

Champions of Dairy Fall Funding Workshop

- 6:00 p.m. Kick Off and Welcome
- 6:05 p.m. Why CoDs are Important Promoters
How we keep moving forward together
- 6:35 p.m. The Process of Funds
How forms are vetted, approved and paid
- 7:00 p.m. Completing the Paperwork
A Deep Dive into the Funds Forms
- 8:00 p.m. Final Questions and Wrap Up



2021 Dairy Promotion Funding Grant Report Planning Worksheet

Use this worksheet to help organize the 2021 dairy promotion funds report. Reports must be submitted at <https://wisconsindairy.org/2021-funding-report> by January 31, 2022.

County/COD Group: _____

Unique Report Access Code: _____

Total Amount of funds to report: _____

*This number includes any funds reported as carry-over from 2020

Funds Report Checklist:

- ☐ Complete the **2021 Financial Report spreadsheet**. (including any carry-over from 2020)
- ☐ Complete all questions for each promotion category in which you received funds.
Categories automatically populate based on 2021 Dairy Promotion Funds Application.
- ☐ Upload digital files of pictures/images for each funded promotion.
- ☐ Indicate Yes/No for Wisconsin Dairy Excellence Award consideration in each category.
Additional questions will be emailed to applicants and will be due January 31, 2022
- ☐ Include additional information you would like to share about your promotions including any promotions completed that were not funded by DFW Dairy Promotion Funding.
- ☐ Click **“Save”** to be able to save entry and access report form later.
- ☐ **Submit Report by January 31, 2022.**
Check the “Check here...” box located above the red “Save Report” button and follow instructions.

Answer the following questions for each Promotion Category you received funding for in 2021.

☒ Dairy is Good for my Body

☒ National Dairy Month

☒ Dairy is Good for my Community

☒ Dairy is Good for my Planet

1. Category Promotion/ Title: _____

2. Promotion Category Summary:

3. Promotion Date(s): _____

4. In-person Consumer reach: _____

5. Digital/Social reach: _____

6. Total number of volunteers (included planning and execution): _____

7. TOTAL category promotion budget: _____

8. Total Funding provided by DFW for this key message category: _____

(Cannot be greater than anticipated total category budget)

9. List partnering/collaborating organizations:

☒ 4-H ☒ FFA ☒ UW-Extension ☒ General Agriculture Organization ☒ None

10. How was DFW recognized as a sponsor of this event/promotion?

☒ DFW logo included on promotion materials

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

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

☒ DFW announced as sponsors on radio/ads

2021 Dairy Farmers of Wisconsin Dairy Promotion Funds Report

Please list your total allocation for all dairy promotion activities funded with dollars granted from Dairy Farmers of Wisconsin. *Highlighted cells tabulate automatically.*

Champion of Dairy (CDPG) Name:

2021 Total Budget:

2021 DFW Annual Dairy Funding Received:

\$4,750.00

*2020 DWF Annual Dairy Funding Carry-Over:

Total Amount to Report:

\$4,750.00

Complete the following expense report for funds awarded in 2021 and any 2020 carry-over funds.

Expenses

Event/Activity

Expense Category

Amount

Total 2021 DFW Funds Expenditures

\$0.00

Total Unused Funds in 2021

4750

****Due to COVID, DFW authorized a *one-time* opportunity to carry unused funds without penalty from 2020 to 2021 dairy promotions. All 2020 carry-over funds MUST be reported with the 2021 Dairy Promotion Funds Use Report.**

Please list your total allocation for all dairy promotion activities funded with dollars granted from Dairy Farmers of Wisconsin. *Highlighted cells tabulate automatically.*

Double click on box to make cursor appear to enter name.

Budget is TOTAL planned and executed expenditures including DFW funding and all other promotions and projects funded by additional sources - including any WIDEA award dollars.

\$4,750.00

100

\$4,750.00

\$4750 is the default amount - if a different amount, enter the correct amount. Do not include dollars from Wisconsin Dairy Promotion Excellence Awards.

Amount

Enter amount carried over from 2020. (If applicable)

Automatically adds 2020 and 2021 numbers to calculate the total amount that needs to be reported on this form.

Total amount should be a combined number of all dollars in the expense category.

Select a category for the promotion expense(s) from this drop down menu - some promotions may have multiple categories, so include in separate lines.

Need more lines? Highlight a cell and left click mouse. Select "insert" and select "entire row". Another line will be added and included in auto tabulation.

Automatically tabulates all expenditures. Number should equal total funds received from 2021 and 2020 carry-over DFW Dairy Promotion Funding.

Automaticallly tabulates based on total expenditures and number entered in " DFW Dairy Promotion Annual Funding."

