**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 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

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<tr>
<th>What</th>
<th>When</th>
<th>How</th>
<th>Who</th>
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<td>Develop an easy “partnership package” to make donations including monetary, goods and services to the association easy (not just for conference support).</td>
<td>October 15, 2016</td>
<td>Marketing and outreach committee will develop</td>
<td>VP of Marketing &amp; Outreach Partner Program Review Committee Members Executive Director Team</td>
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<td>Explore expansion of the management company contract to include support for cultivation of partners and donors.</td>
<td>2016-17</td>
<td>Discuss options with CHMS regarding what the management team can offer in this area and what it will cost.</td>
<td>VP of Marketing &amp; Outreach VP of Finance &amp; Operations President’s Council Executive Director Team</td>
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<td>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</td>
<td>By 2017 Pre-Conference Board Meeting</td>
<td>Have conversations with people who can explore this possibility</td>
<td>VP of Finance &amp; Operations VP of Marketing &amp; Outreach National 4-H Council President’s Council</td>
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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.

| 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. | Information on How Process is to Work during Spring 2017 Board Meeting | NAE4-HA Financial Committee for 4-H Activities Foundation to further develop process and provide education to the Board as needed. | VP of Marketing & Outreach VP of Finance & Operations President’s Council National 4-H Council Executive Director Team |