

2017 America's Farmers Grow Communities Nonprofit Organization Winner Kit



America's Farmers Grow Communities
partners with farmers to make a
positive impact in farm communities
across rural America

AMERICA'S
FARMERS
GROW
COMMUNITIES

MONSANTO *Fund*

Benefiting more than 8,000 nonprofits since 2010



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"Groups like America's Farmers are very important for communities like ours. There have been a lot of cuts in our program over the past few years. This funding will allow the organization to continue programs that had to be put on hold." – Farmers Keith & Sue Kisling of Richland County, Ohio directed a \$2,500 Grow Communities donation to the Richland County 4-H Committee

Congratulations on being selected by a local farmer as a 2017 America's Farmers Grow Communities winning organization! Your \$2,500 donation from America's Farmers Grow Communities, sponsored by the Monsanto Fund, is an honor that should be shared with your community. This kit provides guidance for fulfilling your requirements and spreading the word about your award and the impact it will have on your community

This Kit Includes:

- Winning Organization Requirements
- Acknowledgement Requirements
- Logo Usage Guidelines
- Tips for Sharing Your News with the Public
- How to Submit Your Photos and Send a Progress Update
- Tips for Using Social Media
- Contact Information
- More About the America's Farmers Programs

We require grantees to fulfill a variety of requirements. Fulfillment of grant requirements is essential for our internal evaluation of the impact that our grants have on rural communities. We make every effort to minimize the reporting burden on grantees while employing best practices in our grant programs. Your timely submission of grant requirements has a direct impact on eligibility for future grants from the Monsanto Fund.

Deadlines

- **January 30** – Winning Farmers Announced Nationwide
- **February 28** – Nonprofit Organization Tax Exempt Documentation is Due (If requested, and has not yet been acquired)
- **February 28** – Grow Communities Letter of Agreement is due via DocuSign
- **March 31** –Photos, Media Clips, and Progress Report are Due



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Winning Organization Requirements

Your organization has been selected by a winning farmer to receive funds from the America's Farmers Grow Communities program, now what?

1. **Due February 28th** – From January 2 – February 28th the Monsanto Fund, as governed by IRS rules, will verify that your organization has the appropriate tax exempt status 501(c)3 or 170(c)1 to be eligible to accept the Grow Communities donation. Your organization must also be Pub78 verified and Patriot Act compliant. The Fund will acquire your tax exempt documentation from Guidestar, NCES or your organization.
2. **Due February 28th** - As a winning organization, you are required to sign a Letter of Agreement and Publicity Release that will be sent to you through DocuSign. Submission instructions will be included in the DocuSign paperwork.
3. A Grow Communities Winner Window Cling will be mailed to you the first week of March to proudly display at your organization.
4. An "AWARD SIGN" will be sent to you the week of February 1st for use in photos and community celebrations.
5. Share your news with the public using the press release attached to the winning organization email.
6. **Due March 31st** - Send at least 1 photo, a media clip from the local newspaper, and the completed progress report to you grow.communities@monsanto.com no later than March 31st.
7. After the proper tax documentation has been secured, a Monsanto Fund check will be issued and mailed to you. All checks will be issued by March 18th. You can expect to receive the donation within 60 days of the Fund's approval of the tax paperwork.

Acknowledgement Requirements

Please take a moment to review your project to make sure each component includes an acknowledgement of America's Farmers Grow Communities. You must include an acknowledgement of support on all forms of promotional materials, including press releases, displays, announcements, book placards, brochures, flyers, banners etc. associated with products, publications, and websites developed with Grow Communities funding. Acknowledgment should include the credit line and the Grow Communities logo, where space permits. Posters or brochures about Grow Communities funded programs and projects may also include the program logo. The guidelines below refer to the "credit line," "logo," and "boilerplate language." Examples of approved verbiage can be found below.

Credit Line

This project was made possible by a local farmer and America's Farmers Grow Communities, sponsored by the Monsanto Fund.



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Boilerplate

About America's Farmers

The America's Farmers campaign highlights the importance of modern US Agriculture through communications and community outreach programs that partner with farmers to impact rural America. To learn more, visit America's Farmers at www.AmericasFarmers.com.

About The Monsanto Fund

The Monsanto Fund, the philanthropic arm of the Monsanto Company, is a nonprofit dedicated to strengthening farm communities and the communities where Monsanto employees live and work.

Logo Usage Guidelines

The program logo may be used in any acknowledgement in conjunction with the suggested verbiage where appropriate, i.e. banners, signage, websites, and digital resources. The program logo was attached to the email accompanying this document.



Logo Standards

The America's Farmers Grow Communities logo guidelines help to differentiate the program from others in the marketplace. As a grantee, use of the Grow Communities logo implies acceptance of these guidelines below, which describe how to use the logo with the authorized colors, sizing, and positioning.

- Do not alter the color of the logo
- Do not alter the position of the logo components
- Do not alter the fonts
- Re-size the logo in the correct proportion
- Be sure all elements of the logo are legible

You may not use the America's Farmers Grow Communities logo, images, graphics or the name in any manner that may possibly disparage, bring into disrepute, or derogate the Grow Communities program or the Monsanto Fund or its supporters in connection with any products or services that, in the Monsanto Fund's sole and absolute discretion, may possibly diminish or damage the goodwill of the Monsanto Fund name.



