

Red Angus Association of America

Affiliate Grant Program Supplement Sheet

Background: The Red Angus Association of America strives to share the positive attributes of the Red Angus breed with commercial cattlemen and women from coast to coast. The extensive network of state affiliates allows the association to reach a much broader network of producers. The Affiliate Grant Program provides affiliates with funding to supplement the promotions efforts of the national office through their own creative venues.

When planning for projects and submitting the application, please keep the following points in mind:

- Be as detailed as possible
- Include metrics regarding the size of the potential audience
- Double check whether or not the RAAA National office is conducting a duplicative effort
- Is this project in alignment with the national advertising campaign?
- Can two affiliates collaborate on this project to make good use of funds?

What ideas will be considered? Be creative! Maybe your affiliate would like to:

- Run a **series of print advertisements** in **regional** publications geared toward commercial cattle producers;
- Purchase **billboard space** along a major interstate or high-traffic corridor;
- Sale barn signs for your local auction market
- Host a **panel discussion** or **sponsor a speaker** at a local cattlemen's event that promotes Red Angus;
- Display a **booth at a trade show** (please make sure to staff it!)
- Develop a **cattlemen's symposium** for your annual meeting and invite commercial cattlemen to attend;
- Shoot short **videos** featuring the benefits of Red Angus cattle, using commercial cattlemen's testimonials and **post them to YouTube, Facebook or another social media site;**
- Feel free to submit other outside the box ideas

Also, bear in mind the following projects will not be funded:

- Food and/or beverages at an event
- Breeder directories (or anything else that promotes individual breeders)

Other than those two projects, the sky is the limit!

This year's plan is due **May 1, 2019**. The Board will finalize its funding decisions during the June budgeting meeting. The RAAA fiscal year is July 1 through June 30. Affiliate plans must follow this fiscal year.

Affiliate plans will be presented without the affiliate's name, so the board will be unbiased when it funds the best ideas in the nation that put Red Angus in front of commercial cattle producers or consumers and that make the most efficient use of marketing dollars. The board reserves the right to fund a grant request partially or in full.

In order for the RAAA to disburse funds for approved items, affiliates must submit invoices/receipts and other documentation by July 1 or within 60 days of receiving them, whichever comes first.

How to submit a plan: It's easy! Just complete the attached form. We've even given an example. Priority will be given to affiliates that collaborate on events/conferences/advertisements that overlap the affiliates' geographic locale. (i.e. if an event or publication covers both Montana and Wyoming, those affiliates are encouraged to partner for a larger presence or a bigger, better ad that runs more frequently.)

Note: All projects/ads should be geared toward "commercial cattle producers" – those who purchase Red Angus bulls, commercial replacement females, feeder cattle or fed cattle. Commercial cattle producers are not seedstock producers looking to trade Red Angus genetics. All projects/ads must align with a national ad campaign (or be approved by RAAA Director of Communications).

