

# NAFB FOUNDATION STRATEGIC & TACTICAL PLAN

Revised June 2009

**MISSION STATEMENT:** Support efforts to add value to the farm broadcast industry through education, promotion, marketing and research.

**Purpose:** The Foundation provides a funding platform for the support of the farm broadcasting industry.

## **Strategic Direction:**

- Grow a funding platform able to broaden the Foundation's future goals.
- Build knowledge and awareness of the Foundation to achieve support.
- Seek and support projects that add value to farm broadcasting.
- Support education and professional development opportunities for current and future farm broadcasters.
- Support efforts to enhance the effectiveness, focus and vision of the National Association of Farm Broadcasting.

**Funding Goal:** Generate an annual funding level of \$200,000 by 2015 to support education, promotion, marketing and research for the farm broadcasting industry.

## **Objectives & Strategies**

**Begin to funnel "event" and individual dollars to endowment.**

**Set specific corporate dollar targets to reach \$500,000 by 2017 (\$37,000 in 2009; \$44,000 in 2010; \$51,000 in 2011; \$58,000 in 2012; \$65,000 in 2013).**

**Increase individual giving to \$60,000 in 2015 by \$9,000/year incrementally (\$24,000 in 2010; \$33,000 in 2011; \$42,000 in 2012; \$51,000 in 2013; \$60,000 in 2014).**

- Build value proposition supporting individual giving.

### **2009/10 Tactics:**

- Use endowment to create professional development.
- Investment in our future to create relevancy and ensure prosperity of the industry.
- Professional pride and prestige.
- Give back to the industry.
- Heritage and tradition.
- Create a co-chair for individual giving.
- Create/cultivate endowment (bequests/stocks/pledging large or recurrent gifts).
- Define the history for the "story".
- Develop a platform.
- Solicit a copy writer for the message.
- Volunteer tree.

**Expand sources of funding (USDA/government grants/bequests/wills/insurance).**

**Donors must be developed.**

- Donor “gifts” are optional. Work towards being aware of donors’ likes and dislikes.

**Research, analyze and develop a core value proposition and appropriate “legs” for each of the foundation’s audiences within six months.**

**Incorporate the value statement into the communications messaging and tools used by the Foundation and NAFB.**

**Foundation Awareness Goal:** Increase stakeholder and industry knowledge and understanding of the Foundation’s role by 200% to achieve greater monetary support.

**Objectives & Strategies:**

**Establish a method of measuring attitudes among various targeted groups including members, current and prospective donors.**

- Develop a survey tool to measure knowledge and awareness of the foundation’s role to determine ability to gain financial support.

**2009/10 Tactics:**

- Repeat and track the survey measurement in May 2011 using the Survey Monkey tool. (staff)

**Develop an awareness campaign to increase knowledge among target groups.**

- Create a new brand image using the core value proposition.
  - Provide a functional NAFB Foundation website at [www.nafbfoundation.org](http://www.nafbfoundation.org) providing a source for revenue collection by November 2009. (staff)
- By 2011, attain a working knowledge or better of: 75% by Allied Industry, 90% by Broadcast, 90% by Management & Sales.

**2009/10 Tactics:**

- Prepare a written Annual Report and roll out in print and e-format by November 2009. (Chair and staff)
- Presentation of Annual Report by Chair before the NAFB general membership in November 2009.
- Distribution of Annual Report and updated Foundation materials electronically (E-Chats/website/email).
- File a monthly update via E-Chats (Chair and staff).
- Design and begin distribution of an electronic Foundation newsletter to the NAFB Foundation “universe” by September 2009. Explore addition of other lists. (Chair and staff).
- Investigate costs to produce a new media video package for playback at conventions, conference, on-line and donor presentations (past scholarship winners, current programs and future goals).

**Coordinate communications about fundraising efforts and goals.**

- Liaison with NAFB leadership to increase synergies between the programs.
- Create a platform for the sharing of information and opportunities in order to facilitate growing knowledge and Foundation support.

