

2024 ACTION PLAN

Committee: Awards & Recognition: Sponsorship Support Committee

Vice President: Donna Jung, VP for Awards & Recognition

Committee Chair: Dr. Roseanne Scammahorn - Sr.scammahom@msstate.edu

Committee Chair-elect: Czmyrid - jczmyrid@nmsu.edu

Committee Apprentice: Elizabeth Brenscheen-Cartagena - lizb@ksu.edu

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

Strategic Plan Goal:

Maintain adequate financial resources to continue funding quality awards and recognition.
Add question to the post conference survey - star donor affiliate, state donor and auction.

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 and explore alternatives (50/50. Raffle Basket). Conduct survey asking members about star donor affiliate, star donor and auction.
2. Build and promote the Star Donor Program through partnership with Ambassador program at affiliate level.
3. Explore alternative items for fundraising with brand recognition (i.e.: 50/50, ticket raffle at baskets, etc.)

| | What? (action steps) | Responsible for (specific name) | When (specific date) |
|----|--|-------------------------------------|----------------------|
| 1. | Send Thank you notes to donors via email or postal service | Roseanne Scammahorn | 12/1/2023 |
| 2. | Close out 2023 Star Donor program and update donor list. | Roseanne S. and National Office | 12/31/2023 |
| 3. | Prepare newsletter article for results of the silent auction. | Roseanne Scammahorn | 1/10/2024 |
| 4. | Prepare and submit an article thanking star donor club members and talking about the new opportunity to give | Roseanne Scammahorn | 1/10/2024 |
| 5. | AF Fundraiser Timeline for 2023 with guidance/recommendations. | Roseanne Scammahorn and Joy Czmyrid | 3/31/2024 |

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| 6. | Notify VP of Awards and Recognition and/or National Office about needs and logistics for Arizona site, including tables and time frame | Roseanne Scammahorn | 3/31/2024 |
| 7. | Develop marketing strategy for the year | VP of Awards and committee | 4/1/2024 |
| 8. | Coordinate with VP of Awards & Recognition sponsorship opportunities and donations from exhibitors. | VP of Awards and Committee | 5/1/2024 |
| 9. | Provide affiliate Presidents with information on fund raiser | Roseanne Scammahorn | 6/1/2024 |
| 10. | Train members and Board on how the strategy | Roseanne Scammahorn and National Office | 7/1/2024 |
| 11. | Recruit helpers as needed | VP of Awards and National Office | 8/1/2024 |
| 12. | Setup, conduct, and tear down the silent auction at NEAFCS Annual Session in Arizona | Roseanne Scammahorn, Committee, and volunteers | 9/16/2024 |

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