

# NeonCRM & Website – FAQs

## Acronym Key

FOW (Friends of Wehr)
WNC/Wehr (Wehr Nature Center)
MCP (Milwaukee County Parks)
Extension (UW-Madison-Division of Extension)

The new Friends of Wehr (FOW) site will promote both FOW and Wehr Nature Center (WNC) programs and events. Each event calendar listing on [friendsofwehr.org](http://friendsofwehr.org) will provide the link to register, whether that be through the Milwaukee County Parks (MCP) system (WebTrac) or FOW system (Neon). If you are interested in attending both FOW and Wehr programs, you will need to set up two separate accounts, as the organizations need to process registration independently.

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## **What is the relationship between Friends of Wehr and Wehr Nature Center?**

### **What is the mission of the Friends of Wehr?**

The Friends of Wehr is a nonprofit organization dedicated to the support and promotion of the Wehr Nature Center and its environmental education programs. It provides financial support for every aspect of the Center including: Accessibility, natural areas stewardship, children's programming, special public events, summer interns, live animals, and professional development.

### **What partners support Wehr Nature Center?**

WNC exists due a partnership between the Milwaukee County Park System, FOW, and UW-Madison-Division of Extension. Each of our partners provides essential resources that allow us to provide award-winning programs and services visitors.

### **Who does the programming at Wehr Nature Center?**

Milwaukee County Parks and Extension staff deliver programs and events to the public at the nature center, other MCP parks, and other off-site locations. FOW staff and volunteers also host fundraisers, special events, and programs that educate and help to raise revenue to support our mission.

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## **How is our website organized?**

### **What is the purpose and function of FOW's website ([friendsofwehr.org](http://friendsofwehr.org))?**

The FOW website promotes both FOW and Wehr (MCP) programs and events. FOW's website is an access point for volunteers, K-12 teachers, youth groups, and FOW members. The site also connects the general public to Wehr's offerings.

### **What is Neon and what is it used for?**

Neon is the FOW's new centralized membership management platform, called NeonCRM. This, paired with a new website, will be a streamlined system that allows FOW members to manage their membership and donations online. Once logged in, members will be able to renew, donate, and register.

## **Can I use this site if I'm not a FOW member?**

### **How do I donate if I'm not a FOW member?**

You may donate online regardless of membership status. After setting up a Neon account, you can make donations and view your giving history.

### **Can I register for Friends of Wehr programs if I am not a member?**

Becoming a FOW member is encouraged but is not required to use the website or register for FOW programs. Non-members wanting to register for FOW programs and events will need to set up a Neon account. Please note that one of the many benefits of membership is discounted fees. You must be logged into a FOW member account in order to receive the lower member rate.

## **How do I register for programming?**

### **Why are there two separate systems to register for programs at the Wehr Nature Center?**

Because revenue from Wehr (MCP) programs and FOW programs go to different places and must be kept separate due to IRS rules. Revenue generated from all types of programs goes to supporting WNC and is essential for us to continue.

### **Do I need to have two separate accounts with their own login information?**

In January of 2019, WNC launched online registration through WebTrac, MCP's new system. In January 2020, FOW launches Neon, which is a separate registration system for FOW programs. The first time using each system you will need to set up an account. Please remember that these two accounts are not connected in any way, so you will have to maintain two separate logins (username and passwords).

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## What if I already have a WebTrac account?

If, in the last year, you have set up a WebTrac account, you should continue to use it with your established household. If you do not have a WebTrac account, you may set that up at any time.

## How will I access WNC (MCP) programs from the new FOW website?

The new website will continue to provide a link to register for WNC (County) programs. The link will take you from [friendsofwehr.org](http://friendsofwehr.org) to the Parks registration page, i.e. you will exit the Friends site to access [MCP's WebTrac registration page](#). The new FOW website is not the only way to access Wehr program registration. You can also go directly to [MCP's WebTrac registration page](#). This does not include FOW programs and fundraisers.

## How do I know which account I have to use in order to register for a program?

The [friendsofwehr.org](http://friendsofwehr.org) events calendar listings will look the same regardless of the “owning” organization. The registration button is designed to take you to the appropriate site to complete registration and payment.

## Need more help?

Our reception desk is staffed from 8:30am-4pm, 7 days a week. Please call if you have any questions. We anticipate the new system will provide visitors with more flexibility and convenience and we greatly appreciate your patience through this transition!