

OKLAHOMA FFA FOUNDATION



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A man in a dark jacket with "OKLAHOMA FFA ASSOCIATION" on the back, walking away with a briefcase. The jacket has "OKLAHOMA" at the top, a circular FFA logo in the center, and "ASSOCIATION" at the bottom. The man is walking on a paved surface, possibly a street or sidewalk, with a blurred background of buildings and windows. The image is framed by a yellow diagonal shape in the top-left and bottom-right corners, and a thin red horizontal line at the top and bottom.

INTRODUCTION



COMPANY DESCRIPTION

The purpose of the Oklahoma FFA Foundation is to support the Oklahoma FFA Association's events, chapters and members. The Oklahoma FFA Association is an organization for students in Oklahoma interested in agriculture and leadership. FFA is a component of agriculture education affiliated with junior high and high schools across Oklahoma.

THE MISSION:

The mission of the Oklahoma FFA Foundation is to strengthen agricultural education and the FFA so students can develop their potential for personal growth, career success and leadership. The Oklahoma FFA Foundation strives to provide business associations, private foundations and individuals the opportunity to contribute to the leadership development programs of the Oklahoma FFA Association.

Factors to Watch

Disposable Income

With a greater disposable income, more individuals can afford the cost of donating to organizations such as the Oklahoma FFA Foundation (Miller, 2018). According to the Bureau of Labor Statistics (2019), per capita disposable income is expected to increase in 2020, therefore increasing the potential for donations.

Corporate Profit

When corporate profit increases, companies are more likely to contribute to civic, social and youth organizations (Miller, 2018). The U.S. Bureau of Economic Analysis (2019) predicts that corporate profit will increase in 2020.

College Graduates

According to Miller (2018) individuals with college degrees are more likely to engage in civic organizations. Therefore, an increase in the number of people in college will increase contribution to organizations such as the Oklahoma FFA Foundation. The number of college students is expected to increase in 2020 (Hussar, 2018).

Competition

Oklahoma 4-H Foundation

The Oklahoma 4-H Foundation is a supporter and fundraiser for Oklahoma 4-H Youth Development, supporting programs, scholarships, awards and activities. Oklahoma 4-H Youth Development is made up of young individuals and adults who meet regularly – a group of those who meet regularly in one region is called a club. 4-H aims to teach young people life skills through educational experiences.

Oklahoma Youth Expo

Oklahoma Youth Expo (OYE) is a livestock show held in Oklahoma City where youth across the state of Oklahoma compete. The goal of OYE is to provide a venue to display the finest quality market and breeding livestock. It aims to fund higher education opportunities for youth who wish to pursue studies in agriculture. Its mission is to serve as an extension of the classroom in a hands-on, real-world experience. The exhibitors at the Expo are generally members of 4-H and FFA. OYE also hosts programs to provide leadership and learning experiences to youth outside of the show ring.

S

- » The Oklahoma FFA Foundation has great relationships with corporate donors.
- » The Oklahoma FFA Foundation has individuals yearning to serve and help the FFA Association succeed.
- » The Oklahoma FFA Foundation supports FFA members, chapters, and events.

W

- » The Oklahoma FFA Foundation receives very little funding from individual donors.
- » The Oklahoma FFA Foundation does not have a large database of information regarding alumni.
- » The Oklahoma FFA Foundation is lacking the ability to provide transparency to donors.

O

- » The Oklahoma FFA Foundation has the opportunity to close the transparency gap between themselves and their donors via technology.
- » The Oklahoma FFA Foundation can increase their individual donations by strategically targeting the correct publics using a new website, social media and videos.
- » The Oklahoma FFA Foundation can increase overall donations by offering a monthly automatic payment option.

T

- » The word “foundation” has a negative connotation and is not directly associated with the Oklahoma FFA Association – which people want to give to and benefit members.
- » Miscommunication about what The Oklahoma FFA Foundation does could hurt funding.



**SITUATIONAL
ANALYSIS**

GOAL

INCREASE THE NUMBER OF INDIVIDUAL DONORS WHO MAKE MONETARY CONTRIBUTIONS TO THE OKLAHOMA FFA FOUNDATION.

The Foundation would like the percentage of donors to be roughly 70% from individuals and 30% from corporations. Many of the previous State FFA officer candidates that did not get elected still have a desire to serve the FFA in some way, and the Foundation is aware of these individuals.