**** Due to COVID, DFW authorized a *one-time* opportunity to carry unused funds without penalty from 2020 to 2021 dairy promotions. All 2020 carry-over funds MUST be reported with the 2021 Dairy Promotion Funds Use Report.**

2021 County Dairy Promotion Group Wisconsin Dairy Excellence Award Program

Dairy Farmers of Wisconsin (DFW) will recognize County Dairy Promotion Groups (CDPGs) for outstanding Wisconsin dairy promotions with additional monetary awards. All CDPGs in good standing are eligible to apply.

Promotional Categories

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

An independent judging panel will determine the dollar amount and distribution based on number and quality of entries in each category. *There is no guarantee that each application will receive funds.*

Recognition Program Guidelines:

- All CDPGs who are eligible to apply for recognition awards are encouraged to do so. This is an excellent opportunity to earn additional funding for local dairy promotions.
- CDPGs must select their best, original dairy promotion activities/events carried out from January 2021 to December 2021 and complete additional application questions for each promotion selected in the Funding Report Form.
- CDPGs may submit a maximum of two applications. Each application must be entered in a different promotional category. CDPGs are eligible to earn a monetary award in more than one category.
- Winning promotion groups from 2020 are eligible to submit applications. However, these groups should submit applications in a different promotional category for work done in the promotional time period of January 2021-December 2021.
- Selection criteria include –
 - Activity/event execution
 - Activity/event goal achievement
 - Originality and creativity
 - Measures of success
 - Improvement plans
- A panel of at least three independent judges will select the winning promotional activities or events based on the application forms submitted. These judges will be a part of the dairy industry and will have no connection to Dairy Farmers of Wisconsin or affiliation with promotion groups in an effort to provide objectivity.
- Winning promotions and activities will be announced on the Dairy Farmers of Wisconsin Dairy Promotion webpage and special CDPG Connection e-blast.

- Winning applicants will be featured and asked to participate in Grassroots Best Practices webinars in early 2022.
- Application forms are due **NO LATER THAN 11:59 p.m. January 31, 2022**. Date extensions will not be granted.

QUESTIONS?

Please contact Beth Schaefer (bschaefer@WisconsinDairy.org; 608-577-6845) if you have any questions about the Recognition Program.

Application Form

2021 County Dairy Promotion Group

Wisconsin Dairy Excellence Award Program

Please complete the application form in its entirety. Due to COVID, we ask that you NOT send materials to Dairy Farmers of Wisconsin. Please plan to submit digital supporting materials including links, photos or uploads.

For dairy promotions occurring between January 2021 and December 2021:

- 1. Describe how the activity was executed or implemented.**
Include as many specific details as possible and attach any supporting materials including photos, video links, social media posts and handouts and newspaper ads. (Limit 200 words)
- 2. What makes this activity unique or how does it bring new focus to your dairy promotions?** (Limit 100 words)
- 3. Identify ways to improve and enhance this activity/event if your committee chooses to coordinate it in the future?** (Limit 200 words)
- 4. Why do you feel that this is was a successful dairy promotion?** (Limit 200 words)
- 5. Is this the first year for this program/promotion? Y / N**

Tip: Review the include judges scoring rubric before submitting the application(s)

Promotion Summary (From funds report) (15 pts)	Clearly defines needs and outlines goal of project with measurable outcome. (10-15 points)	Clearly outlines needs and goal of project, no measurable outcome. (5-10 points)	Needs and Goal of project stated in general terms. (1-5 points)	No needs, goal or objective outlined. (0 points)	Category score
Activity Execution / Implementation based on (Question 1) (30 pts)	Outlines activity in detail, fully describing all aspects of event. Reader clearly understands multiple steps completed. Includes detailed photos, clippings, etc. (25-30 points)	Outlines activity in detail, describing some aspects of event. Reader understands what was completed. Includes moderate amount of photos. (15-25 points)	Offers description of event; reader can determine what was done. (10-15)	Offers minimal description of activity, no detailed description of what was done. (10 points or less)	
Originality/Innovation and Creativity (Question 2) (20 pts)	Entire promotion is original and innovative. (20-15 pts)	Existing promotion is uplifted with new ideas and creativity. (15-10 pts)	Promotion has a small segment that is new. (10-5 pts)	No new activities included. (5 pts or less)	
Ways to Improve/Enhance (Question 3) (10 pts)	Creates a clear plan for improvement and expansion to use to guide the project in next year. (10-9 points)	Creates a clear plan for improvement, but no plan to repeat activity in upcoming year. (8-6 points)	Lists limited plan for improvement with no detail. (5-3 points)	Outlines no specific ways to improve project and does not plan to repeat. (2 points or less)	
Measure Success (Question 4) (15 pts)	Measures success with review of activities and specific consumer impact. (4-5 pts)	Measures success with specific consumer impact. (2-3 pts)	Measures success with estimate of consumer impact. (1 point)	States success with no specific measurement. (0 points)	
Target Audience	Promotion message was strong and was appropriate for identified target audience (10-8 pts)	Promotion messaging was strong, but target audience was not clearly identified (7-5 pts)	Promotion message was not clearly identified, target audience was not clearly identified (4-3 pts)	Messaging was not appropriate for target audience. (2 pts or less)	

Total: _____

Judges Comments: _____

2022 Dairy Farmers of Wisconsin Dairy Promotion Grant Funding Handbook

The DATCP Administration Code governs what can and cannot be done with dairy check off dollars. These rules are in place to ensure that our dairy farmers' hard-earned dollars are put to work exclusively for promotion, education, and research of dairy and dairy products.

