



## 2023 Dairy Promotion Funding Grant Application Planning Worksheet

This worksheet is meant to help committees plan their 2023 dairy promotion funds application. All applications must be submitted online by March 31, 2023. After the 2022 Grant reports are submitted and approved, an email will be sent to the local officer team for the 2023 Grant Application. Use this document as a resource to collect data you will need for the application and keep it to reference when you submit this information online.

- Champion of Dairy Group Name: \_\_\_\_\_
- County(ies): \_\_\_\_\_
- Each COD must report a full slate of non-related officers and provide current phone numbers and emails. For accounting purposes, the treasurer's mailing address must be provided.

Officer Role	Name	Email	Phone
Chair			
Vice Chair			
Secretary			
Treasurer			

- Treasurer Mailing Address** (Must match tch information on file with the dairy promotion bank account)

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

- Review the message categories for 2023 Champions of Dairy Funding and select the category(ies) in which to apply.**  
(National Dairy Month, Good for my Body, Good for my Community, Good for my Planet)
- Complete all questions in each of the message buckets in which you wapplying for funds.** (See included worksheets)
- Create a digital membership list including names and emails of all committee members.**  
**Applications will not submit successfully without** an attached membership file.

Answer the following questions for each Promotion Category you plan to request funding in 2022.

- Dairy is Good for my Body
- National Dairy Month
- Dairy is Good for my Community
- Dairy is Good for my Planet

9. Plan Overview:

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10. Given the message above, who is your **most important** target audience?

- Students (K-12)
- Urban or Suburban Families
- Young Adults (Ages: 19-29)
- Non-Ag Rural Community Residents
- Non-Ag Consumers Aged 55+

11. Goal for consumer reach: (Best Guess)

i. In-Person reach: \_\_\_\_\_

ii. Digital/Social reach: \_\_\_\_\_

12. Anticipated TOTAL category budget: \_\_\_\_\_

13. What is the total funding request from DFW for this key message category? \_\_\_\_\_  
(Cannot be greater than anticipated total category budget)

2. List potential partnering/collaborative organizations:

- 4-H
- FFA
- UW-Extension
- General Agriculture Organization

3. List how you plan to recognize DFW as a sponsor for this promotion category.

DFW logo included on promotion materials

DFW listed as a sponsor on promotion materials, media, or social media

DFW website/social media listed as a reference on promotion materials

DFW announced as sponsor on radio/ads