**2009/10 Tactics:**

- Foundation display at NAFB events.

- Foundation Campaign presented to NAFB Board in January 2010 by Board Chairman

**Seek to identify other potential support groups.**

**Broadcast Industry Support Goal:** Increase value and growth in the agricultural and rural broadcasting industry through support of strategic partnerships.

**Objectives, Strategies & Tactics :**

**Identify and prioritize potential strategic partnerships.**

- Identify through research and analysis five viable partners per year and pursue sustainable strategic partnerships with them over a 5-year period resulting in four new partners for the Foundation.

**2009/10 Tactics:**

- Develop one such partnership project by December 2009.

**Increase awareness of the Foundation with five selected strategic partners, such as NAMA, Agricultural Communicators of Tomorrow, Ag Relations Council, Ag Futures of America, , Ag in the Classroom and FFA, in order to increase the value of agricultural and rural broadcasting.**

- Secure conversations with these organizations in order to gain a greater understanding of the Foundation's mission, purpose and goals; and to show the opportunity for joint partnerships and collaborative action.

**2009/10 Tactics:**

- Identify the opportunities for meetings; tailor the messages; identify the spokespeople; hold the meetings; follow up on outcomes from the meetings.

**Establish value parameters and a process for soliciting, evaluating and funding proposals.**

- Create or access a user-friendly system of proposal management by September, 2009, which allows the Foundation to accept and manage proposals in a fair and efficient manner and affords all members and partners the ability to apply.
- Create a system of internal guidelines by September, 2009, which allow the Foundation Board to issue Requests for Proposals and to award grants in a way that is consistent with its priorities and guidelines and that is fair to all.
- Utilize the internet and all other available technologies to afford broad opportunity to supporters to take advantage of grant opportunities to support agricultural and rural lifestyle broadcasting.

**Select and fund partner projects biennially; fund and complete at least two partner projects by 2014.**

- Identify and solicit, through Requests for Proposal, the participation of NAFB, its members and potential strategic partners to the Foundation, in order to gain outside perspective and new participation.

**2009/10 Tactics:**

- Work with NAFB and other strategic partners to identify projects and proposals for funding..

**Education Goal:** Support expanded outreach opportunities for future and current agricultural and rural broadcast and industry professionals to receive career-enhancing education, information and professional improvement.

**Objectives & Strategies:**

**Support the collection and dissemination of information to encourage expansion of the agricultural and rural broadcasting industry.**

- Support research on new and emerging trends affecting agriculture and rural lifestyles broadcasting.
- Support education which provides information on emerging trends and opportunities in the agriculture and rural lifestyle broadcasting industry.

**2009/10 Tactics:**

- Implement the revision of “Harvesting the Power of Farm Broadcasting” with coordination between the finished product, educational performance and funding availability (G/O & D/O)

**Support educational and experiential opportunities to encourage entrance into the agricultural and rural broadcasting industry.**

- Support the expansion of an internship program to create opportunities for young farm broadcasters to develop expertise and for the agriculture and rural broadcasters to find emerging talent.
- Support a scholarship program to assist college students seeking careers in agriculture broadcasting.

**Support professional development for members of the agricultural and rural broadcasting industry.**

- Seek adult education format that enhances the outcome of the professional development efforts of our industry to maximize outcomes to more professionals.

**NAFB Support Goal:** Collaborate with NAFB to achieve its goals.

**Objectives & Strategies:**

**Improve communication between the boards of the Foundation and the National Association of Farm Broadcasting.**

- Report in person to NAFB Board of Directors, provide a regular report on the Foundation activities of the Foundation and request the Foundation be included on the Board’s regular agenda.
- Collaborate with the NAFB Board of Directors on strategic planning and projects.
- Collaborate with NAFB to ensure delivery of the core value proposition.

**2009/10 Tactics:**

- Secure an agenda position in front of the NAFB Board to deliver Foundation update and learn of the Association’s agenda (advocacy for agriculture, rural lifestyle, education.