Dairy Farmers of Wisconsin (DFW) awards Annual Dairy Promotion Funding Grants to Champions of Dairy groups who successfully meet dairy promotion grant funding criteria. Funds use is for the exclusive purpose of implementing dairy promotion and education activities in local communities. Funding criteria is set by DFW and maximum per-county grant amounts are set by the DFW Board of Directors.

2022 Dairy Promotion Funds Cycle

January 1, 2022	2022 Dairy Promo Funds Applications Open
March 31, 2022	2022 Dairy Promo Funds Applications Due
June 1, 2022	Final Day to submit PPO Funding Contract
January 31, 2023	2022 Grant Report due

Funding Process Overview

1. Complete and submit the online Dairy Promotion Grant Application.
Upon application approval, your treasurer will receive a copy of a Promotion Purchase Order – aka the expectations and legalities of use of funds, via email.

*Upon submission of the funding application, a 2022 Dairy Promotion Funds Report will automatically be generated. Record the code for this form.

2022 Dairy Promotion Funds Report Code: _____

This does not indicate that the submitted application is approved – approvals will come via email from Dairy Farmers of Wisconsin.

2. Treasurer (or other authorized organization representative) must sign, date and return the Promotion Purchase Order agreement and EFT form. Ways to return the PPO and EFT:
 - I. Electronic SignNOW via email
 - II. Print, sign, scan and send to ap@wisconsindairy.org
 - III. Print, sign, send via mail to Dairy Farmers of Wisconsin Accounts Payable
3. Funds dispersed by DFW via EFT (Electronic Funds Transfer) or check.

*Allow 2-3 weeks upon submission of completed PPO and EFT for funds distribution.

4. Complete the 2022 Funding Annual Report to verify funds use using the unique code provided upon completion of the funding application.

Promotion Purchase Order Agreement (PPO)

In order to receive dairy promotion grant funding from Dairy Farmers of Wisconsin, Champions of Dairy group treasurer must read, sign and submit the Promotion Purchase Order Agreement (PPO). This contract outlines specifically what your promotion group is agreeing to do (and not do) with grant dollars.

Do's

- DO identify Dairy Farmers of Wisconsin as a sponsor for each of the promotion programs/events listed in the grant application.
- DO report your promotion activities and metrics on the End of Year Grant Report found at wisconsinmilk.com
- DO follow through on your proposed dairy promotion activities/events.
*Unused funding will be carried over and deducted from the next grant application year OR unused dollars will need to be refunded to DFW by March 31st of the following calendar year.
- DO send 2 representatives – one being an officer, to the Dairy Farmers of Wisconsin Champions of Dairy Conference.

Don't

- DO NOT use grant dollars from DFW for anything other than promoting dairy products and Wisconsin dairy.
- DO NOT disparage the quality, value, sale or use of any other agricultural commodity.
- DO NOT make false claims about Wisconsin Dairy or Wisconsin Dairy Products.
- DO NOT make any gift or gratuitous payment for which the recipient gives no bona fide consideration.

End of Year Grant Report

To help share the amazing reach and results of this check-off funded program, DFW requires all recipients of dairy promotion grant funds to report the results of funded promotions and activities.

All activities that were executed with the use of dairy promotion grant funds or materials furnished by Dairy Farmers of Wisconsin must be reported via the Dairy Promotion Grant Funding Report form found at wisconsinmilk.org.

Annual reports are due **January 31st** of each year.

2022 Dairy Promotion Funding Grant Application Planning Worksheet

This worksheet is meant help committees plan their 2022 dairy promotion funds application. All applications must be submitted online at www.wisconsindairy.com by March 31, 2022.

☐ Champion of Dairy Group Name: _____

☐ County(ies): _____

☐ Each COD must report a full slate of 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 information on file with dairy promotion bank account)

Address: _____

City: _____ Zip: _____

☐ **Review the message categories for 2022 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 will be applying 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 for 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:

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.

