their audiences through the media. Every company has its own niche that it can connect to its giving activities.”

- Jennifer Hellman, chief operating officer  
Goff Public



## Have a strategy

Since the recession began, many companies have reassessed how much to donate, who to donate to, and how to justify it when there is less money to give. At Goff Public, we advise our clients to let their own company values, priorities, and skill sets be their guide to giving and volunteering.



## Remember what's behind your strategy

The most important reason to donate your time, money and expertise is that it's the right thing to do. Regardless of the publicity that may or may not be involved, you want to share your success with the community.

But philanthropy also comes with benefits that multiply when you involve your employees and share your giving story with them, your customers, and your other audiences.

- **Joining with your employees in a common cause is one of the best team building experiences we know of.**
- **Volunteering your time (and supporting your employees to do the same) builds leadership.**
- **Giving builds goodwill.**
- **Creating positive visibility enhances recognition of your organization's values.**

# INSPIRED GIVING: Ideas from our clients

## Polaris Industries

As a leader in the powersports industry since 1954, Polaris gives globally but is always mindful of its Minnesota roots. It has donated its vehicles for use in emergencies, including floods and the 35W Bridge collapse, and contributes to trail development efforts around the state.

For instance, in the past two years alone, Polaris gave \$70,000 in grant funding to the UPM Blandin ATV/OHM Trail Project in Aitkin and Itasca counties. This is in addition to the Polaris TRAILS grant program, which donates to ATV organizations for efforts all across the country.

Since 2008, Polaris has also achieved the highest United Way giving participation of any company in the Twin Cities metropolitan area.



Grand Rapids Herald

“Polaris focuses its donations around values like safety and environmental stewardship, and in the communities where our manufacturing and distribution plants are located. This focus speaks to the products, people and future that Polaris is passionate about.”

- Marlys Knutson, external relations manager,  
Polaris Industries



## Saint Mary's University of Minnesota – Twin Cities

Saint Mary's University of Minnesota found a perfect fit for helping the community with the aid of its students, faculty and alumni. For the past four years, Saint Mary's Twin Cities campus, and Apple Valley, Minnetonka, Oakdale, and Rochester centers have been drop-off sites for the U.S. Marine Corps Toys for Tots Program. Saint Mary's educational mission is connected to the effort by encouraging donors to contribute toys that spur creativity and thought.



*“Saint Mary's strives to build strong communities through education, and we try to fulfill that mission through our community giving. Toys for Tots is an ideal way to involve the whole Saint Mary's family in our mission and philanthropy.”*

- Julia Jenson, director of marketing and communications, Saint Mary's University's Schools of Graduate and Professional Programs

## PCL Construction

*Construction management scholarship*

PCL and the University of Minnesota have worked together on construction projects for more than 20 years. PCL wanted to build on this relationship and help improve and diversify the university's construction management program. It helped establish an endowed fund that will support the education of women and students of color in the construction program.



UNIVERSITY OF MINNESOTA  
**Driven to Discover<sup>SM</sup>**

*“PCL has been fortunate to have been a part of key projects that have helped shape this community. We want to give back not only to groups who serve and help the diverse communities across the Twin Cities, but we also want to help inspire the next generation of workers.”*

- Don Fromme, district manager, PCL Construction's Minnesota Division

### Local nonprofits

Building on its legacy of helping the communities in which it works, PCL donated a total of \$40,000 this year to Neighborhood House, Second Harvest, NorthPoint Health Center, and 360 Communities. Families across the metro area depend on these organizations for help in finding a place to live, food to eat, and access to health care.



#### Neighborhood House receives \$10K for food shelf

PCL Construction recently donated \$10,000 to the Neighborhood House food shelf. The company made similar contributions to support the food shelf programs at Second Harvest Heartland and NorthPoint Health and Wellness Center, and also gave \$10,000 to 360 Communities to support social service initiatives in Dakota County. Receiving the check is Susan Rostkoski, director of corporate and foundation relations at Neighborhood House. Also pictured are Ed Kagle, director of finance, Tiffany Rivera-Prescott and Maria Rebeca Bravo Gomez.

## Mille Lacs Band of Ojibwe

Every month, the Mille Lacs Band of Ojibwe – a tribe of more than 4,300 people in East Central Minnesota – gives to local, state and national nonprofits and charitable causes that resonate with tribal values such as strong families, hunger relief, public safety, and education.