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You may not alter the appearance of the America's Farmers Grow Communities logo. The Grow Communities logo must stand by itself so as to avoid unintended associations with any other objects. When placing the Service Mark near another logo, be sure to use a version close in size and aspect to that of the other logo. The service marks should be placed side by side and not one above the other.

Colors

The Grow Communities colors have been carefully chosen to reproduce consistently whether using solid PMS, CMYK process, or RGB/web-ready colors.

Brown

PMS 732 C

CMYK 16/69/100/71

RGB 98/52/18

Orange

PMS 471 C

CMYK 5/71/100/23

RGB 184/97/37

Cream

PMS 7499 C

CMYK 1/2/24/0

RGB 241/230/178

Share Your News with the Public

Your organization is doing great things for your community. We encourage you to publicize your Grow Communities award and projects funded by the award. Below are several strategies and tips to assist you in publicizing your award announcement and the activities of the grant funded projects. Attached to this email you will find a press release template.

Window Cling – A window cling will be sent to your organization to proudly display in your organization's front window.

Host a press conference or local check celebration – Hosting a press conference or check presentation at a community event is a great way to announce your grant award to your community. Consider announcing at a town board meeting, chamber of commerce meeting, community picnic, school event, local sporting event or fundraiser event (spaghetti dinner or pancake breakfast). Invite volunteers, supporters, local celebrities, sports mascots, local leaders, and media.

Tell your story to local news outlets – A requirement of your award is to send us a local media clip announcing your award. We suggest you send your story to the local newspaper; it's easy to obtain local news coverage because your story is about people and activities taking place in your community. Local newspapers include community papers, county papers, and municipal papers. If you are unsure of the local media sources in your area an internet search for "(zip code) area news outlets" will provide you with a list of media outlets to contact. You can also reach out to local television and radio stations. The more news outlets you pitch to the more likely your story will be covered.

Who to Contact - If you go to the news outlet's website, in most cases the contact page is located in the footer information. Simply use the Contact Us email box to submit your story or call the number listed on the website. Another format you may find is a list of editors and reporters. Look through the list to find the news reporter/editor you think would cover your local story.



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Pitching your press release - Although your email/phone conversation is telling a news outlet your story, the most important aspect is to emphasize how the story is relevant to your local news outlet and why they should cover it. You can pitch the press release with information about when your celebration event is happening, or send it to the news outlet with a photo after the presentation.

Include the following:

- Reasons why your story is relevant to the local news outlet – often the local impact of the story is what the outlet will be most interested in
- What are the main points of your story
- When and where the event is happening
- Your contact information

Sample Pitch Email

Hi ____ (“reporter name” or “editor” for general email),

I thought I'd share with you a great story about local farmer (Farmer Name) of (County) who was recently awarded an America's Farmers Grow Communities donation and directed the donation to our local organization, (Organization Name). We will be able to (Tell specific impact of the money being donated) for the local community with these funds.

I've attached a press release with more information for your consideration. We will be celebrating the donation on (DATE) at (TIME) at (LOCATION and EVENT DESCRIPTION). Interview and photo opportunities are available.

For additional inquiries, please contact [your Name] at [your email] or [your phone number].

Send a follow up email - You are not guaranteed to get coverage from a news outlet by sending one email. Often, you may need to send the email twice before you receive a reply from the news outlet. We recommend sending a follow up email if you don't hear back from the local news outlet after 1 week.

Some news outlets will also have their phone numbers posted on their contacts page, or maybe you know the local reporter. Sometimes the easiest way to tell them your story is to give them a call.

Writing your Press Release - Consider using the press release template, provided in the winning organization email to assist you with telling your story to local media outlets. You may customize the release to fit your organization's circumstances. Information that can be customized is in parenthesis and highlighted in yellow. You may choose to use a portion or all of the press release at your discretion. If you choose not to use the template provided, remember to acknowledge America's Farmers Grow Communities by including the previously referenced credit line and boilerplate.



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More information about Grow Communities - If a media outlet has specific questions about Grow Communities or the America's Farmers programs, you can direct them to our online media kit, where they can find more information and program contact information:

<http://www.americasfarmers.com/community-outreach/grow-communities-media-kit/>

Submit Your Progress Report, Media Clip, & Photo

Progress Report

The purpose of the progress report is to provide the Monsanto Fund with a written record of grant-related activities and accomplishments. We use this report for grant management purposes. Email to Grow.Communities@Monsanto.com. Please answer the following questions no later than March 31, 2017:

Tax Exempt Organization Name:

Amount of Grant: \$2,500

County, State

Year Awarded: 2017

Contact Name:

Contact Email:

Mission of the organization:

Description of work/services performed with these funds:

Details of accomplishments and their significance (i.e. number served, items bought)

Photo

Email 1-2 photos that capture the intended use of grant funds. Acceptable examples would include; engaging patrons in service, staff and community members providing services or your celebration announcement/award sign picture. Email to Grow.Communities@Monsanto.com.