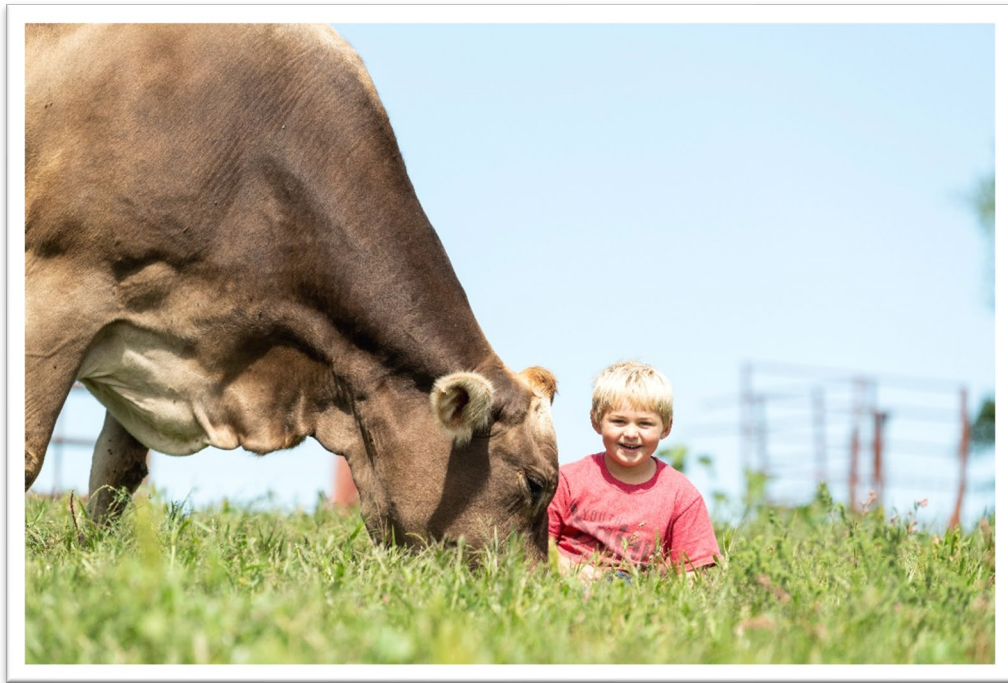
☒ DFW logo included on promotion materials

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

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

☒ DFW announced as sponsors on radio/ads

Dairy is Good for My Body, My Community, and My Planet



2022 Champions of Dairy Key Messages

Dairy Farmers of Wisconsin, November 2021



Dairy is Good for my Body, my Community, and my Planet

Introduction

As dairy promoters, we all want to reach consumers and share the dairy story to ultimately increase dairy sales. To do this, we need our messages to be in alignment. From national advertising campaigns to local dairy breakfasts on the farm, our messages need to focus on the parts of the dairy story that are important to our current and future consumers.

Through extensive research and consumer testing, Dairy Farmers of Wisconsin and Dairy Management, Inc. (national dairy check-off) have identified messaging that consumers, specifically youth and their parents, respond positively to in building their trust in dairy, which will ultimately maintain and increase dairy sales.

In 2022, Dairy Farmers of Wisconsin's trust building promotional efforts in state will target youth and their millennial parents with messaging, resources and programs focused on **Dairy is good for my Body, my Community and my Planet**.

These messages are the foundation of national and in-state campaigns, and we are excited to share these messages with Champions of Dairy to build a stronger, unified voice for dairy.

How to Read Messaging

Messaging is broken into three key areas or "buckets" – Dairy is Good for My Body, Good for My Community and Good for My Planet. Each key message has a foundational background statement, multiple key points to share with consumers, and additional messaging resources. These messages are meant to be a foundation for consumer facing promotions – add your own personal stories or community examples to make the dairy story your own.



Dairy is Good for my Body

Consumers are increasingly choosing foods that offer a natural source of energy – especially protein, as well as foods that offer nutrients to strengthen immunity. Dairy checks both boxes.

Background

The United States Department of Agriculture recommends three servings of dairy every day. The variety of nutrient-rich dairy foods available offers something for almost everyone's wellness and taste needs throughout their lives.

Milk's essential nutrients can be difficult to replace in a healthy eating pattern. Every 8-ounce glass of milk provides you with 13 essential nutrients in every serving, including protein, zinc, selenium, vitamin A and vitamin D, which contribute to healthy immune function. Dairy foods like cheese and yogurt also provide high-quality protein, calcium, vitamin A, B vitamins and more! These nutrients help our bodies function properly. (Dairy Management, Inc., 2021)

The body of science indicates that eating nutritious dairy foods — such as milk, cheese and yogurt — improves bone health, especially in children and adolescents. They are also associated with a reduced risk of cardiovascular disease, Type 2 diabetes and lower blood pressure in adults. (Dairy Market Inc., 2020)

Key Messages

- Milk helps you fuel up without the crash. It's a simple, easy source of protein when you need to stay energized.
- A strong immune system helps you feel good no matter what comes your way. Milk and other dairy products are a natural source of immune-boosting nutrients like zinc and protein.
- There are options in the dairy case for almost everyone — including those with lactose intolerance and other specific dietary needs. (Dairy Market Inc., 2020)
- Real dairy foods, including milk, cheese and yogurt have simple ingredient lists. In fact, the list on milk includes a few simple word – milk, vitamin A and vitamin D.