While these contributions touch a broad demographic of people, the Band also works to meet the ongoing needs of American Indians. Last year the Band contributed more than \$362,000 in monetary and in-kind donations, and a significant portion of that focused on Indian causes and cultural programming.

In addition to monthly contributions, the Mille Lacs Band helps through manpower. This year, for instance, members of the Band’s fire and conservation crews helped fight wildfires from the Boundary Waters Canoe Area to Montana to Texas.

“The Mille Lacs Band understands how important donations are to organizations trying to improve lives and help put people on the path to self-sufficiency. We believe it is important to provide resources to those in need.”

- Jamie Edwards, director of government affairs,  
Mille Lacs Band of Ojibwe



## K-9s among 5K trained

Rosemount law enforcement training center may reach 5,000 goal this year

by Tad Johnson  
THISWEEK NEWSPAPERS

An anonymous building once slated for demolition off Highway 55 in Rosemount is making a big difference in how safe people are in Dakota County, the state, nation and even Canada.

Last month, the Flint Hills Resources Training Facility served as one of the host sites in a week-long series of classes for 20 canine units from across the metro area and Winnipeg, Canada.

The team from Winnipeg, heralded as one of the best in North America, was invited to conduct a training session and participate in the classes, one of which was led by Eagan Police Officer Andy Helgerson.

In addition to using the Eagan police station and an airfield in South St. Paul, the officers and their canine partners trained at the Flint Hills site, which expects to reach a major milestone in 2011.



Photo by Tad Johnson

Brooklyn Park Police Officer Jason Buck with his K-9 partner Diesel during an October training in South St. Paul. The course was slated to be held that day at the Flint Hills Resources Training Facility, but other classes during the week-long session were held in Rosemount.

## Flint Hills Resources Pine Bend refinery

### *Training facility*

For more than 10 years, Flint Hills Resources has offered a multi-faceted training facility on refinery property at no charge to local, state and federal law enforcement agencies as well as to fire, military and government groups.

Flint Hills Resources also funds construction projects at the training facility, the most recent of which included an obstacle course, K-9 course, and mock duplex and apartment units.

In the last year, the facility hosted 200 sessions for nearly 50 local, state and federal agencies, a service that saved the organizations an estimated \$100,000 in rental fees.

“Flint Hills Resources continuously works to be a safe and environmentally responsible neighbor, a good employer, and a good corporate citizen.”

-Jake Reint, public affairs director, Flint Hills Resources

### *Pine Bend Bluffs restoration*

For the past 11 years, Flint Hills Resources has partnered with Friends of the Mississippi River and Great River Greening to restore 1,300 acres of natural prairie near the refinery in an area known as the Pine Bend Bluffs Natural Area along the Mississippi River.

Since the restoration began, volunteers from Flint Hills Resources and its partners have worked to eliminate invasive plants and reclaim important habitat for the Mississippi River flyway, a migration corridor for millions of songbirds and 40% of North America’s waterfowl and shorebirds.



## Goff Public

### *Serving Our Troops*

Goff Public has provided ongoing *pro bono* support to Serving Our Troops since the organization began in 2004. It is a nationally recognized group that supports deployed Minnesota National Guard members and their families and brings them together no matter where they deploy. We are proud of our involvement in the eight missions that have served more than 60,000 steak dinners directly from Saint Paul to the troops on duty around the world and their loved ones at home.



“Projects like Serving Our Troops and the National Bullying Prevention Month are an opportunity for Goff Public to share our energy and expertise with worthy causes.”

- Mike Zipko, vice president of strategic development,  
Goff Public

### *PACER*

This fall, Goff Public worked with PACER’s National Bullying Prevention Center. As part of National Bullying Prevention Month in October, we helped PACER generate more than 50 local and national media hits during the month-long campaign, a result that will help leverage the organization’s future fundraising and sponsorship efforts.

While most of our service was focused on media relations, Goff Public employees and family members also participated in PACER’s second annual Run, Walk, Roll Against Bullying on October 1, an event that attracted more than 300 people – doubling the 2010 event total.





255 East Kellogg Blvd.  
Suite 102  
Saint Paul, MN 55101

651-292-8062  
www.goffpublic.com



## Many ways to give

These are some of the numerous organizations that Goff Public has helped this year through cash donations, *pro bono* public relations efforts, and volunteer service. We wish everyone we've worked with a successful 2012.

