

Historical Happenings

C R A W F O R D C O U N T Y H I S T O R I C A L S O C I E T Y

SPECIAL POINTS OF INTEREST:

GEORGIA
JUGFEST
2008
EVENTS

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MAY-NOV SCHEDULE

Saturday's 10 -12
Sunday's 3-5

August 2, 2008
Sherri Childres
Lavonia Hogg

August 3, 2008
Betty Harris
Vera Cook

September 6, 2008
Elaine Westberry
Sybil Spillers

September 7, 2008
Kathleen Cook
Faye Parker

October 4, 2008
Sherri Childres
Cliff Byrd

October 5, 2008
Betty Harris
Brenda Carroll

November 1, 2008
Deloris & Pat Roys

November 2, 2008
Martha Carter
Jeanette Roach

Please remember to take someone with you. It is your responsibility to obtain a key from me (if you don't have one) before you are to open the building. If you cannot take your turn, it is your responsibility to find someone to swap with you. **IT IS VERY IMPORTANT THAT THE BUILDINGS BE OPEN WHEN WE ADVERTISE THEY WILL BE OPEN.**

FUNDRAISING ... FERTILIZING YOUR RURAL APPEAL

If rural fundraising is putting you in a pickle, the answer might just be a pickle jar. Rural communities consist of 80 percent of the nation's landmass and a fifth of the population, according to the Smart Communities Network. The economy revolves around agriculture, industry management, manufacturing, service industries and retirement or destination-based resources. According to Kay Peck, a past chair of the Association of Fundraising Professionals' Diversity Committee and consultant for Flying Pigs Creative Services, rural communities distrust fundraising opportunities that go outside the retail corridor for major donors or look to urban-based organizations. Rural communities often feel that searching for finan-

cial success will compromise the quality-of-life standards for the community, according to Peck. Here are a few ideas for staying in game. Most organizations need to customize the community's development plan to focus on specific needs of the community and take time to manage resources. Often communities are missing out on fundraising opportunities that are already incorporated into the rural lifestyle. Rural fundraisers should always remember people who moved away. They might not live in the community anymore, but that doesn't mean they forgot about their roots. Donor databases might be too pricey for small nonprofits, but make sure to keep up with the organization's contact list. That list can provide

resource information for annual giving and events. Special events that focus on the community can be used as a fundraising affair, especially if the local nonprofit volunteers for the event. Rural communities are sometimes unaware of grant opportunities that focus on the same issues they care about. There are federal programs through the United States Department of Agriculture and many private grants available. While throwing a fundraising gala might not fit in your rural community, try something as simple as a pickle jar set up next to registers at local businesses. Cater to what your community has to offer in your fundraising.

From the Non-Profit Times

Potluck Pottery ID

This years Potluck Pottery ID was held Thursday, May 15th. Experts were on hand to help ID those favorite possessions, pottery! Good food and lots of knowledge was sure floating around the room! Dr. Joe Joseph was guest speaker and taught us a lot about southern pottery, thanks Dr. Joe! A special thanks to Brett Mitchell for bringing his knowledge of pottery too! We hope to see you all again next year!



Photos by
Kim Gordon



2008 MEETING SCHEDULE

2008 Historical Society meeting dates for the remainder of the year are:

July 24

August 28

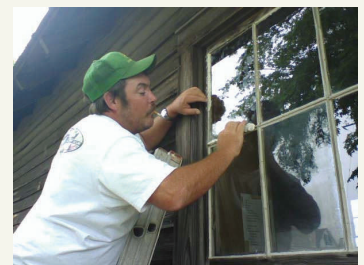
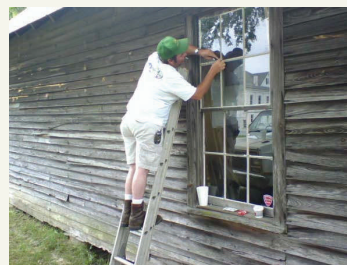
September 25

October 23

November 27 (will change)

Meetings are held at 6:00 pm at headquarters

Repair to the Knoxville Journal windows were completed by members Ed Gordon and Joe Pickett (pictured below) before the festival. Photos by Ed Gordon.



