

ACTION PLAN (2021-2022)

Committee: Awards Sponsorship Support Committee

Committee Chair: Melissa J. Rupp - rupp.26@osu.edu

Committee Chair-elect: Bethany Bachmann - bachmannb@missouri.edu

Committee Apprentice: Dr. Roseanne Scammahorn - Scammahorn.5@osu.edu

Committee Past Chair: Cheryl Spires - spires.53@osu.edu

Strategic Plan Goal:

Maintain adequate financial resources to continue funding quality awards and recognition.

Committee Goal: To raise funds, \$5000 through silent auction and \$5000 through alternate giving options, to provide support of the awards given at the annual session.

Objectives:

1. Raise money annually for award fund development through the silent auction.
2. Build and promote the Star Donor Program
3. Explore alternative items for fundraising with brand recognition (i.e.: t-shirt, mug, tote etc.)

	What? (action steps)	Responsible for	When? (2021-22)
1.	Send Thank you notes to donors via email or postal service	Melissa J. Rupp	12/1/2021
2.	Prepare newsletter article for results of the silent auction.	Cheryl Spires	1/10/2022
3.	Prepare and submit an article thanking star donor club members and talking about the new opportunity to give	Melissa J. Rupp	1/10/2021
4.	Silent Auction timeline for 2022 with guidance/recommendations.	Cheryl Spires and Melissa J Rupp	3/31/2022
5.	Explore virtual platform with a "buy it now" feature	Melissa J. Rupp and Will Ferguson	5/31/2022
6	Notify VP of Awards and Recognition and/or National Office about needs and logistics for North Carolina site, including tables and timeframe	Melissa J. Rupp	3/31/2022
7.	Develop marketing strategy for the year	VP of Awards and committee	4/1/2022

8.	Coordinate with VP of Awards & Recognition on sponsorship opportunities and silent auction donations from exhibitors.	VP of Awards and Committee	5/1/2022
9.	Provide affiliate Presidents with information on silent auction and host needs (including any item restrictions, such as alcohol)	Melissa J. Rupp	6/1/2022
10.	Train members and Board on how the auction works and the procedures for the year.	Melissa J. Rupp and Will Ferguson	7/1/2022
11.	Recruit helpers as needed for the Silent Auction in Raleigh, North Carolina	VP of Awards and Bethany Bachmann	8/1/2022
12.	Setup, conduct, and tear down the silent auction at NEAFCS Annual Session in Raleigh, North Carolina	Melissa J. Rupp, Committee and volunteers	9/1/2022

Silent auctions maintain a virtual presence and are open to all.

Melissa Rupp will carry a second term with support from former leader, Cheryl and upcoming leadership.