CORE PROBLEM & OPPORTUNITY

**THE OKLAHOMA FFA FOUNDATION
CURRENTLY HAS NO STRATEGIC EFFORTS
IN PLACE TO GROW RELATIONSHIPS WITH
INDIVIDUAL DONORS.**

The Oklahoma FFA Foundation does not have a considerable amount of individual donors, however, the opportunity to grow within that market is sizeable. There are many former Oklahoma FFA members who would be willing to donate to the organization that helped mold them into who they are today.

A photograph of a large crowd of students, likely at a school event or assembly. The students are wearing blue jackets with various patches and name tags. The word "MARKET" is overlaid in large, white, bold, sans-serif capital letters across the center of the image. The background is a dense crowd of people, mostly out of focus. The image has a blue color cast and is framed by yellow diagonal shapes in the top-left and bottom-right corners.

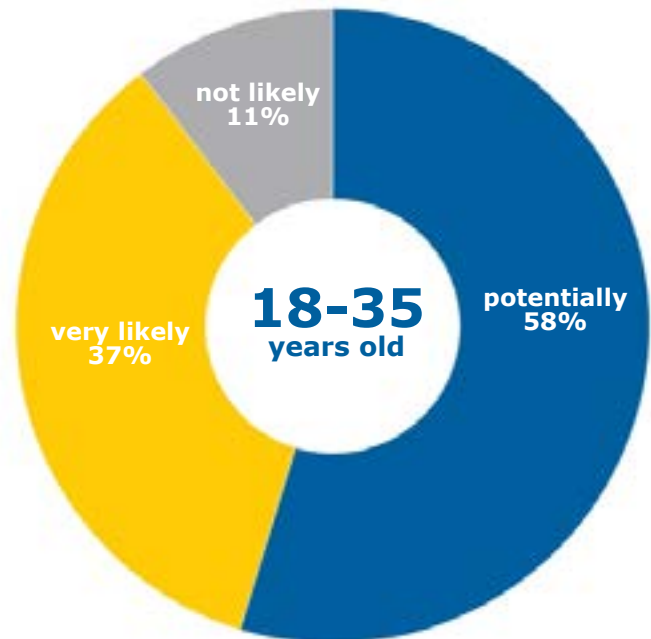
MARKET

MARKET ANALYSIS

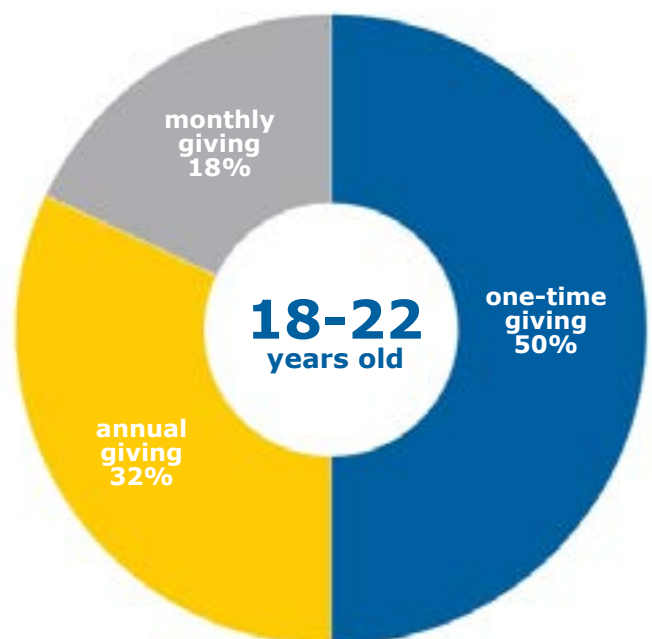
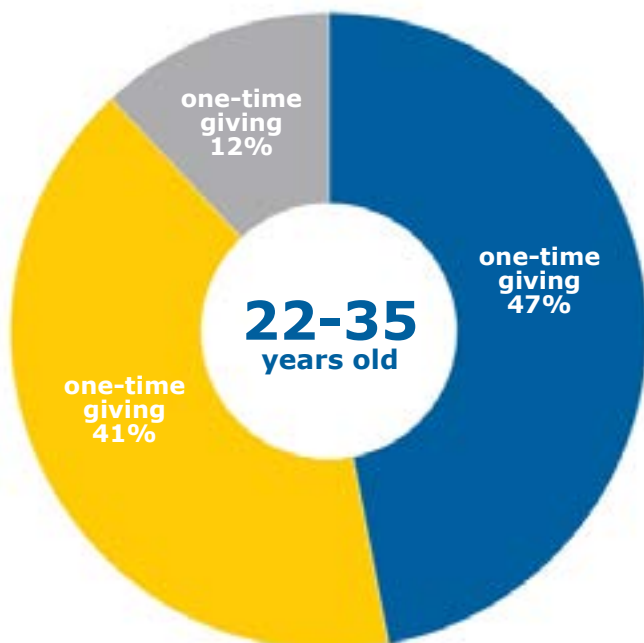
The goal of this campaign is to build relationships with young professionals in agriculture. It is important to establish this relationship in order to later ask for donations. A survey conducted by the Trolli Brightest Marketing Group revealed that individuals within the set target market are prone to give. The preferred method of giving varied slightly between age groups.

