



CALIFORNIA FFA FOUNDATION

CALIFORNIA FFA SPONSORSHIP PROPOSAL AN OPPORTUNITY TO SUPPORT FFA AGRICULTURAL EDUCATION

WWW.CALAGED.ORG/SUPPORT/FFA-FOUNDATION

POST OFFICE BOX 186 GALT, CALIFORNIA 95632 | 13020 WEST STOCKTON BLVD. GALT, CALIFORNIA 95632

PHONE 209.744.1969 | Nonprofit 501 (c)(3) entity – Tax ID#23-7166263



Support Agricultural Leadership, Growth and Career Education

They might outgrow the jacket, but they'll never outgrow the experience.

Investing in the California FFA is a priority for California's vast agricultural industry. These students are the future. However, in order for them to have an impact on the future of California agriculture, they must be developed and cultivated to maximize their potential. The agricultural industry has the responsibility to take a proactive role in assisting with financing the opportunities California FFA provides these students. The value of your investment will be realized through the development of a responsible and productive workforce and leaders of the agricultural community.

California FFA values the natural partnership between the FFA program, its student members and, benefactors. We are looking for a donation to support the California FFA program and its mission and activities described.

Challenge paves the way for more growth and opportunity. COVID has unfortunately impacted many of the mainstay in-person events. Our agricultural educators and California FFA have done a great job in preserving the importance of agriculture and implementing agricultural literacy via Zoom FFA meetings, competitions, and conferences. These new and creative endeavors have provided the opportunity for more students to participate.

Greenhand Leadership Conference <i>Freshman-focused leadership conference</i>	\$30,000
Made for Excellence Conference <i>Sophomore-focused leadership conference</i>	\$15,000
Advanced Leadership Academy <i>Junior-focused leadership conference</i>	\$15,000
Change Makers Summit <i>Senior-focused leadership conference</i>	\$40,000
Sacramento Leadership Experience <i>Extensive Senior Leadership Conference</i>	\$65,000
Chapter and Regional Officer Leadership Conference	\$60,000
State Leadership Conference	\$1,000,000
National FFA Convention	\$ 30,000
State Officer/Member Leadership Training	\$50,000
State Officer Team Support	\$100,000
California FFA Center	\$160,000
TOTAL ANNUAL REQUIREMENTS	\$1,565,000

California FFA Foundation's Mission:

The mission of the California FFA Foundation is to promote, aid, and assist, financially or otherwise, California FFA to ensure the success of Agricultural Education by preparing tomorrow's agricultural leaders, today.

A Look at California FFA

THE INTEGRATED THREE-COMPONENT MODEL OF AGRICULTURAL EDUCATION



Unique among educational programs, agricultural education consists of a three-pronged learning model designed to engage and educate all types of students.

- Classroom/Laboratory Instruction: contextual learning
- SAE (Supervised Agricultural Experience programs): work-based learning
- FFA: student leadership organization

California's school-based agricultural education program seeks to prepare all students for satisfying careers in and outside of the agriculture industry. The multi-faceted approach to growing the whole person includes a focus on character and interpersonal skill development, technical acumen and critical thinking capabilities.

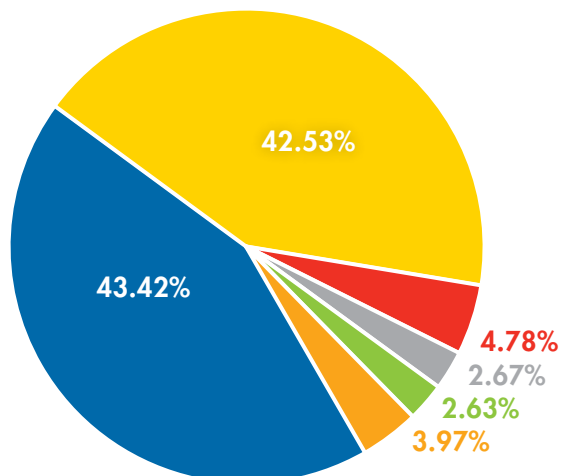
THE SEVEN INDUSTRY PATHWAYS WITHIN CALIFORNIA AG EDUCATION