References

- Dairy Management, Inc. (2020, October 7). *USDairy*. Retrieved from Undeniably Dairy Health & Wellness: <https://www.usdairy.com/dairy-nutrition/health-wellness>
- MilkPEP. (2020, October 10). *9 Milk Nutrition Facts You Need to Know*. Retrieved from MilkLife.com: <https://milklife.com/articles/nutrition/9-milk-nutrition-facts-you-need-know>
- MilkPEP. (2020, October 7). *It's Time to Learn Your Milk Facts*. Retrieved from MilkLife: <https://milklife.com/articles/nutrition/it%E2%80%99s-time-learn-your-milk-facts>
- United State Department of Agriculture. (2020, October 7). *All about the Dairy Group*. Retrieved from Choose My Plate: <https://www.choosemyplate.gov/eathealthy/dairy>

Additional Resources

- Milk Processor Education Program, milklife.com
- National Dairy Council. usdairy.org
- International Dairy Foods Association, idfa.org



Dairy is Good for my Community

Today's consumers want to know where and how their food is produced. They also want to contribute to their community by choosing locally sourced goods and services. Wisconsin dairy meets this demand with a wide variety of delicious, locally produced options that consumers can feel good about choosing.

Background

Sustainable food systems are about more than just a carbon footprint. They're about making positive contributions to promoting community vitality, strengthening rural and urban economies, and protecting and preserving our natural resources. All facets must work together to truly embody a sustainable society from farm to table.

Dairy is a vital part of the economy in nearly every Wisconsin county, whether urban or rural. Family-owned farms, dairy processors and dairy-related businesses generate thousands of jobs and millions of dollars of economic activity while contributing to local income and tax revenues.

Wisconsin dairy farmers support local school food service and youth nutrition programs to show the importance of nutrient-rich foods and regular physical activity for all kids, helping to alleviate hunger, foster growth and development, and support learning.

Our Wisconsin dairy farmers and their employees have strong ties to volunteerism and community service in local community schools, civic organizations, and local governments.

Key Messages

- Dairy farmers are passionate about providing wholesome food to our community.
- 95% of Wisconsin dairy farms are family owned.
- Wisconsin dairy farmers have supported wellness and nutrition programs in our schools that have reached nearly 3 million students in the past 10 years.
- The Wisconsin Dairy Industry generates \$45.6 billion. This is more than the combined value of Florida citrus and Idaho potatoes. (University of Wisconsin Extension, 2020)
- 1 out of every 9 Wisconsinites are employed in agriculture, with dairy being the largest of the ag sectors.

References

Extension, U. o. (2020, November 3). *Contribution of Agriculture to the Wisconsin Economy*. Retrieved from Center for Community and Economic Development - Division of Extension: <https://economicdevelopment.extension.wisc.edu/eda-university-center/contribution-of-agriculture-to-the-wisconsin-economy/>

Additional Resources

Find county ag economic impact data at <https://economicdevelopment.extension.wisc.edu/eda-university-center/contribution-of-agriculture-to-the-wisconsin-economy/county-agriculture-impacts/>



Dairy is Good for my Planet

Consumer research indicates that young shoppers, especially Millennial Moms and Gen Z , are seeking food choices that are sustainably produced. Wisconsin Dairy has thousands of farmers who make animal care, water quality and land care a priority - a story consumers want and need to hear.

Background

Real dairy is produced by real dairy farmers who care for animals, land and water resources. Dairy farmers are on the job 24 hours a day, 7 days a week, 365 days a year to feed and care for their animals. Dairy farmers care for the environment – U.S. dairy farmers are committed to reducing their carbon footprint even further as part of the dairy industry’s initiative to become carbon neutral or better by 2050.

Wisconsin’s natural resources are a large part of what makes our state and milk great. Our farmers continue to innovate their sustainable farming practices to keep it that way. After all, without acting as environmental stewards, how would a dairy farm family preserve their land for future generations?

Key Messages

- Dairy is good for you and made with care for the planet. From the farm to your fridge, U.S. dairy is taking steps to reduce food waste and greenhouse gas emissions.
 - The U.S. dairy industry’s greenhouse gas footprint is only about 2% of the U.S. total. (Dairy Management, Inc., 2020)
- U.S. dairy farmers are committed to reducing their carbon footprint even further as part of the dairy industry’s initiative to become carbon neutral or better by 2050.
- The carbon footprint of a glass of milk is two-thirds less than it was 70 years ago, yet milk still has the same nutritional benefits and great taste.
- Producing a gallon of milk has 19% less greenhouse gas emissions than it did in 2007. That’s equivalent to the amount of carbon dioxide removed from the atmosphere by half a million acres of U.S. forest every year.