- Be sure to include a short caption, including the year you received the donation, the county and state, the name of your organization, the farmer winner who chose your organization, the project the funds will benefit and the names of the people in the photo.
- Note - You have already signed and sent us the publicity release so keep in mind that by emailing us photos you and everyone in your photo imply permission for America's Farmers and the Monsanto Fund to use the caption information and photo to promote the Grow Communities program.

Note: Donation award stories may be shared on social media on an ongoing basis as they are received, if deemed appropriate.

Media Clip

In addition to financial rewards, winners will be receiving a media campaign by America's Farmers and the Monsanto Fund to publicize achievements in providing awards to nonprofit organizations in



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communities across rural America. We request that winning organizations provide us with links to or files of media clips or links showing local recognition of the America's Farmers Grow Communities grant for your project. You may also include stories, anecdotes, quotes, and social media posts that could be used for promotional purposes including human interest stories with accompanying photos. Photos and media clips are due March 31, 2017. Email to Grow.Communities.com or mail to: America's Farmers Grow Communities 800 N. Lindbergh Blvd., Mailstop B2NA, St. Louis, MO 63167.

Share Your Story on Social Media

We're excited that you're a recipient of a Grow Communities award. We invite you to share your progress via social media, and we may share your "story" with our followers on Facebook and/or Twitter. Our aim is to highlight the Grow Communities program while promoting the good your institution is doing in your community. Here's how to share your story:

Sample Posts and Tweets

Social media is an efficient way to spread good news with your supporters, friends, family and colleagues. Below you will find sample Facebook and Twitter posts to help start America's Farmers Grow Communities conversations in your social media circles. Sharing this information helps promote the program, along with your organization and the impact it's having in your community.

Twitter: Thanks to a local farmer, @XYZnonprofit received a \$2,500 donation through @AmericasFarmers #GrowCommunities!

Facebook: @XYZnonprofit won a \$2,500 America's Farmers @GrowCommunities donation. We are using it to <insert what donation was used for >!

Social Media Icons

Show off your winning status by posting about your award donation and by using the social media icons (see below) in social media. The icons are provided to you via email. There are four icon images sized to fit as profile pictures and banners on both Facebook and Twitter. Custom-sized icons are not available at this time.



Please make the most of your connection with America's Farmers by staying in touch:

Follow us on Twitter @AmericasFarmers

Like us on Facebook.com/AmericasFarmers

Visit and subscribe to our YouTube Channel <https://www.youtube.com/user/AmericasFarmers>



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Contact Information

For questions regarding the America's Farmers Grow Communities program please contact your winner associate or:

Angela Allen
America's Farmers Community Outreach Manager
800 N. Lindbergh Blvd. | St. Louis, MO 63167 | B2NA
314-694-1333
Grow.Communities@monsanto.com

More About Grow Communities

Purpose of Grow Communities

America's Farmers Grow Communities partners with farmers to support local nonprofit organizations that positively impact farming communities across rural America.

How does it work?

From Aug. 1 until Nov. 30, eligible farmers in eligible counties can enroll for a chance to win a \$2,500 donation for their favorite local nonprofit. To enroll or learn more, farmers can go to www.GrowCommunities.com or call the toll-free number 877-267-3332. Each December, one winning farmer from each eligible county is randomly selected and in January the winning farmers are announced and organizations that have been selected to receive funding will be contacted. Official rules can be found on www.GrowCommunities.com.

Program Quick Facts

- America's Farmers Grow Communities is sponsored by the Monsanto Fund.
- Farmers can enroll beginning Aug. 1 at www.GrowCommunities.com.
- Each year more than \$3 million is donated to over 1,300 organizations across America. Since 2010, more than \$26 million has been donated through Grow Communities to over 8,000 organizations across rural America.
- Any eligible nonprofit that is 501(c)(3) or 170(c)1 can be considered for funding.
- Official Rules can be found at <http://www.americasfarmers.com/community-outreach/grow-communities-official-rules/>



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More About America's Farmers Community Outreach Programs



America's Farmers Grow Communities supports rural America by offering farmers the chance to win \$2,500 to direct to their favorite local nonprofit organization.

Farmer Enrollments: August 1st – November 30th



America's Farmers Grow Rural Education supports rural education by offering farmers the chance to nominate local school districts to compete for a \$10,000 or \$25,000 merit-based grant to enhance math and science education.

Farmer Nominations of Schools: January 1 – April 1



America's Farmers Grow Ag Leaders gives students pursuing a career in agriculture the opportunity to earn a \$1,500 scholarship toward their education.

Student Applications: November 15th – February 1st

Since 2010, these programs sponsored by the Monsanto Fund, have awarded more than \$36 million to farm communities across the country.

Learn more at www.AmericasFarmers.com

About the Monsanto Fund

The Monsanto Fund is the philanthropic arm of the Monsanto Company. It is a nonprofit organization dedicated to strengthening farm communities and the communities where employees live and work. Find out more information about the Monsanto Fund at www.monsantofund.org.