

# ASA EMERGING LEADERS SPONSORSHIPS & GRANTS GUIDING PRINCIPLES

1 October 2022

## OVERVIEW

### 1. Project Background and Description

**i** This project represents two key initiatives identified during the strategic planning process in March 2022:

- To seek ongoing national & state supporters/government grants &
- To seek national funding for Emerging Leader programs & activities

On the funding side, this project will look at how to identify potential sponsors and how to market ASA EL to potential sponsors. On the grant side, this project will work to identify potential grant opportunities for ASA EL and consider how best to apply for these grants.

### 2. Project Purpose/Objectives

**i** To create awareness for ASA EL and its key programs and bring in new funding from the state & national level.

### 3. Project Scope

**i** Sponsors:

- The project will investigate available fundraising options, with a focus on finding national or state level sponsors to create backing for ASA EL programs.
- Once the potential sponsors are identified, the project will also determine the best way to talk about the fundraising efforts and market ASA EL to them, including how the funds will be used by ASA EL, e.g., competitions, educational programming, leadership development, etc.
- The ASA EL committee will decide on the best path forward, and the project will then shift to reaching out to these sponsors.

Grants:

- The grant portion of the project will identify what the sources of potential grants are, how potential grants are assessed, and how to apply.

### 4. Deliverables

**i** Sponsors:

- List of potential national sponsors with potential marketing points to bring in each sponsor/sponsor type
- \$10,000 in sponsorship obtained

Grants:

- Guidelines for identifying potential grant opportunities (where to look and what types to go after) and ASA EL methodology for applying (use internal talent, pay external grant writer)

- *Initial grant scan - list of current grants available*

## 5. Implementation Plan and Timeline

### **i** Months 1-2 Sponsors:

- *Create a list of potential ASA EL programs, events, competitions, etc. that sponsors could support and how the sponsor would be recognized for their contributions (what ASA EL could provide a sponsor in exchange for their financial support)*
  - *e.g., sponsor a local or national AYFC – sponsor name in program, announced from stage, banners, etc. -or- agricultural career education day for secondary schools – sponsor name on slides & handouts, website recognition, etc.*
- *Research best-in-class fundraising by other similar organizations (agricultural, ag shows, youth focused, education focused, international organisations (IAFE, CAFÉ, 4-H, girl guides/scouts, etc.) to understand how they present themselves and the methods they use to raise funds (product sales, events, direct donations, sponsorship packages, etc.*

### Months 1-2 Grants:

- *Identify grant opportunities (sites to research for grants) – e.g., Australian government, state governments, regional development, local councils, other organisations (Future Farmers Network, Agrifutures, Farm Table (grant amalgamator), etc.)*
- *Add grant review to regular ASA EL Committee meeting agenda - use committee time to discuss potential grants and decide whether or not to apply based on:*
  - *relevance of grant to ASA EL values and activities*
  - *cost/benefit analysis (cost to apply vs potential benefit)*
  - *probability of winning*
  - *potential budget for funding a grant writer to assist*
  - *what partners (if any) would be needed to carry out the grant if won*
  - *who from the committee is responsible for the completing the grant application (and/or working with the grant writer)*

### Month 3 Sponsors:

- *Brainstorm potential sponsor organisations, groups, communities, etc. to create a short list of targets*
- *Determine how to best approach the short list sponsors - what message would resonate, what programs or sponsor packages are likely to inspire their support*
- *Document the who (sponsors) and the how (packages/offerings)*
- *Rate each on a matrix of potential income vs likelihood of support; determine who has contacts at these sponsors*

### Month 3-5 (and on-going) Grants:

- *Per ASA EL Committee decisions, apply for grants and monitor progress*
- *Track progress of grants applied for at ASA EL Committee meetings*

### Months 4-5 (and on-going) Sponsors:

- *Action fundraising plan - using the rated sponsor/package document and known sponsor contact list, approach sponsors with sponsorship packages*
- *Report back to ASAEEL Committee (and ASA Board) on progress*

