

# NAWCC Gift Catalog

## Membership & Administrative Services

### Controller:

Financial Software -- \$30,000

Sage Financial software to replace our financial software on the old AS400 computer system,

### IS Management

Seven new PC units -- \$7,000

Seven PC's in use are six years old and cannot run new software programs. New PC units will be able to run current and future software and increase operational efficiency. Several years ago the Association had a rotation plan in place to replace older machines periodically. The plan was suspended as an economy measure.

IMIS Software -- \$70,000 (\$20,000 contribution from FL Gold Coast Chap. 60 received)

New membership management software including association membership, fund raising, on line billing and sales, website management and event registration.

### Executive Director/Staff

Travel Fund for Fund Raising/Development -- \$5,000

Travel Fund for Staff to Attend Regionals -- \$7,500

Planned Giving Software -- \$3,675

Software for marketing and presenting planned giving information and illustrations plus software to administer gifts including tax returns, reports and donor payments for gift annuities and charitable remainder trusts.

### Marketing and Media Relations:

Renewal of PR database software -- \$2,000

Our public relations efforts have been very successful in the past several years due to the combined efforts of staff and members. Going forwards we want to do more to help chapters wishing to raise awareness of their events including regional meetings. Much of the media coverage obtained by the NAWCC started with accessing a database of media outlets throughout the United States. This has brought the NAWCC free publicity in AutoWeek Magazine, AAA Worldwide, PBS New Yankee Workshop, Wall Street Journal, New York Times, and countless other publications. The database will enable us to reach out to large and small newspapers to highlight the good works of chapters and bring people to their events.

New membership advertising by state (\$300-\$500 per ad per week) \$3,000

-\$5,000 for ten week program per state

Growing membership is important for the survival of the NAWCC. By working with newspaper associations within each state we can promote the organization in the buy/sell portion of the paper. Attracting more people to the organization interested in buying and selling will help to keep our mart rooms full and continue the social aspects of membership. A ten week program running state wide for \$3,000 only requires about 45 new members to generate break-even revenue. By targeted people actively interested in buying and selling we may be able to increase chapter membership and increase the likelihood of these new members continuing their membership beyond the first year.

New member information mailings -- \$15,000

Communication and education are key components to membership retention. A large portion of new members do not renew after their first year. By developing a series of printed pieces and packets to be mailed to new members throughout the first and into their second year, we can educate these new members on everything the organization has to offer. By spreading the information out through several mailings we are less likely to overwhelm the new member with information and will increase the likelihood of readership. The investment of these materials will pay for over two years of printing and postage.

## Member Services:

Color Ink Jet Printer -- \$500

For high quality production of a variety of member related certificates, awards, and other specialty documents. Current printer does not have the flexibility to handle different kinds of paper stock.

## Museum

Display materials for orrery -- \$750

Orrery donated to the Museum by Gerhart Hutter will require fabricated pedestal and security protection to enable this time piece to be displayed safely.

Educator:

Brochure -- \$4,000

For use in reaching local and regional educators to inform them of educational opportunities available at the Museum and to suggest ways teachers can incorporate the study of time into their lesson plans.

Public Programs Series \$5,000

A series of public programs held throughout the year at the museum that encourages the community and public to learn more about time and timekeeping.

Museum Guide \$1,500

A booklet made available to museum visitors that assist them in their tour of the permanent exhibits.

Updated video on the museum -- \$10,000

The National Watch & Clock Museum is a great resource which is out of reach for most members. By creating an overview film of the museum and documentary style footage of specific objects we can begin to bring the museum into the reach of more members. The final product may be used as a chapter meeting program and can be used in pieces as an educational portion of our website. The estimated investment would include the planning, production, editing, and duplication of 1,500 copies. We would then be able to make one available to each chapter, the library, and have the remainder available through the NAWCC bookstore/gift shop.

## Member & Chapter Programs

Traveling programs:

2 @ \$3,000 per program -- \$6,000

Traveling programs will be made available to chapters for use in their communities in local schools, libraries, and other settings. These program are: *Daylight Savings Time* and *Treasures of Time*.

High speed networked color copier/printer -- \$7,000

This printer will allow for the printing of chapter newsletters, special event promotional literature and other small run publications.

## Facilities

Heat extraction fan blades for AC Chiller -- \$6,000

Fan blades in place are made of plastic material and are subject to cracking. New blades for this unit will be made of metal and less prone to damage.

Light weight tables -- \$1,000

Eight tables for functions at the museum including exhibit openings, educational programs and facility rentals.

## Library and Research Center

New microfilm reader -- \$5,000

Old microfilm reader is inadequate for current volume of use. A new reader will enable users to obtain images of higher resolution that are easier to read and reproduce.

New copier -- \$4,000

The copier in place has reached an age where parts are more difficult to obtain for necessary and/or routine repairs.

Keystone filming -- \$30,000

Original hard copies of this jeweler's magazine are deteriorating rapidly. These original copies are no longer suitable for use by Association or members or the general public. Filming of these publications would also reduce the amount of storage space in use to house them.

Public computer -- \$800 (\$1,600 for 2)

One of two public computers in the Library and Research Center has failed and is too old to be repaired. The second public computer is reported to be close to failing as well.

Library & Research Center Brochure -- \$1,800

The library and research center is a valuable resource for members but is often underutilized by members simply because they are not aware of what it has to offer. By developing a brochure highlighting the services and resource available through the library, we can raise awareness, use, and perhaps support for it. The brochure will be especially valuable for new members being introduced to the organization.

## **Publications**

Training funds for support staff -- \$2,000

Periodic updates to layout and graphics software requires that training be available in order to take advantage of new innovations. There is a current need for training on the latest versions of PhotoShop and QuarkExpress. There is also a need for Microsoft Access training (published databases are stored and formatted through Access). One \$500 course per year for each staff member would cost \$2000 for each fiscal year.

## **School of Horology**

See separate spreadsheet of school needs