CRAWFORD COUNTY WEBSITES

Crawford County Historical Society

<http://www.usgennet.org/usa/ga/county/crawford2/cchs/index.htm>

Historic Crawford Foundation, Inc.

<http://www.usgennet.org/usa/ga/county/crawford2/hcf/index.htm>

Crawford County AHGP

<http://www.usgennet.org/usa/ga/county/crawford/index.htm>

Georgia JugFest

<http://www.georgiajugfest.com>

Crawford County GAGenWeb

<http://www.usgennet.org/usa/ga/county/crawford/gagenweb/index.htm>

Crawford County Saving Graves

<http://www.usgennet.org/usa/ga/county/crawford/savinggraves/index.htm>

Roberta/Crawford County Chamber of Commerce

<http://robertacrawfordchamber.org/>

HAPPY BIRTHDAY!

January

03—Kim Gordon
09—Deloris Roys
13—Tony Sellier
16—Brenda Carroll

February

01—Mona Lowe
02—Bill Neace
06—John Daniel

March

03—Betty Hammer
18—Betty Harris
22—Nita Walker

April

19—Dean Barefield
23—Brent Gordon

May

01—Gale Fordham
05—Pat Keller

17—BJ Bassett

June

02—Charlie Harris
10—Elaine Westberry
16—Patricia Bassett
17—Clifford Byrd
18—Kathleen Cook

July

02—Merlyn Whiting
07—Martha Carter

August

27—Henry Woodard
28—Joe Pickett
30—Pat Roys

September

25—Judy Sellier

October

18—Jane Hampton
24—David Lowe

November

14—Gene Cook
18—Faye Parker
18—Doug Preston
26—Robert Dickey III
28—Fay Woodward

December

04—Ed Gordon
10—Cynde Dickey
12—Sherri Childres
13—Charles Westberry
24—Libby Scarborough

I need to know when your Birthday is!!!!

Dale Brown

Kathleen Jacobs

Lavonia Hogg

Jesse Rogers

Sybil Spillers

Jean-Louis Jacobs

Martha Scheri



GEORGIA MUNICIPAL CEMETERY ASSOCIATION

MONTHLY FINANCIAL REPORT

MAY
2008

BALANCE ON HAND	05/01/2008				\$4,059.87
RECEIPTS (INCOME)					\$2,587.00
MEMBERSHIP					
SUPPORTING MEMBERS	3	@	\$100.00	\$300.00	
JUNE MEETING REVENUE					
EARLY MEMBER	10	@	\$30.00	\$300.00	
EARLY NONMEMBER	9	@	\$45.00	\$405.00	
TOUR MEMBER	6	@	\$15.00	\$90.00	
TOUR NONMEMBER	2	@	\$20.00	\$40.00	
SPONSOR (CITY OF SAVANNAH)				\$852.00	
SPONSOR (TOPOGRAPHIX)				\$600.00	
OTHER RECEIPTS				\$0.00	
TOTAL RECEIPTS				\$2,587.00	
DISBURSEMENTS (EXPENSES)					-\$941.94
ADMINISTRATIVE EXPENSES					
OFFICE SUPPLIES				-\$54.64	
JUNE MEETING EXPENSES					
SUPPLIES				-\$35.30	
TENT & CHAIR RENTAL	2	@	-\$250.00	-\$500.00	
SPECIAL EVENT FEE (WORKSHOP)				-\$132.00	
TOUR FEE				-\$132.00	
SPECIAL EVENT FEE (LOW COUNTRY BOIL)				-\$88.00	
OTHER EXPENSES					
TOTAL DISBURSEMENTS				-\$941.94	
BALANCE ON HAND	05/31/2008				\$5,704.93



The Crawford County Historical Society is a paid member of the Georgia Municipal Cemetery Association. I will keep everyone posted of the meetings when I get information on them.



