



## 2020-21 *I Believe in the Future of Ag* Frequently Asked Questions

**What is it?** *I Believe in the Future of Ag* is a fundraising campaign focused on building capacity for the future of FFA at both the local and state level. All chapters can participate.

**Who are the sponsors?** This year the campaign has the following corporate sponsors, who are providing **\$220,000** towards the campaign!

- AuctionTime.com
- Aurora Cooperative
- Bayer CropScience
- BigIron Auctions
- CoBank
- Country Partners Coop
- CPI
- Central Valley Ag
- DEKALB & Asgrow
- Farm Credit Services of America
- Farmers Cooperative
- Frontier Cooperative
- Grainbridge
- Nebraska Farm Bureau
- Pinnacle Bank
- Producers Livestock
- Valley Irrigation

**How do I help?** The role of local FFA members is simply to identify a need or purpose for your fundraising campaign (ex. greenhouse, community service project, COLT, WLC, etc.), distribute the campaign cards and spread the word about the campaign and what you plan to do with the funds received for your chapter.

Some **ideas for the FFA chapters** are: write a letter to local businesses, hang campaign posters in your community during the campaign, send out with invitation to chapter banquet, have every member hand out five campaign cards and envelopes to family and others in the community and have campaign cards available at FFA activities. Supporters can mail the donation card with money to the Nebraska FFA Foundation, go online to [www.neffaoundation.org](http://www.neffaoundation.org) or you can direct them to a local sponsoring coop location or retail outlet to donate.

As a **local corporate sponsor**, you can ask customers and employees to get involved and make a donation. Any donations and campaign cards you collect on-site should be mailed in to the Nebraska FFA Foundation.

We also suggest that you use other outlets to promote the program. Advisors should feel free to contact their local coop or sponsor representatives and vice versa to reap all the benefits of the program. Other marketing ideas include using this as content on a school or member newsletter, posting details on your Facebook page and Twitter accounts and sending postcards or letters to your members or FFA supporters. If you need ideas or need help creating any fundraising materials, you can always contact the Nebraska FFA Foundation office.

**How is the program promoted?** Nebraska FFA Foundation has worked with Husker Sports Marketing and Rural Radio Network to promote the campaign on your behalf. The media packages include radio spots, live interviews and print advertisements among other promotions.

In addition to the statewide media coverage,

- FFA chapters are provided a packet of information, including posters, donation cards, and other information to promote the program.
- Corporate offices and their local outlets will be provided with a packet, including posters, donation cards, counter signage and other requested promotional materials to help start conversation about the program.
- The Nebraska FFA Foundation will promote the program through their website, newsletter, social media and e-newsletter, etc.

**Where does the money go?** All money designated to an FFA chapter will be returned to that chapter at the end of the program. Corporate sponsors provide a **\$35,000** challenge match pool. \$30,000 will be returned proportionate to the amount your chapter raises. If every chapter in your district raises funds as part of the *I Believe in the Future of Ag* campaign, all chapters in that district will be eligible for the additional \$5,000 in matching. The \$5,000 will be distributed proportionate to the amount raised.

**How will the money be used?** FFA chapters will be asked to direct the funds toward the following uses:

- Leadership conferences for students
- Community service projects
- Innovative projects that promote agriculture

**What are the dates of the campaign?** The campaign *officially* runs September 1, 2020 - February 28, 2021. The media campaign begins in August and will end with basketball season. All donations must be received in the Nebraska FFA Foundation office by February 28, 2021 in order to be factored into this year's campaign. Any donations that arrive March 1<sup>st</sup> and after will be counted towards 2021-22.

**How can someone donate?** Supporters can donate by going to [www.neffaoundation.org](http://www.neffaoundation.org), mailing in a donation card or going to a local corporate sponsor's location or retail outlet to donate there. The Nebraska FFA Foundation can also accept gifts of grain for local chapters as part of this campaign. Contact the Nebraska FFA Foundation staff for details.