- Agricultural Business
- Agricultural Mechanics
- Ornamental Horticulture
- Forestry and Natural Resources
- Plant and Soil Science
- Animal Science
- Agriscience

CALIFORNIA FFA STATISTICS AND DEMOGRAPHICS { 2019-2020 }

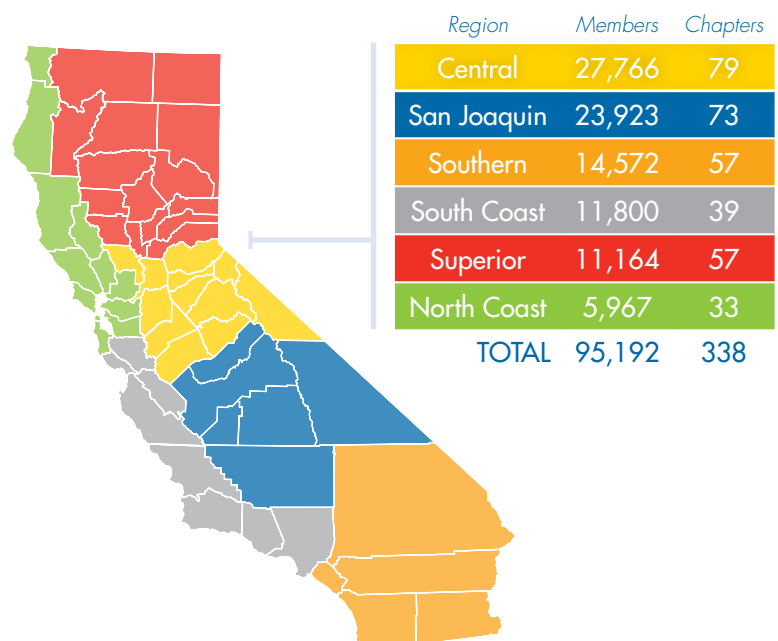
For 93 years, FFA's mission has been to make a positive difference in the lives of the students by developing their potential for premier leadership, personal growth, and career success. Today, there are over 95,000 members in 338 chapters across the six regions in California. *Additional statistics or program information available upon request.*

STUDENT ETHNICITY



- Hispanic/Latino
- White
- two or more races
- Black
- Asian
- Other

GEOGRAPHIC DISTRIBUTION OF MEMBERS & CHAPTERS



Exploring the Employability Skills and Academic Success of the FFA Membership

In 2018-2019, Purdue University conducted a study in collaboration with National FFA exploring the relationship between involvement in FFA and college and career readiness.

The results of this study indicate that FFA members are high achievers in the classroom and in terms of their future careers.

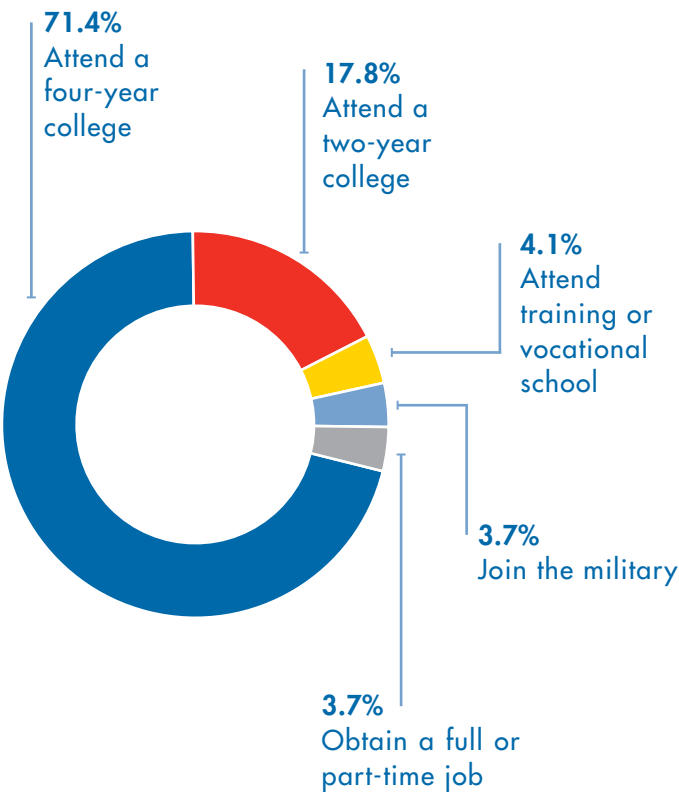
Involvement in FFA is correlated with **ACADEMIC SUCCESS**.

