



## ANNOUNCEMENT OF INTEREST

The Franke Foundation, in an effort to build-upon the collaborative idea behind the “Care & Share” Expos, is announcing the establishment and sponsorship of a new, non-profit membership organization. The purpose of the organization is to create a platform using Facebook®’s ‘closed group’ option, whereby members can take advantage of the central calendar to avoid duplicating events, to discover information about other members, to create a vehicle for collaboration between Members, to chat, and generally to post information of interest to the members. The organization will be primarily member-driven, and will be guided by a Committee of Managers, rather than a typical organizational structure. It will be fun.

Other exciting features of ALÁNO include the following:

1. Each month, a member will host a social event called a “Get Together”, from 5:30 PM – 7PM, which will highlight the host organizations’ activities in the community, and which will be attended by representatives and staff of other Member organizations. An admission fee of \$5.00 will be charged at the door. A 50-50 raffle will be held during the event with one-half the “pot” going to the host organization to defray the cost of the event, and the other half going to the Member organization whose representative was selected in the raffle drawing.
2. In addition, beginning in January, 2015, the Franke Foundation will host an awards ceremony at which \$30,000 will be awarded to three Member organizations, in size categories, based upon their collaborative efforts during the year. Members will be able to vote for one organization in each category. This way, all organizations, large and small, will have an opportunity to obtain an award.
3. While we are considering an incidental dues structure for the future, all first-year ALÁNO memberships will be at no charge.

ALÁNO’s Facebook® site is live now, and Membership applications are available today, and on the Franke web-site: [frankefound.org](http://frankefound.org). There are a number of technical aspects to operating as a Facebook® ‘closed group’, but we will provide these details once you are accepted as a Member. Each organization will need to have a Facebook® page and must designate a representative to be the contact person to monitor the members’ organization activities on the ALÁNO site. If you don’t already have a Facebook® page, we can help you establish one. Only members will be able to take advantage of the valuable and fun aspects presented by ALÁNO. We hope that you will chose to join us and continue the collaborative efforts begun though our “Care & Share” expos.

### Note

The first **ALÁNO** “Get-Together” will be held Thursday, January 23, 2014  
At the Franke Foundations NEW location.  
N3239 State Road 16, Suite A  
La Crosse, WI 54601

**In the Big White Barn**