

## **WCCA Fundraising Committee**

### **Conference Call – March 28, 2013**

**Attendance:** Glen Shaw, Karen Scanlon, Jeff Whetstine, Paul Thoroughgood

#### **Agenda**

1. Review next steps from previous meeting:
  - KAS email to organize meeting of Karen, Glen, Jeff, Paul O, Paul T, Jerry H (joint fundraising and program) discuss space for sponsors
    - April 1 @ 1pm eastern
    - KAS to send meeting appointment
  - Meeting planner – what is our timeline for a decision?
    - Need all quotes by April 12
      - Decision by April 30

#### **Booth Space:**

Glen talked with manager of convention center about booth displays in reserved meeting room and foyer. Facility person away until next week. Want to have space for displays and coffee break.

#### **April 1 meeting:**

Check program schedule against space reserved

Booth space or display space for all sponsors or only some?

- In meeting rooms?
- With coffee breaks?

When/how many/ where posters?

Keynote speakers

Sponsorship benefits

#### **Friend of WCCA support**

Need to outline how organizations like Farm Foundation and SWCS and others can support WCCA, provide in-kind support.

Jeff will draft structure and send to all for comment

#### **2. Sponsorship**

##### **a. Media sponsorship**

- i. Requests for meetings with
- ii. Proposals expected from most
- iii. Looking for international publishers in Africa, Russia
  1. KAS email Theo and Josef

- b. Connections made
  - i. The Nature Conservancy
    - 1. Paul talk to Canadian TNC for additional sponsorship. Karen to mention to TNC.
  - ii. USDA
    - 1. Jerry Hatfield working on
  - iii. Field to Market
    - 1. April 4 announcement during plenary meeting
  - iv. Farm Foundation
    - 1. No cash, but can offer promotional assistance and staff support
    - 2. Requested formal proposal to outline in-kind sponsorship for committee approval
    - 3. JW draft “friend of” agreement
  - v. USB
- c. Sponsorship materials
  - i. Discussed benefit structure.
  - ii. Glen and Paul will seek feedback from potential sponsors
  - iii. Decide during April 1 call

NEXT STEPS:

April 1 call with other committees

Jeff draft sponsorship info and send to Karen

Karen take info to Field to Market meeting

NEXT CALL

Monday, April 1 @ 1pm eastern