Involvement in FFA is correlated with **HIGHER CAREER READINESS**.

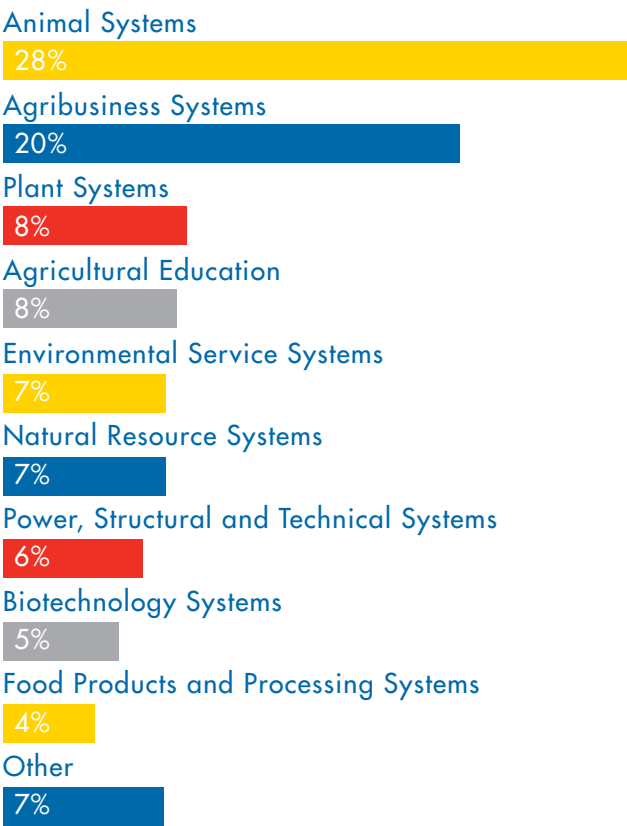
FFA members have **SPECIFIC PLANS** after high school.

FFA members have the desire to **STAY INVOLVED** in agriculture as they move into their careers.

POST-HIGH SCHOOL PLANS



AGRICULTURAL CAREER FOCUS AREAS



FFA Members and Alumni Share Their FFA Experience

{ Click on bios below to be linked to a video }



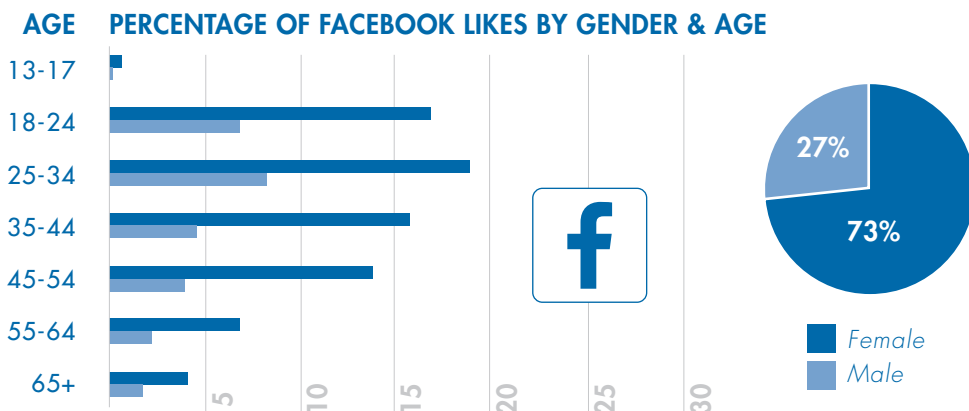
FFA STUDENTS
FFA Students share their involvement with Supervised Agricultural Experiences (SAEs).



