

January 27, 2012

Over the last 18 months, together with Edge Research, Massachusetts Institute of Technology and the support of John S. and James L. Knight Foundation, Incourage has laid the groundwork and done preliminary research to facilitate an inclusive process that will shape the future of the south Wood County area.

This work began when the following trends emerged from more than 100 residents who participated in focus groups: a need to identify shared community priorities, a need to create a common vision and a need to give all residents the opportunity to participate.

Therefore, Incourage is launching the largest public opinion survey ever conducted in the south Wood County area. The survey will gather input on residents' perceptions of community priorities, obstacles and their aspirations for the community's future.

Next week, the enclosed postcard will be mailed to 24,000+ addresses, inviting them to participate in the survey in one of three ways:

- **Phone** – Edge Research will contact 500 households seeking participation in a telephone survey, which will create a statistically accurate representation of the south Wood County area
- **Web** – available to all residents on several community websites, including [www.incouragecf.org](http://www.incouragecf.org)
- **Mail** – those without internet access can call Incourage (715.423.3863) and request that a survey be mailed to their attention, with a self-addressed, stamped envelope

There is much good work underway in this community. This effort is not about creating new priorities or new work – unless needed. Rather, it is designed to create connections and information flow across organizations to build consensus, maximize resources and strengthen impact.

**We are asking for your help in the following ways:**

1. Post the survey link to your organization's website (a follow-up email will be sent on Monday, January 30 with specific instructions).
2. Encourage your contacts and constituents to participate in the survey.
3. Take the survey yourself!

Surveys must be completed by March 15. Results will be shared at a public event on May 3, to create a common vision and identify shared community priorities. Partner organizations will be invited to a *Results Preview Event* in mid-April.

Thank you for your continued partnership and involvement in building our shared future.

Sincerely,



Kelly Ryan Lucas  
Chief Executive Officer