

# 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.

### **CHANGES IN 2021-22**

The RAAA Promotions Committee has transitioned the Affiliate Grant Program to an ad hoc/case-by-case basis. This new update eliminates affiliates missing out on program dollars if they are unable to plan a whole year's activities in advance.

This new program comes with new guidelines:

1. Funds will be awarded on a first-come, first-served basis.
2. No affiliate will be allocated more than 20% of the budgeted funds in the first six months of the fiscal year. If there are unallocated funds by Feb. 1 of the fiscal year, an affiliate that has been allocated its original 20% can reapply for more funding.
3. Affiliate will be required to notify their intent to use funding by Jan 1. of the fiscal year so that adjustments can be made for allocation to other affiliates, if necessary.
4. An affiliate may submit an application with more than one project on it or can submit them one at a time. Hypothetically, an affiliate could submit a whole year's worth of plans as was the case in the past, as long as the application is itemized by project and cost per project.
5. Affiliate must submit their applications one month in advance of the deadline for the materials or event (ex. If the ad for a publication is due on Oct. 1, the application must be received by Sept. 1).
6. The same rules apply in terms of not being able to use funds for food/drink, RAM ads or breeder directories.
7. Print ads must be in line with the RAAA national ad campaign.
8. Special consideration will be given to print ads that are placed in publications that are not already being advertised in by the RAAA (this is especially applicable to regional publications).

**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

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 June 30.

**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).

# Red Angus Association of America – Affiliate Grant Form

Attach additional pages if necessary

Affiliate: \_\_\_\_\_ Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Activity/Ad	Vendor	Description	Cost
EXAMPLE: ¼ page ad in print publications	Tri-State Livestock News, Midwest Cattleman	This ad will mirror the National Campaign and will reach approximately 25,000 commercial producers through two different publications. National RAAA office does not advertise in these publications so there is no duplication.  <i>(Total cost is \$1200; RAAA to pay \$600; ABC affiliate pays \$150 and DEF affiliate pays \$150)</i> <b><i>For more guidance, please see supplement sheet.</i></b>	\$1200
<b>Total Annual Cost</b>			

Submit to the Red Angus Association of America, 18335 E 103rd Ave Suite 202, Commerce City, CO 80022

Phone: (940) 387-3502 Fax: (888) 829-6069 Email: [brandi@redangus.org](mailto:brandi@redangus.org)