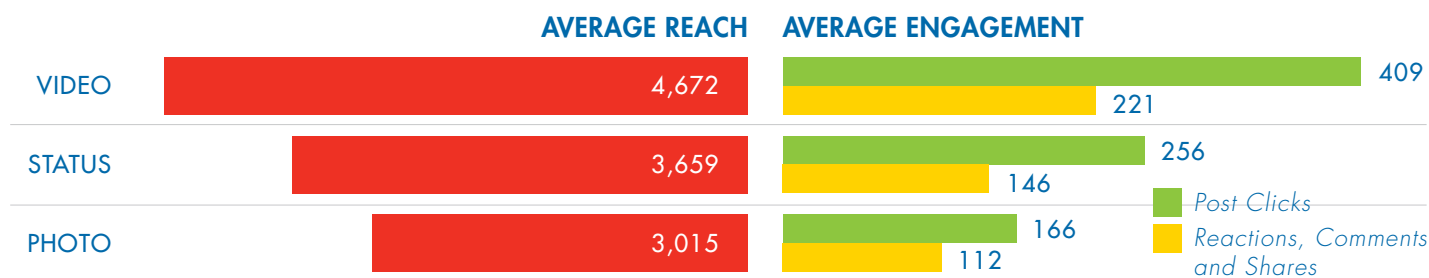
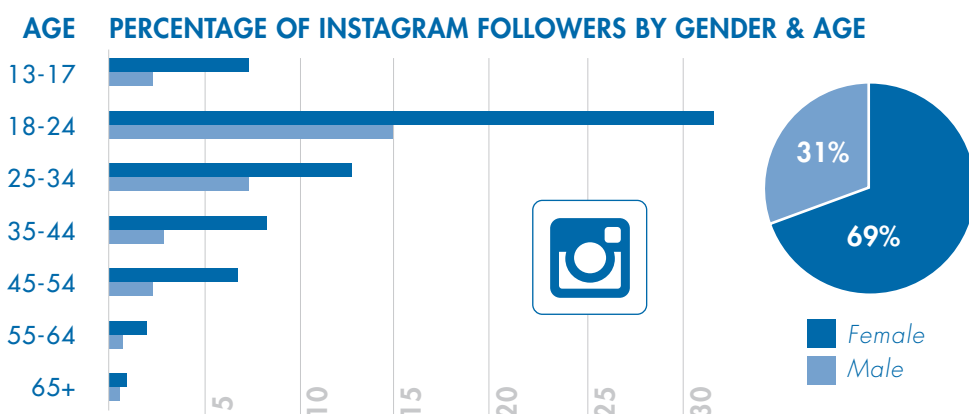
DANI DIELE
FFA ALUMNI
Agricultural Council of California,
Membership & Public Policy Coordinator

California FFA Member Media Engagement Analytics

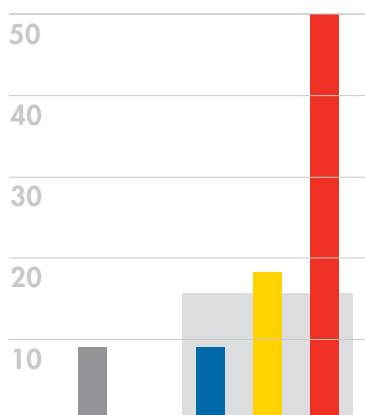
California FFA social media followers are active, and engagement is high. Facebook followers are above 17,000 and Instagram followers are well above 18,000 followers, with an average reach of posts on Facebook, ranging between 3,000 and 4,500, depending on type of post.



Currently Facebook's platform works strongest for videos. California FFA directs Twitter and Instagram followers to Facebook with a post describing the day, date, and time of a video announcement.