Respectfully submitted by:

Jerry Flemming, Treasurer
Georgia Municipal Cemetery Association

Sparky the Fire Dog visited the Knoxville Journal during the festival...
Photo by Ed Gordon

LUNCH & LEARN 2008

Our annual Lunch & Learn was held on Wednesday, May 14th. The guest speaker was Hal Massie who spoke on the Oakleaf Hydrangea which was discovered right here in Crawford County by William Bartram.

"In June of 1775, William Bartram left Augusta and walked the width of Georgia on his way to Mobile. He crossed the Ocmulgee River at the Ocmulgee Mounds near the present site of Macon, then crossed Tobesofkee and Little Tobesofkee Creek (and presumably Echeconee Creek). Near what is now Roberta, in Crawford County, he came to a "beautiful large brook called Sweet Water." ON the banks of this small creek Bartram discovered a new species of hydrangea which he named *Hydrangea quercifolia*, the oakleaf hydrangea. Thanks to Bartram, the oakleaf hydrangea was introduced into the horticultural trade in 1803, and so began a love affair between gardeners and this wonderful native shrub."

The tables were set, the 4-Her's served and it was a great experience again this year. A big thanks goes out to Kathleen Cook, Martha Fennell, Gina Hudson & the 4-Her's, and anyone else that had a part in helping with this event.

If you missed it, plan to attend next year as you missed a wonderful meal and great speaker!

Next year, Dr. Joe Joseph will be speaking on pottery of the south.

This event earned us \$350.00 towards the courthouse renovation project!

Photos by
Kim Gordon



POTTERY AUCTION 2008

This years pottery auction was a great success! We had a total of 123 pieces of pottery to auction off and earned a whopping \$2,383.88 towards the courthouse renovation project! This has been our best auction so far. We had a total of 11 sellers and 36 registered buyers. Soon we'll be working towards next years auction! Don't miss this great event another year! A big thanks goes out to my helpers, Janice King, Brent Gordon, & Ashley Duke for getting all the pottery over to the courthouse and getting the room set up for the auction! A special thanks goes out to Jim & Pattey from Daniel Auction Company in Sylvester for performing the auction again this year!

<http://www.danielauctioncompany.com/>



Photos by
Kim Gordon

CCHS FINANCIAL REPORT**April 24, 2008 to May 22, 2008****Beginning Balance** **\$31,385.62****Debits:**

Utilities

April GPC: \$21.47, \$16.33, \$19.29	\$	57.09
May GPC: \$21.44, \$16.44, \$18.72	\$	56.60
Kim Gordon, postage to mail BBQ tickets	\$	15.08
Cash, change for store \$150, BBQ \$550	\$	700.00
Steve Harris, BBQ charcoal	\$	196.40
Piggly Wiggly, BBQ	\$	1,060.85

TOTAL Debits ----- **\$ 2,086.02****Credits:**

Books/ornaments \$86, donation \$58, BBQ tickets	\$	714.00
Cash for BBQ re-deposited	\$	550.00
BBQ	\$	3,262.50 *
Dues \$30, Book \$65	\$	95.00