References

Dairy Management, Inc. (2020, November 3). *What is the Carbon Footprint of a Gallon of Milk*. Retrieved from US Dairy: <https://www.usdairy.com/news-articles/what-is-the-carbon-footprint-of-a-gallon-of-milk#:~:text=We're%20happy%20we%20can,by%20the%20University%20of%20Arkansas>.

Innovation Center for U.S. Dairy. (2020, November 3). *U.S. Dairy's Environmental Footprint*. Retrieved from US Dairy:

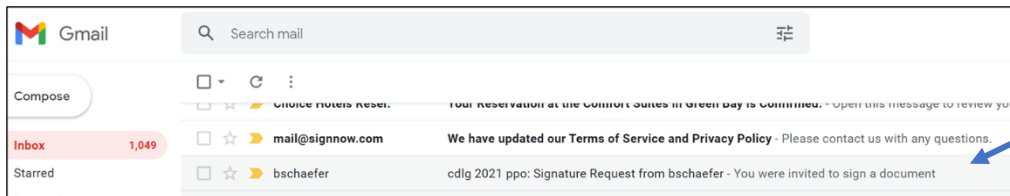
Additional Resources

- Dairy Management, Inc., [usdairy.com](https://www.usdairy.com)
- Innovation Center for U.S. Dairy, [usdairy.com/about-us/innovation-center](https://www.usdairy.com/about-us/innovation-center)

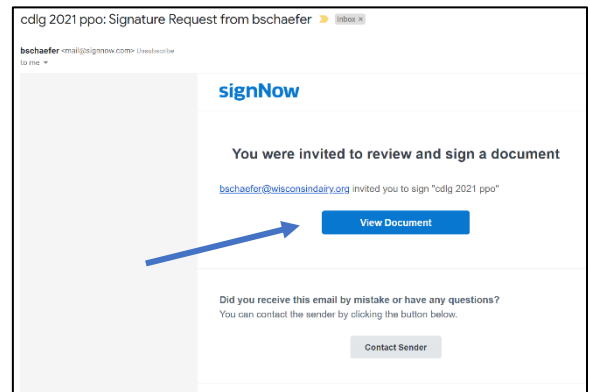
signNow Instructions

Follow these simple steps to quickly and easily electronically sign the Promotion Purchase Order and the Electronic Funds Transfer forms to accept 2022 Dairy Farmers of Wisconsin Dairy Promotion Grant Funds.

1. Open email from bschaefer@wisconsinmilkboard.org with subject "Signature Request."



2. Click "View Document" to open and begin signature process.



3. Follow the yellow "Next" arrows and read the screen prompts to complete the PPO and EFT forms.

1. Initial
2. Signature
3. Date



Promotion Purchase Order # PON1074818

Page: 2

Promotion Start Date	1/1/2021
Promotion End Date	12/31/2021
Void Date:	3/31/2022

Requested By : bschaefer

Document Date: 1/5/2021

If COUNTY GROUP fails to perform any of its obligations, DFW may declare that it is in default. Upon default, the COUNTY GROUP shall immediately reimburse DFW for all funds paid by DFW to COUNTY GROUP within ten (10) days of the date it is requested to do so by DFW.

Initial... with Terms of the Agreement (initial here)

Promotion Elements

210-230-21

Signature Field * Date Field *


Sign Here

Date

4. Click "Finish". Watch your inbox for a copy of the fully executed PPO and EFT forms.

WMMB ACH CREDIT AUTHORIZATION AGREEMENT

ACH CREDIT AUTHORIZATION FORM

AUTHORIZATION AGREEMENT —FOR AUTOMATIC DEPOSITS (CREDITS)		
COMPANY NAME		COMPANY ID NUMBER
I hereby authorize WMMB to initiate credit entries and to initiate, if necessary, debit entries and adjustments for any credit entries in error to my account indicated below and the depository named below, hereinafter called DEPOSITORY, to credit and/or debit the same to such account.		
DEPOSITORY NAME	BRANCH	TRANSIT/ABA NUMBER
CITY, STATE, ZIP		ACCOUNT NUMBER
Remittance advice can be emailed to:	TYPE OF ACCOUNT (Select One) <input type="checkbox"/> CHECKING <input type="checkbox"/> SAVINGS	
This authority is to remain in full force and effect until WMMB has received written notification from me of its termination in such time and in such manner as to afford WMMB and DEPOSITORY a reasonable opportunity to act on it.		
NAME (PLEASE PRINT)		
 SIGNATURE	DATE	

WMMB ACH CREDIT AUTHORIZATION AGREEMENT

ACH CREDIT AUTHORIZATION

INSTRUCTIONS FOR COMPLETION & COMPLETED SAMPLE FORM

- A = Financial institution which will receive the transactions
B = Financial institution's transit/ABA number
C = Financial institution's address
D = Checking or Savings account number
E = Indicate whether the account is "checking" or "saving"
F = Account owner's printed name and signature
G = Date the Authorization Agreement is signed by the account holder.