How likely are you to give to an organization that you were involved in?

Target Market
20-30
year olds in
agriculture



If you were able to give to that organization, how would you give?

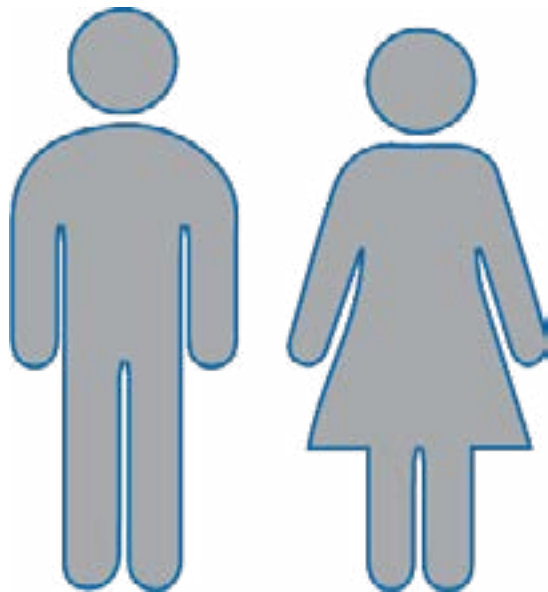


TARGET MARKET QUICK FACTS

- Young professionals in agriculture
 - 20-34 year olds - 11.4% of market
- Per capita disposable income to increase In 2020
- Number of college graduates to increase in 2020
- Membership payments, volunteer work, donations

KEY PUBLIC 1

Young professionals within the agriculture industry who graduated college within the last five years.



Primary Message:

Your gift will benefit the efforts of the Oklahoma FFA Foundation, which in turn, provides Oklahoma FFA members with the opportunities and resources to better themselves and their future.

Secondary Message:

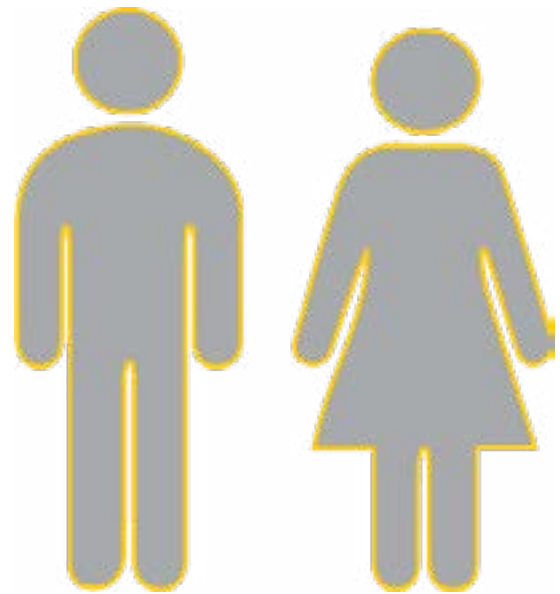
The Oklahoma FFA Foundation's "Blue Jacket Program" is designed to provide 8th, 9th and 10th grade FFA members the opportunity to earn their first FFA jacket.

Secondary Message:

The "I Believe" Convention Endowment Campaign fund is established to support annual unsponsored convention expenses such as rent, staging, lights, sound, video, hotel rooms, staff and meals - which give members the experience of a lifetime.

KEY PUBLIC 2

Past Oklahoma FFA
Officers who served
within the last 12 years



Primary Message:

Give back to the organization that transformed you from the student you were to the leader you are today.