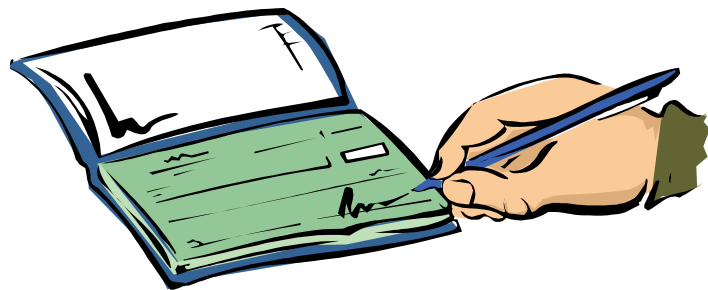
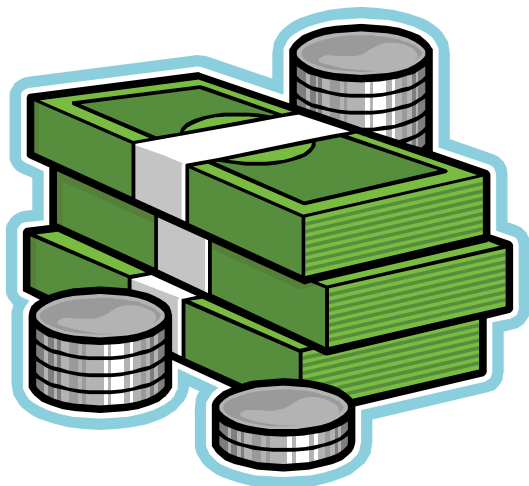
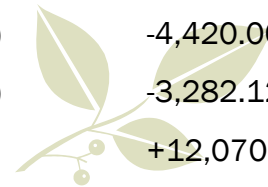
TOTAL credits ----- **\$ 4,621.50****Ending Balance** **\$33,921.10**

*On previous reports money was deposited for the BBQ in the amount of \$670 this added to \$3262.50 gives a gross of \$3932.50, less expenses of \$196.40 and \$1060.85 we net \$2,675.25

Donations we made for the following items used for the BBQ:**Betty Harris donated \$75 for the sauce****Martha Carter donated \$152.88 for chips****Sherri Childres donated \$58.25 for bread**

HCF FINANCIAL REPORT 2ND QUARTER 2008

Beginning Balance	04/01/2008	+8,023.11
4/22/08	Check # 1073 to US Postal Service (box fee)	-36.00
4/24/08	Deposit (dues)	+35.00
5/20/08	Check #'s 1074, 1075, 1076, 1077, 1078 (kiln opening)	-3,885.00
5/27/08	Deposit (Lunch & Learn)	+350.00
5/27/08	Deposit (Kiln Opening)	+3,828.50
5/27/08	Deposit (Pottery Auction, Dues, Donation, Kiln Opening)	+11,610.75
5/27/08	Refund check	-154.00
5/27/08	Check #'s 1080, 1081, 1082, 1083 (Pottery Auction)	-4,420.00
5/29/08	Check #'s 1084, 1085, 1086, 1087 (Pottery Auction)	-3,282.12
Ending Balance	05/30/08	+12,070.24



TIES, BRACELETS STILL BRINGING IN CASH WITH UPDATED LOOKS

By Mark Hrywna

Livestrong bracelets will go down as a fundraising phenomenon, generating millions of dollars for the Lance Armstrong Foundation (LAF), but also for nonprofits around the nation.

Four years ago last month, the bright yellow silicone bracelets debuted with a goal of selling 5 million units. By summer's end, LAF surpassed the goal and bracelets could be found around the wrists of millions of people. Assorted nonprofits capitalized on their popularity, selling different colors to represent their specific causes.

Nonprofits might not make "a profit" like typical corporations but that doesn't mean they can't hawk their wares. Merchandising can become big business no matter the organization if the market exists, from neckties and T-shirts to toys and bedding. Licensing products can become another avenue for branding or even another means to diversify their revenue stream.

Merriam-Webster's Dictionary defines fad as "a practice or interest followed for a time with exaggerated zeal." So if nonprofits continue to employ the Livestrong-like bracelets today, several years after their "heyday," can they be considered a fad? Furthermore, the Lance Armstrong Foundation itself might not be moving 22 million units like it's 2005, but the 2.4 million bracelets sold last year were twice as many as the previous year.

"It was definitely a phenomenon when it came out, and...it's a phenomenon that hasn't gone away and it continues to grow in awareness and impact," said Betty Otter-Nickerson, chief operating officer at LAF.

"Some people have had the sense that they're not as important, but I think the numbers kind of show the increase in awareness around the

mission and the cause as the wristband is an iconic figure for that and it continues to be something that we distribute and sell widely," Otter-Nickerson said.