AUTHORIZATION AGREEMENT —FOR AUTOMATIC DEPOSITS (CREDITS)		
COMPANY NAME Wisconsin Milk Marketing Board, Inc.		COMPANY ID NUMBER 39-1455990
I hereby authorize WMMB to initiate credit entries and to initiate, if necessary, debit entries and adjustments for any credit entries in error to my account indicated below and the depository named below, hereinafter called DEPOSITORY, to credit and/or debit the same to such account.		
DEPOSITORY NAME A = M&I Marshall & Ilsley Bank	BRANCH	TRANSIT/ABA NUMBER (9 digit # bottom left corner of check) B = 0750-00051
CITY, STATE, ZIP C = Milwaukee, WI 53202		ACCOUNT NUMBER (middle # bottom of check) D = 001-12-1234
TYPE OF ACCOUNT (Select One) E = <input checked="" type="checkbox"/> CHECKING <input type="checkbox"/> SAVINGS		
This authority is to remain in full force and effect until WMMB has received written notification from me of its termination in such time and in such manner as to afford WMMB and DEPOSITORY a reasonable opportunity to act on it.		
NAME (PLEASE PRINT) F = John Smith		
<input checked="" type="checkbox"/> SIGNATURE John Smith	DATE	G = MM-DD-YY

Sponsorship or Donation...That is the Question!

Dairy promotion funds granted from the Dairy Farmers of Wisconsin (DFW) Board of Directors are for the specific use of building consumer trust in Wisconsin dairy and dairy farming at the local level. Our dairy farmers entrust us to get the most promotion and education opportunities through their hard-earned dollars. We know that the state's Champions of Dairy (e.g., voluntary promotion groups) are excellent stewards of dairy farmer dollars and are the absolute biggest cheerleaders for Wisconsin dairy and dairy farmers. As we move into what looks to be an unusual promotion year, We wanted to remind everyone of the expectations and the rules around use of dairy promotion funding from DFW.

According to the Department of Agriculture, Trade and Consumer Protection Administration code, Dairy Promotion funding from Dairy Farmers of Wisconsin **cannot** be used to:

1. Influence state or federal legislation or rulemaking – ATCP 140.47(e) & Chapter 96.16
2. Directly impact milk pricing or supply – Chapter 96.18
3. Make or deliver products – ATCP140.47(5)
4. Make any gift or gratuitous payment for which the recipient gives no bona fide consideration. - ATCP140.47(6)

There are a lot more things that you CAN do with promotion funding than you cannot. An area that frequently comes into question is #4 – donations. **Promotion Funds from Dairy Farmers of Wisconsin cannot and should not be used for cash OR product donations.** Often when we chat with a promotion group, we find that 99% of the time, a promotion or activity is truly a sponsorship, but it is incorrectly reported as a donation.

Sponsorship or Donation?

While many of us have used these words interchangeably, when it comes to Dairy Promotion Funding from the Dairy Farmers of Wisconsin, there is a *big* difference. Let's explore these two concepts and how their meanings can win you promotion praise or get you in hot milk!

According to giveround.com, "The main difference between a sponsorship and a donation is that sponsorships are based on reciprocity – where cash or in-kind gifts are contributed, in exchange for marketing or advertising consideration."

In other words - both parties involved are benefiting from the exchange of money or in-kind product. Sponsorships can be a great opportunity to support a local cause while gaining recognition of Wisconsin dairy farmers and your dairy promotion committee with consumers in your community.

A hallmark of a donation is that only one-party benefits from the transaction by receiving dollars or in-kind product. Donations to a great cause give us all warm fuzzies, but straight

donations of money or product do not provide our dairy farmers or products any promotion or education with the use of their dollars.

If your committee does not receive or seek any public recognition or have any control over how your dollars or product is used, it is really a donation - which is not an appropriate use of check off funding. (See #4)

If your committee raises additional funds through events and fundraisers, your committee controls those dollars. If you choose to make a donation be sure to utilize funds sourced/raised outside of the annual dairy promotion funding dollars from DFW and do not include the DFW Promotion Partner logo or DFW name on the donation.

One area that gets foggy for many promotion groups is providing dairy products or dollars to purchase dairy products for a community organization or event. The next time your committee is approached about this type of support, ask these quick questions to ensure you are getting a true sponsorship on your investment.

- Is your committee getting your name, logo and DFW Promotion Partner logo or combination there-of placed on event fliers, banners, or other promotion materials?
- Will you receive an opportunity to provide educational materials and signage or have a booth/table at the event or activity?
- Is your committee being recognized in any local publications for your investment in the event/promotion?
- Is your committee's name and/or logo and DFW Promotion Partner logo being recognized on the event's social media (Facebook, Instagram, or Website)?