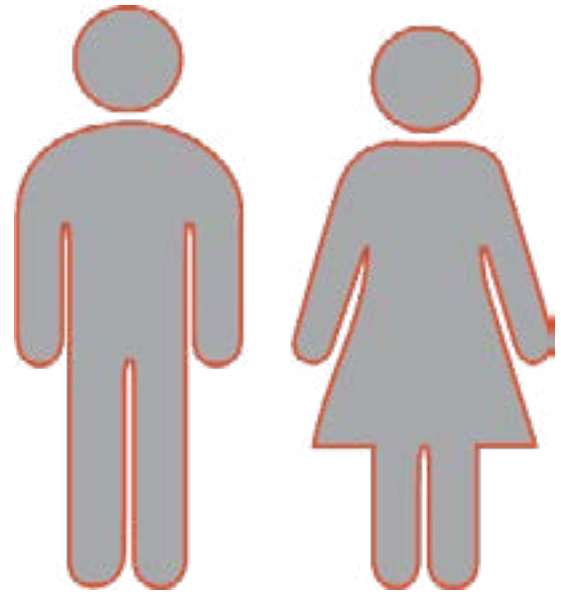
Secondary Message:

The foundation directly benefits members through scholarships. Your donation can benefit a member financially.

Secondary Message:

By donating between \$50 and \$250, you will be recognized as a Presidential level sponsor.

KEY PUBLIC 3



Individuals who ran for a state officer position within the last 12 years but were not selected to serve in office.



Primary Message:

Take the opportunity to give back to the association that transformed your life and the lives of others.

Secondary Message:

Make an impact on the future of agriculture with a small donation, even \$50 can make a difference inside and outside of the classroom.

Secondary Message:

In 2018, 207 blue jackets were distributed among 67 chapters. The Blue Jacket Program provides an FFA jacket and scarf or tie to students who deserve one but cannot afford one.

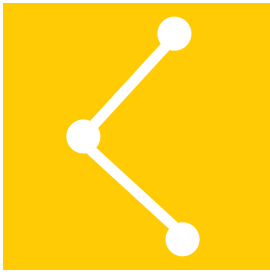
A young boy with short brown hair and black-rimmed glasses is smiling and looking towards a girl on his left. They appear to be at a school event, possibly a pep assembly, as they are wearing dark blue jackets. The background is a blurred crowd of people. The image is framed by a diagonal split: the top-left and bottom-right corners are bright yellow, while the rest is a semi-transparent dark grey overlay. The word "STRATEGIES" is written in large, bold, white capital letters across the center of the image.

STRATEGIES

DONATION STRATEGY



STRATEGIES



Establish connection between the OK FFA Foundation and OK FFA Association.



Inform of the ways that giving to the foundation will directly benefit members.



Establish the benefits of giving for donors.

TACTICS

- Launch an official Oklahoma FFA Foundation website.
- Create an easy way to donate on the site through an Automatic Clearing House (ACH) payment option. This will include one-time donations as well as recurring donations.
- Include a fact page explaining where and how donations benefit the Oklahoma FFA Association.
- Re-activate the Oklahoma FFA Foundation's Twitter account.
- Create a content calendar for social media posts. This will include Facebook, Instagram and Twitter.
- Provide donors with a small gift (stickers, pop-sockets, etc.) when they give to the Oklahoma Foundation
- Honor donors on social media with weekly spotlights. FFA Foundation.



CONNECTION



January 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
29	30	31	1	2	3	4	
			Happy New Year				
5	6	7	8	9	10	11	
		Blue Jacket Program Post					
12	13	14	15	16	17	18	
	Donor Spotlight			I believe Campaign Post			
19	20	21	22	23	24	25	
					Monthly Interscholastics Update		
26	27	28	29	30	31	1	
			Where Your Money Goes				
2	3	Notes					As newsworthy events arise, they are to be added to this calendar or posted in a timely manner.



