



## Building Statewide Momentum for Ann Bancroft Foundation

The [Ann Bancroft Foundation](#) needed to recharge after COVID slowed its outreach to funders and to the girls the organization serves across Minnesota. Even grant applications were far below normal. Joanne Henry was retained to increase awareness, manage development communications to build momentum as a new executive director came on board after that position was open for more than a year. She worked with team members at Ann Bancroft Foundation and Kelly Plummer to set strategy for a jumpstart to meet ambitious goals in just 3 months.

---

### Audiences - The Communities we Serve

- Referral partners for K-12 girls
- MN Families of K-12 girls
- Greater Minnesota (increased reach outside TC Metro)

### Strategies - Build Awareness and Momentum!

- Focus on stories of the girls we serve - our why
- Media blitz in September and December
- Out-of-the-box event to introduce director and her story
- Greater Minnesota partner and media outreach
- Inspirational newsletter series with stories
- New videos, compelling stories and social campaign for Give to the Max Day

### Results - Embraced by Media and Donors Alike

- Executive Director featured on WCCO and Star Tribune in September
- 25%+ open rates for newsletter series motivated inactive donors
- Media with outreach helped quadruple applications in 30 days
- Media coverage attracted donors including legacy donor and new gifts
- Southern MN TV, radio and newspaper featured Rochester and Dodge county girls
- Give to the Max Day funding results nearly triple 2020 and 2019
- 2022 momentum with statewide MPR feature, News with Angela Davis

# MEDIA

**MPR News with Angela Davis**  
**Ann Bancroft Foundation inspires big dreams for girls**  
 Angela Davis and Maja Beckstrom  
 January 4, 2022

Polar explorer Ann Bancroft (left) founded the Ann Bancroft Foundation in 1997. It's given away more than \$2 million in microgrants and enabled thousands of girls in Minnesota to pursue their dreams. Ethelind B. Kaba (right) is executive director of the Ann Bancroft Foundation.   
 Courtesy Ann Bancroft Foundation

Listen *MPR News with Angela Davis - Ann Bancroft Foundation inspires big dreams for girls*

ON AIR 0:00  
 The World with Marco Weri Open In Popout

**Rochester teen creates app that will make going green easier**

By Sarah Gannon  
 Published: Jan. 3, 2022 at 8:18 PM CST

ROCHESTER, Minn. (KTTTC) – A tech savvy Rochester teen with a passion for the environment is hoping to make a difference with the upcoming launch of a mobile app.

The junior at Mayo High School has created a mobile app to help users reduce waste and littering in our communities

With a little help from her mom, friends, and mentors, Anushka Kollengode developed the app known as "Green3"

kttc.com

**INSPIRED**  
**Minnesota teen wins Ann Bancroft grant for app to reduce litter**

**NOW PLAYING**

**MID MORNING**

**WCCO** **MID MORNING**

1. MPR News article
2. KTTTC News article
3. Star Tribune Feature
4. Interview with Executive Director on WCCO