**What happens to the money?** Money is collected, tracked and distributed back to chapters by the Nebraska FFA Foundation in April. Local FFA Chapters, corporate sponsors and their local offices are all equipped to collect donations and mail them to the Nebraska FFA Foundation office. 100% of the donation is returned to the chapter.

**What if a chapter needs money before April?**

Funds can be distributed before April on a case-by-case basis. Chapter advisors are asked to contact Victoria to work out the details. Please allow at least 30 days for the funds between the time requested and the time you receive a check. You will still receive your portion of the matching funds in April.

**Will promoting the *I Believe* campaign affect my chapter's existing fundraising efforts?** The campaign should only have positive impacts on local FFA fundraising efforts, as it will raise awareness of FFA across the state. The goal of the campaign is to reach out to members in your community that aren't current supporters and to give current supporters an additional opportunity to support FFA in a tax-deductible manner.

**Can an FFA chapter or FFA alumni send in a check from their school or FFA chapter?**

No. The spirit of the campaign is to get the community involved and make as many donations as possible, even if they are smaller donations. The Nebraska FFA Foundation will not accept checks from a school, FFA chapter or FFA alumni account.

**Can I use this campaign when individuals purchase food, plants, signs, etc.?**

No. If anywhere on the check or donation card says for a good, the Nebraska FFA Foundation cannot accept the check because it is not a donation to the chapter instead the person received a good. The check will then be returned to the chapter.

**Can a chapter send in the checks months after receiving the checks?**

No. If checks are not received by the Foundation within 60 days that the check was wrote, the check will be returned to the chapter.

**What if a chapter decides not to participate or doesn't receive any money?** If a chapter doesn't receive a donation, they don't get any money.

**What is the benefit to the individual contributor?**

- Donations are tax-deductible. Donating directly to your school or FFA chapter is not tax-deductible.
- Supporting the future of Nebraska.
- Supporting the future of agriculture.
- Long-term success of the ag industry and rural communities.
- 100% of their donation supports the chapter of their choice.

**What is the benefit to the local chapter?**

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- Create a strong FFA support system within your community.
- Opportunities to form relationships with local corporate sponsors.
- Increase support from people not in your local community through statewide campaign promotions.

**What recognition is provided for contributors?**

- All contributors will receive a thank you letter and receipt for tax purposes from the Nebraska FFA Foundation.
- All contributors will be listed on the Nebraska FFA Foundation website.
- Local contributor names will be provided to the FFA chapter.
- Local chapters will be asked to invite corporate sponsor representatives to their annual FFA chapter banquet to be recognized.

**What if someone wants to give after February 28?** Absolutely let them! Just keep in mind that in order to be accounted for this year's campaign, donations must be received in our office by **February 28**. Donations received after this date will count towards the 2020-2021 *I Believe in the Future of Ag* campaign.

**Are donations tax-deductible?** Yes. The Nebraska FFA Foundation is a 501(c)3 non-profit organization and all donations are tax-deductible as allowed by law. Donors will receive a thank you letter that can be used as their receipt for tax purposes.

**What is GooseChase?** GooseChase is an app, and that is where you can find the *I Believe in the Future of Ag* Scavenger Hunt. The top 20 chapters in the scavenger hunt, who also raise at least \$500, will have one representative go on stage at state convention. Representatives from the top 20 chapters will also be invited to the *I Believe* Forum and Dinner at state convention. The top three chapters will win Husker football tickets. To find the game on GooseChase type in, "2020-21 NE FFA *I Believe* Sponsor Engagement Contest."

**Runout of donation cards, posters, etc.?** All of the *I Believe* promotional materials can be found on our website at [neffafoundation.org](http://neffafoundation.org) under the chapter resource page. From there you can print them yourself or you can contact Victoria to send you more promotional materials or cards.

**Who can I contact with questions?**

Stacey Agnew, Executive Director, Nebraska FFA Foundation, at (402) 472-5846 or [stacey@neffafoundation.org](mailto:stacey@neffafoundation.org)

Victoria Broders, Program Coordinator, Nebraska FFA Foundation, at (402) 472-5224 or [Victoria@neffafoundation.org](mailto:Victoria@neffafoundation.org)