

2021 DFW 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.

DFW awards Annual Dairy Promotion Grants to County Dairy Promotion Groups who successfully meet dairy promotion grant funding qualifications. 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.

2021 Application Timeline

| | |
|------------------|-----------------------|
| January 31, 2021 | 2020 Grant Report Due |
| March 31, 2021 | 2021 Application Due |
| January 31, 2022 | 2021 Grant Report due |

Funding Checklist

1. Complete and submit the online Dairy Promotion Grant Application.
Upon application approval, your treasurer will receive a copy via of a Promotion Purchase Order – aka the expectations and legalities of use of funds, via email.
2. Treasurer (or other authorized organization representative) must sign, date and return the Promotion Purchase Order agreement (see example below) and send to ap@wisconsindairy.org
The sooner you sign and return this PPO, the sooner grant funding can be dispersed.
3. Funds dispersed by DFW via EFT (Electronic Funds Transfer) or check.
4. Complete the Funding Annual Report to verify funds use.

Promotion Purchase Order Agreement (PPO)

In order to receive dairy promotion grant funding from Dairy Farmers of Wisconsin, County Dairy Promotion Groups 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 on the Dairy Dashboard at wisconsindairy.com

- DO send 2 representatives – one being an officer, to the Dairy Farmers of Wisconsin Fall County Dairy Promotion Group Conference.
- 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.

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.

*Wisconsin Dairy Products are defined as “made from milk from bovines produced in the state of Wisconsin.”

Example 2021 Promotion Purchase Order

Purpose

- o The organization (herein “County Group or Vendor”) and DFW have mutual interests in the promotion of Wisconsin dairy products.
- o County Group represents that it will use all funds received from DFW for the Chapter ATCP 144 WI Administrative Code promotion of Wisconsin dairy products and no other purpose. The maximum 2021 amount is \$4750.

Funds Use

- o County Group shall use funds received from DFW solely to conduct promotion programs defined in its application to DFW.
- o County Group shall clearly identify DFW as a sponsor for each of these promotion programs.
- o If the cost of these promotion programs exceeds the funding received from DFW, County Group is responsible for the excess.
- o Proof of DFW events sponsorship must be included in samples provided in annual funding application. If Proof is not presented DFW funding may be forfeited.
- o If the County Group does not expend any portion of the DFW funding in the calendar year, the unused portion shall be applied to reduce the amount of the next year’s funding or if there is no DFW funding in the next year, refund the unused portion to DFW by March 31st of that next year.

CDPG Leadership Requirements

- County Group agrees that at least two representatives, one being an officer, from the County Group will attend the County Dairy Promotion Conference during calendar year 2021 (the Promotion Period”).
- County Group must provide a full slate of three (3) officers: Chairperson, Vice Chair, Secretary and/or Treasurer, on the DFW Application for Funds.
- County Group may also include the name of the (optional) Ambassador and (optional) June Dairy Breakfast Chairperson the Application Funds.

Financial Expectations

- County Group shall maintain accurate records of the following:
 - All funds received during the calendar year 2021, include the source of such funds;
 - All expenditures made during calendar year 2021;
 - An accurate summary of all promotions/activities conducted during calendar year 2021.
- Truth in Reporting
 - Within 30 days of a written request by DFW, county Group agrees to provide the following information for calendar year 2021:
 - Description of all expenditures of funds received from DFW and from all other sources
 - How funds were raised during the period;
 - an identification of all assets held directly or indirectly by County Group
 - Summary of all activities engaged in by County Group during the period.
 - 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.

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 Grant Report form found on the Dairy Dashboard at wisconsinmilk.org/2020-funding-report .

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

2020 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

- **June Dairy Month Breakfast or Promotion**
- **Community Event including special events; runs/walks; county fairs**
- **School Day on the Farm or School Education and Promotions**
- **Community Rally for Dairy/Support WI Dairy Farmers**

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 October 2019 to December 2020 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 2019 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 October 2019-December 2020.
- Selection criteria include –
 - Activity/event execution
 - Activity/event goal achievement
 - Originality and creativity
 - Media exposure
 - 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 2021.

- Application forms are due **NO LATER THAN 11:59 p.m. January 31, 2021**. 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

2020 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 October 2019 and December 2020:

- 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).

County _____

Category _____

| Promotion summary (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 based on 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) | |
| Media Exposure (10 pts) | Project activity shared on social media AND in local press (radio, TV newspapers) (10-15 points) | Project activity shared on social media only. (5-10 pts) | Project activity shared in local newspapers or on local radio. (10-5 points) | No media coverage for event. (5 points or less) | |
| Measure Success based on 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) | |
| Ways to Improve/Enhance based on 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) | |
| | | | | | |

Total: _____

Judges Comments: _____

