

Opportunity Area: Partnership Development/ Fund Development 2017-2020

Overall vision:

- Develop funds to support membership by keeping annual membership and conference registration fees financially reasonable.
- Secure outside support through partnerships development
- Donations to the association are easy to make, tax deductible, and designated appropriately

Measureable Results:

- In potential effort to reduce reduce membership and conference registration fees in the future, conduct semi-annual comparisons to other professional youth development organizations. These comparisons are to see if NAE4-HA is maintaining fair market value on dues and conference fees.
- Appropriately funded line items in association budget meeting the annual financial needs of VP Teams, committees, task forces, etc.
- Increase in membership numbers
- Increased voluntary membership financial investments

What	When	How	Who
Develop an easy “partnership package” to make donations including monetary, goods and services to the association easy (not just for conference support).	October 15, 2016	Marketing and outreach committee will develop	VP of Marketing & Outreach Partner Program Review Committee Members Executive Director Team
Explore expansion of the management company contract to include support for cultivation of partners and donors.	2016-17	Discuss options with CHMS regarding what the management team can offer in this area and what it will cost.	VP of Marketing & Outreach VP of Finance & Operations President’s Council Executive Director Team
Explore the possibility of earmarking a percentage of the Association’s conference earnings toward an endowment to provided sustainability to reduce membership and conference fees. Explore whether this could be handled through the 4-H Activities Foundation 501(C)3	By 2017 Pre-Conference Board Meeting	Have conversations with people who can explore this possibility	VP of Finance & Operations VP of Marketing & Outreach National 4-H Council President’s Council

<p>Continue to develop relationship and process for NAE4-HA use of the 4-H Activities Foundation for securing partner, member, and other donations needing a 501(C)3 designation.</p>	<p>Information on How Process is to Work during Spring 2017 Board Meeting</p>	<p>NAE4-HA Financial Committee for 4-H Activities Foundation to further develop process and provide education to the Board as needed.</p>	<p>VP of Marketing & Outreach VP of Finance & Operations President's Council National 4-H Council Executive Director Team</p>
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NOTE: We would like to request annual or biannual financial reports on these various accounts and the Association's operating budget. The board does not have a clear picture of how the finances work, which makes it difficult to reach out to potential partners.