Today, while some might be looking for the next fundraising phenomenon to come on the scene, nonprofits continue to use the bracelets to brand their causes and identify supporters. And many still make a few bucks while they're at it.

"What it really underscores is how when the wristband was introduced we changed the face of philanthropy, and allowed people a way to show support for a cause at very nominal investment for the person who wants to do that, and have an iconic way to show that as well," Otter-Nickerson said. "That's really the way that we think about the wristband; we're very supportive of people who want to do a wristband."

Otter-Nickerson said that she fields calls from organizations, not seeking permission to use the band, but looking to embellish them with some sort of trinket. The foundation has a trademark on the Livestrong slogan and the yellow wristband, but no copyright on the concept of a wristband, she said, and that was a "conscious decision" made by the organization.

"People are very creative and see it as a good avenue to not only raise funds but to show support for their cause and their organization," she said. "That's why we love seeing wristbands on people, regardless of the color. We really like when we see yellow ones. It's a great way to start a conversation with each other, just walk up and ask, 'What's your connection to the cause.'"

Richard Geswell, president and CEO of the Crohn's & Colitis Foundation, calls the bracelets "almost tribal" and a great way to identify with a group.

"For our patients and patients of other organizations, I think there's been that kind of tribal mentality, and really belonging to part of an organization or a group and being identified with them."

The bracelets are "a symbol of, 'This is my organization, and please help me.' I think we'll always use them that way," Geswell said. "That was unique in a great way for nonprofits."

"Got Guts" is inscribed on the bracelet sold by the New York City-based nonprofit, which has moved about 15,000 units during the past six months. That figure is "down certainly from its peak considerably, but they still sell," Geswell said. From 2004 to 2007, the foundation sold about 150,000 bracelets, or an average of 50,000 per year. That's a drop-off of almost 40 percent to the 15,000 during the first six months into this year.

The "Got Guts" bracelets generated about \$150,000 – with 100,000 units selling directly online at \$15 for a pack of 10 – netting the charity almost \$100,000. The other 50,000 bracelets were ordered in bulk and used as giveaways and direct mail promotions.

"We don't really promote them very much at all," Geswell said, but chapters tend to use them as giveaways at their events and activities and sell them locally at fundraising events. The original bracelets only said "Got Guts," which didn't make for a good branding mechanism, but they've since added the Web address (ccf.org).

Crohn's and Colitis has an online store where it also sells T-shirts, caps and similar items for patients. More recently, as part of the online story, the nonprofit has been selling merchandise for its teen challenge and half-marathon and walk programs specifically, items like running fleeces and socks, and hats, among others.

"We haven't really started marketing it yet so sales have been modest, but we expect it to be sizable piece of the business because those kinds of participants like to get that logo gear," Geswell said.

"I'm sure we'll be doing more," Geswell said as the organization's new programs (teen challenge and half-marathon) are branded orange. "We'll probably try to renew the inventory with new colors to give people real inspiration to do it again," he said.

Joanne Cacciatore, president and CEO of the MISS Foundation in Peoria, Ariz., continues to make black bracelets a symbol for her organization and those mourning a the loss of a child. She hasn't seen a significant decline in sales in recent years and still gets bulk orders from hospices and hospitals to include in bereavement packets.

The MISS bracelets are black with the inscription, "In mourning," said Cacciatore, as "a kind of ritualization of the important part of the bereavement process." In some cultures, people still wear black armbands when in mourning and during the Victorian Era it was black lapel pins, she said, so the bracelets have contemporize it. "It's kind of made it a little more trendy to say, 'I'm in mourning.' A lot of people buy them when the initial trauma and death occurs, as an outward symbol of grief."

An all-volunteer organization, MISS Foundation has 77 chapters around the world. The bracelets are a "very tiny part of the annual budget," Cacciatore said, as most of it comes from private donations. She estimates sales, not including bulk orders, of about 1,500 a month. The organization buys the bracelets for about 30 cents a piece and sells them for a dollar.