If you answer "yes" to any of these questions, it is a sponsorship! Please report this as such on your funding report.

If you answer "no" to all of these questions, the situation is likely a donation, and your committee should use funds raised outside of DFW Dairy Promotion funding.

Sponsorship or Donation? Ready to test yourself? Read the following scenarios and determine if the activity is sponsorship or a donation. Assume all dollars are DFW Dairy Promotion Funds unless noted.

1) Your committee allocates \$500 for milk at a local FFA Day on the Farm event. In exchange, your committee is invited to set up a booth at the event to run Wisconsin dairy trivia with the participants.

2) Your committee is solicited to sponsor a cheese tray at a 4-H Bowl-a-Thon to raise money for a local pet shelter. Your committee provides cheese. The 4-H Club posts the following statement on their Facebook page. "Thank you to all the local businesses and organizations that

sponsored our Bowl-A-Thon refreshments and door prizes. The event wouldn't have been a success without your support!"

3) Your dairy promotion committee is asked to provide 750 pints of chocolate milk at a community race. In exchange for the chocolate milk, your committee logo is included on a banner and in the event fliers. Your committee has the opportunity to put "Recover with Chocolate Milk" brochures in the runner packets.

4) A local dairy farm family experiences a farm accident. A benefit fund is set up for the family. Your committee uses dollars earned from your June Dairy Breakfast in the amount of \$500 to support the fund.

5) A local food pantry asks your committee to sponsor milk for a month by giving a cash sum to cover the cost of the milk. Your committee writes a check to the pantry for the milk. Your committee receives a thank you card in the mail thanking you for the donation that will be put in the area of greatest need.

Answers

1) *Sponsorship* – Committee is receiving booth space for education/promotion at the event.

2) *Donation* – Committee is not individually recognized for sponsorship nor is there an opportunity to educate/promote at the event. Not an approved use of dairy promotion funds.

3) *Sponsorship* – Logo/Name opportunity with event materials and education/promotion opportunity provided.

4) *Donation* – BUT...this is a-okay so long as you do not use DFW grant funds or include the DFW Promotion Partner logo. REMINDER – DO NOT include this on your DFW Funding Application.

5) *Donation* – There is no promotion or education tied to the money. There is also not a verification that the dollars were used for milk or dairy. This is not an approved use of DFW dairy promotion funds.

I am sure you answered these questions perfectly! If your committee is still unsure about promotion and education opportunities that arise, please do not hesitate to contact DFW.

Thank you for continuing to be good stewards of dairy check off funds by allocating funding from DFW towards the outstanding dairy promotions and educational work that you have done and continue to do in your communities. And thank you for any additional work you do to raise funds that help support donations of all kinds to support your local communities. Should you ever have any questions about funds use, please reach out to Beth Schaefer, bschaefer@wisconsindairy.org or call 608-203-7213.

Ideas to include promotion while supporting local dairy drive and food insecurity efforts

Dairy is one of the most requested items at food banks, but due to the perishability of most dairy products, it can be a tough request to fill. In the spring of 2020, Wisconsin saw support for dairy in droves. FFAs, 4-Hs, businesses and communities across the state supported Wisconsin dairy through product sales, signs and dairy drives. The support was incredible! While we hope that we will not experience anything quite like last spring again, the continuous need for dairy products is real in our community food pantries. While promotion funds received from Dairy Farmers of Wisconsin should not be used for direct donations to food pantries, there are lots of ways promotion dollars can help build awareness for dairy and raise funds for food pantries.

Here are a few ideas on how to support dairy in food pantries year-round while promoting and educating on behalf of dairy and dairy farmers.

“Dollars for Dairy” Community Dairy Fund - Grant County Dairy Promoters

Grant County Dairy Promoters partnered with a local bank to create a permanent dairy donation fund. Grant County Dairy Promoters hold special promotions – including merchandise sales and donation challenges throughout the year to encourage donations. For more information check out Grant County Dairy Promoters on Facebook.

“Support Dairy” Sign Fundraiser – Elizabeth Katzman, Whitewater FFA Chapter

Whitewater FFA member, Elizabeth Katzman, sold over 900 “Support Wisconsin Dairy” yard signs and raised over \$10,000 to purchase dairy products for local food banks. Walworth County Dairy Promotion Committee sponsored the cost of initial 100 “Support Wisconsin Dairy” yard signs with funds that would have been allocated to traditional summer dairy promotions.

AHS Dairy Drive - Auburndale FFA Chapter

The Auburndale Leadership Class collected funds and worked with local dairy processing plants to purchase dairy products that were distributed with school meal service pick up as well as community-wide dairy drive thrus. The class sold t-shirts, yard signs and even cream puffs to fund the purchase of dairy products. Learn more about the AHS Dairy Drive on Facebook.