MEMBER BENEFITS



Customer Journey Map

KEY PUBLIC	PROBLEM OR OPPORTUNITY	AWARENESS	CONSIDERATION	DECISION
Young professionals in the agriculture industry who graduated college in the last 5 years.	They need to know that giving to the OK FFA Foundation will help the OK FFA Association's members and events.	<ul style="list-style-type: none"> - Social media posts. Specifically about what the Foundation is doing for regular members. - Video Content 	<ul style="list-style-type: none"> - Social media posts showing the foundation's impact - data - Links to website, about page, donate page 	Links to website donate page, FAQ page
Past OK FFA officers who served in the last 12 years.	They want to be remembered past the time they served. Motivated to give back because of how much the Oklahoma FFA Association gave to them.	<ul style="list-style-type: none"> - Social media posts. Specifically about how the Foundation helps members and officers - Video Content 	<ul style="list-style-type: none"> - Social media posts showing the foundation's impact - data - Links to website, about page, donate page 	Links to website donate page, FAQ page
Individuals who ran for state FFA officer within the last 12 years.	To fulfill their desire to help the OK FFA Association in a way they wanted to and never got the chance to.	<ul style="list-style-type: none"> - Social media posts. Specifically about how the Foundation helps members and officers - Video Content 	<ul style="list-style-type: none"> - Social media posts showing the foundation's impact - data - Links to website, about page, donate page 	Links to website donate page, FAQ page



DONOR BENEFITS



A person wearing a blue FFA (Future Farmers of America) jacket is shown from the back, hugging another person. The jacket features the FFA emblem and the word "ASSOCIATION" (partially visible as "ASSO"). The background is a dark, blurred scene with blue and purple lighting. The image is framed by a diagonal split between yellow and dark grey.

BUDGET TIMELINE EVALUATION

BUDGET

Bronze-\$590

Website
Content Map
Social Media Calendar
Thank You Post Card
Promo Pens

Platinum-\$940

Website
Content Map
Social Media Calendar
Thank You Post Card
Promo Pens
Promo Mugs

