

2026-2027 ACTION PLAN
Committee: Awards Sponsorship Support
Awards & Recognition Vice President – Carla Farrand

Committee Chair: Robin Eubank-Callis, KSU, reubank@ksu.edu

Committee Chair-elect: Erin Smith, NMSU, erinsmi@nmsu.edu

Committee Apprentice: --

Committee Past Chair: Crystal Garcia-Anaya, NMSU, anayacry@nmsu.edu

Strategic Plan Goal:

Maintain adequate financial resources to continue funding quality awards and recognition. Evaluate how scholarships are funded for awards recipients. Create a sponsor program to fund existing awards.

Committee Goal: To raise funds through silent auction and 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 Star Donor program.
2. Build and promote the Star Donor Program through partnership with Ambassador program.
3. Review online platform options for silent auction.

(action steps)		(2027)	
1.	Send Thank you notes to donors via email or postal service	Crystal Garcia-Anaya	November 2026
2.	Close out 2027 Star Donor program and update donor list.	Crystal Garcia-Anaya & National Office	November 2026
3.	Prepare newsletter article for results of the silent auction.	Crystal Garcia-Anaya & Robin Eubank-Callis	November 2026
4.	Prepare and submit an article thanking star donor club members and talking about the new opportunity to give	Crystal Garcia-Anaya & Robin Eubank-Callis	November 2026
5.	Fundraiser Timeline for 2028 with guidance/recommendations.	Crystal Garcia-Anaya, Robin Eubank-Callis & Erin Smith	February 2027
6.	Notify VP of Awards and Recognition and/or National Office about needs and logistics for Michigan site, including tables and time frame	Robin Eubank-Callis	April 2027
7.	Develop marketing strategy for the year	VP of Awards & committee	April 2027

8.	Coordinate with VP of Awards & Recognition on sponsorship opportunities and donations from exhibitors.	VP of Awards & Committee	May 2027
8.	Provide affiliate Presidents with information on the fundraiser	Robin Eubank-Callis	June 2027
10.	Train members and Board on how the strategy	National Office	July 2027
11.	Recruit helpers as needed	VP of Awards & National Office	August 2027
12.	Setup, conduct, and tear down the silent auction at NEAFCS Annual Session in Grand Rapids, MI	Committee & Volunteers	October 2027

Silent auctions in person and are open to all in attendance.