CALIFORNIA FFA E-NEWSLETTER ENGAGEMENT



OUR E-NEWSLETTERS AVERAGE AN OPEN RATE BEYOND THE INDUSTRY AVERAGE

Engagement in the monthly e-newsletters sent to California FFA members, California FFA Foundation and California Agricultural Teachers' Association is **high**, with an average open rate of 16%, in comparison to the industry average of 9%.

- 9% Industry average Open Rate
- 16% Our average Open Rate
- 9% California FFA Foundation e-newsletter
- 18% California FFA Association e-newsletter
- 50% California Agricultural Teachers' Association e-newsletter

Open rate refers to opening the newsletter from email's inbox. Click Rate refers to opening an article to get more information. Industry rate for opening newsletters (open rate) is 9% and opening an article (click rate) is 17%.

Sponsorship Recognition

Multi-Year Commitments of Unrestricted Donations

SPONSORS WILL RECEIVE THE FOLLOWING:

The California FFA Foundation appreciates your generous support with a donation or multi-year pledge commitment. Your support for California FFA acknowledges that students across California are enhancing agriculture, society, and most importantly, themselves through their experiences in FFA.

A pledge form has been provided with this proposal to complete and return via email. Please call or email with any questions or if you need any additional information. Contact information is provided below.

Thank you for your time and consideration.

Maureen Funk
209.744.1969
mfunk@californiaffa.org

CALIFORNIA FFA WEBSITE

- Logo and embedded link may be provided by sponsor.
- In 2020, Calaged.org website received 2,232,213 views.

NEWSLETTERS

- Articles in California State FFA Foundation e-newsletter, may include photo and embedded link to sponsor website.
- Content may be provided by sponsor.

SOCIAL MEDIA

- Sponsor may provide copy, artwork, and embedded link to sponsor website.

CUSTOMIZED RECOGNITION PROGRAMS

- Customized programs to fit each sponsor's needs are available. *Please inquire.*

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The FFA Mission

FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth, and career success through agricultural education.

Connect with California FFA online!

@CaliforniaFFA

www.calaged.org

CALIFORNIA FFA FOUNDATION COMMITMENT FORM

"I BELIEVE IN THE FUTURE OF AGRICULTURE"

SPONSORS WITH MULTI-YEAR COMMITMENTS RECEIVE THE FOLLOWING:
PLEASE INQUIRE ABOUT OUR EXCITING OPPORTUNITIES FOR OTHER DONATION LEVELS

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Name

Company

Phone Email

Address

City State Zip

Payment method:

☐ Check payable to: *California FFA Foundation*

Credit Card: ☐ Visa ☐ MasterCard ☐ AmEx

Card #

CSS Code* Exp. Date

* 3-digit card security code found on the back of the card for Visa and MasterCard or 4-digits on front of card for AmEx.

Name on credit card

Billing address

City State Zip

☐ Please invoice Date requested

Signature Date

Sponsorship Recognition

MULTI-YEAR COMMITMENT OF UNRESTRICTED FUNDS

- ☐ \$25,000 per year for 5 years
- ☐ \$15,000 per year for 5 years
- ☐ \$10,000 per year for 5 years
- ☐ \$5,000 per year for 5 years
- ☐ \$ _____ per year for 5 years
- ☐ \$ _____ per year for _____ years

AND/OR CATEGORIZED GIVING TO:

- ☐ Awards ☐ Sponsorship ☐ Scholarships
- ☐ Pledge ☐ Conferences ☐ Other Events
- ☐ \$ _____ per year for _____ years
- ☐ \$ _____ flat donation

FLAT DONATION OF UNRESTRICTED FUNDS

- ☐ \$ _____ flat donation



**CALIFORNIA
FFA FOUNDATION**

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Sponsor Questions? Contact:
Maureen Funk 209.744.1969
mfunk@californiaffa.org

Billing Questions? Contact:
Cari Brown
cbrown@californiaffa.org