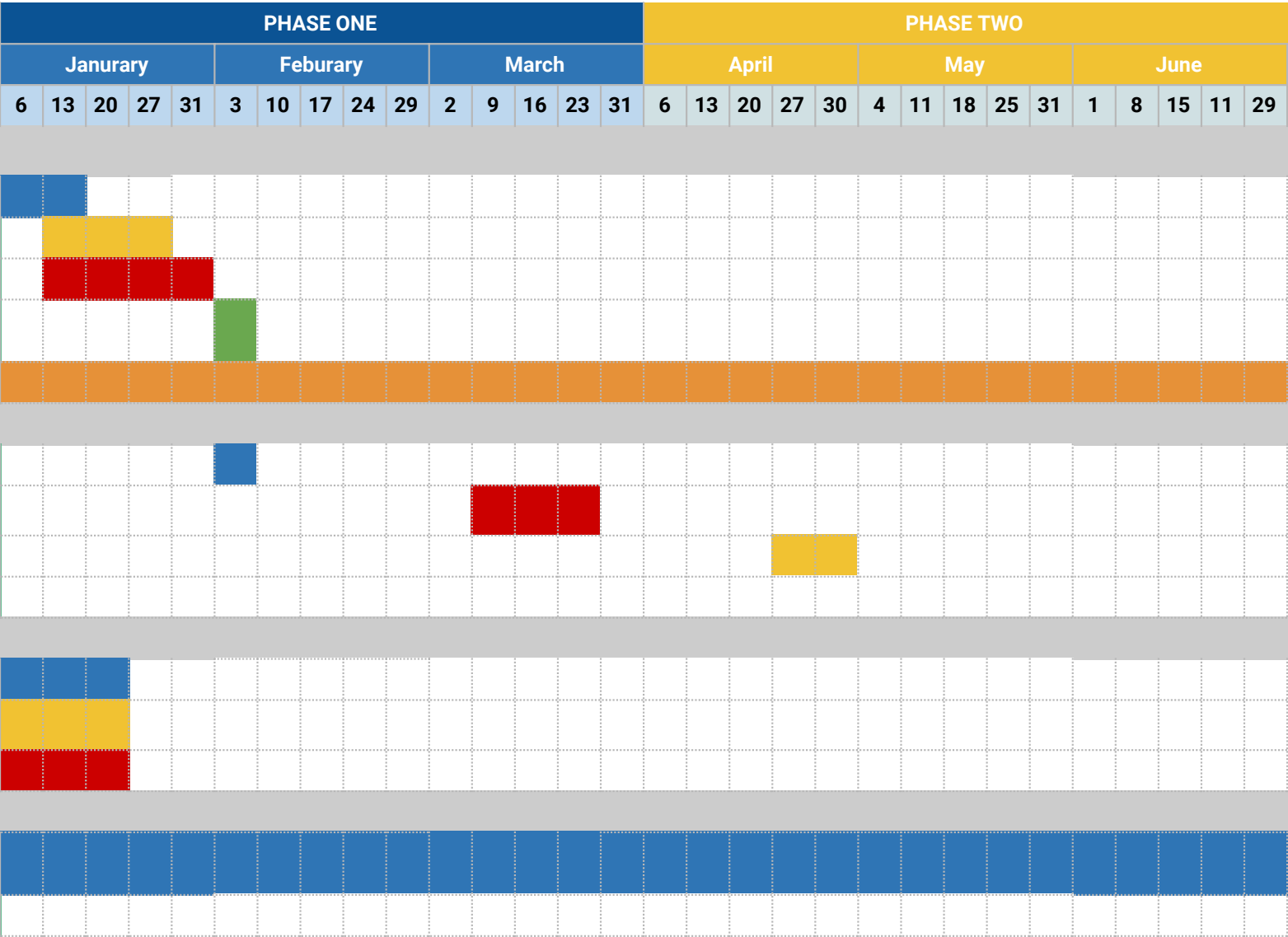
Intern-\$2500

Intern is optional
Intern will benefit to the
success of both plans.

Bronze + Intern = \$3090
Platinum + Intern = \$3440

WBS NUMBER	TASK TITLE	START DATE	DUE DATE	DURATION	PCT OF TASK COMPLETE
1	Website				
1.1	Launch Website	1/6/20	1/13/20	7	0%
1.1.1	Distribute Website Survey Evaluation	1/13/20	1/27/20	14	0%
1.2	Evaluate Survey Results	1/13/20	1/31/20	18	0%
1.3	Distribute Website E-mail Announcement	2/3/20	2/3/20	0	0%
1.4	Evaluate Website Traffic	1/6/20	6/30/20	174	0%
2	Social Media				
2.1	Facebook post about new website	2/3/20	2/3/20	0	0%
2.2	OYE Posts	3/10/20	3/20/20	3	0%
2.3	State FFA Convention Posts	4/28/20	4/29/20	1	0%
2.4	Graphic denoting where money goes	1/6/20		0	0%
3	Promotional Items				
3.1	Order Thank You Post-Card	1/6/20	1/31/20	0	0%
3.2	Order Campfire Mug	1/6/20	1/31/20	0	0%
3.2.1	Order Pens	1/6/20	1/31/20	0	0%
4	Sponsor Relations				
4.1	Send thank-you card and promo to donors post-donations	1/6/20	6/30/20	174	0%
				0	0%

TIMELINE





Obtain \$650 in donations in 2020 from young professionals within the agriculture industry who graduated college within the last five years.

The donation page on the website will ask a few questions about the donor to gather demographic information. Donation data gathered by the Oklahoma FFA Foundation along with the demographic data will be used to measure the total dollar amount donated from young professionals.



Increase the average donation amount from individuals by 25% in the next 5 years.

Donation data gathered from the Oklahoma FFA Foundation will be used to measure the growth. Creating a consistent and transparent social media presence will build trust with donors. Content that informs donors where their dollars are being spent will increase the likeliness of repeat donations. Donors being shown how their monetary support directly benefits the Oklahoma FFA will encourage them to give more.



Obtain \$650 in donations in 2020 from past Oklahoma State FFA officers who served within the last 12 years.

The donation page on the website will ask a few questions about the donor to gather demographic information. Donation data gathered by the Oklahoma FFA Foundation along with the demographic data will be used to measure the total dollar amount donated from past FFA officers.

EVALUATION

Generate 200 more individual donors in 2020 compared to 2019

Using data from 2019, the Oklahoma FFA Foundation will be able to set the individual donor goal for 2020. Once 2020 is completed, the Oklahoma FFA Foundation will again gather individual donor data and compare it to that of 2019. Creating a website with a user-friendly “donate now” button will be convenient to individuals and ease the donation process. When donating through the website, individuals will be asked questions regarding demographics and what lead them to give. Social media content will be strategically created to appeal to our target audiences.



Obtain \$700 in donations in 2020 from individuals who ran for a state FFA officer position within the last 12 years but were not selected to serve in office.

The donation page on the website will ask a few questions about the donor to gather demographic information. Donation data gathered by the Oklahoma FFA Foundation along with the demographic data will be used to measure the total dollar amount donated from individuals who ran for office but were not selected.

ND TITL SPONSOR

DIAMOND SPONSO

TROLLI

BRIGHTEST MARKETING GROUP