Licensing their trademarks can mean millions for nonprofit organizations. For many years, Save The Children

(STC) sold neckties featuring children's artwork and designs. In an effort to reinvigorate the market, the Westport, Conn.-based nonprofit will relaunch a new collection in time for Father's Day this month.

With interest waning on the retail front after many years, STC got together with its licensee and created a new line of ties based on the regions where the charity works. In addition to collections that will represent Africa, Asia, Latin America and the Middle East, STC will have a U.S. collection as well as a special Darfur collection. "It's less on child-like art and a more design-centric line of product," said Liz Sheppard, associate vice president for corporate partnerships.

The ties debuted an apparel show this past February in Las Vegas, where they were very well received, she said, sparking interest from five retailers. The ties were available for purchase on the Web beginning May 1. The classic line of ties will remain available.

Considered a hallmark of STC's products, the ties were launched in 1992 with Randa Accessories taking it over in 1998. "It was very successful until late, maybe the past year or two," Sheppard said. "The designs were not refreshed enough. With apparel and accessories, it's really about design. Any licensor worth their salt will tell you that. Even if a consumer has an affinity for a product, they don't like to buy six of the same thing."

Randa is licensed to use the STC trademark and under that agreement has the right to produce and market ties, based on designs the charity approves. "They do the heavy lifting," Sheppard said, with 3 percent of the retail price (\$29.99) from each tie going to the charity. Last year, merchandise made up part of the \$11 million in other revenue, and provided unrestricted funds for STC. The licensee is a privately held company, Sheppard said, so it doesn't like to discuss revenue details.

At one point, STC had a fairly robust children's program but it ran into the same issue as the ties, and so the charity "pulled back on a number agreements," said Kymm Carlson, associate director, retail partnerships and product marketing. Its children's program ran the gamut, including things such as bedding, home furnishings and toys, but are no longer available in the general market.

The market, Carlson said, has seen a significant shift in the market toward promotional children's properties, Carlson said, with more competition from Disney and Nickelodeon while the retail world has shrunk to just several large entities, like Wal-Mart, Target and Kmart. "It's become a very competitive market and you need to take a very strategic approach," she said.

While some licenses work out and others are successful and simply run their course, there have been those that just never did work for some reason. "Every once in awhile, you have a license with great intentions and it just doesn't take off," Carlson said, pointing to a doll licensee or two that weren't as successful.

This article is from NPT Instant Fundraising, a publication of The NonProfit Times.

CRAWFORD COUNTY HISTORICAL SOCIETY

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History and Preservation from The Crawford County Historical Society in Crawford County, Georgia, USA

A major part of the Historical Society's mission is to promote an appreciation for historic structures, artifacts and records. Recognizing the relevance these treasures hold for today and the future, we want to encourage protection, use and responsible community development. We are working closely with the Regional Development Commission, the Georgia Historical Society, and the Georgia Trust for historic Preservation in identification and stewardship of these treasures. Join us today!

**CCHS Meetings are the 4th Tuesday,
5:30 PM, Historical Society Headquarters**

We still have ornaments for sale:

- #1—Old Courthouse—2003
- #2—Roberta Depot—2004
- #3—Roberta Civic Center—2005
- #4—Knoxville Journal—2006
- #5—Old Crawford County Jail—2007

Crawford County was created from Houston County in 1822. It was named for United States Secretary of War and Treasury **William Harris Crawford**. Before 1822, the area was inhabited by the Muskogee people, called Creeks by the Europeans.

PRESIDENTIAL PONDERINGS

Dear Members,

WOW! We made it through another successful festival in May. It started with the Lunch & Learn and ended with our annual Pottery Auction. A big thanks goes out to each of you that helped in any way to make this years festival as successful as it was!

Thanks for all you do!

Kim Gordon
President, CCHS



Jefferson Franklin Long



Roberta c. 1900



**Old Knoxville Journal
Old Jail**