



Missouri State Fair Foundation

Strategic Pathway



The Journey

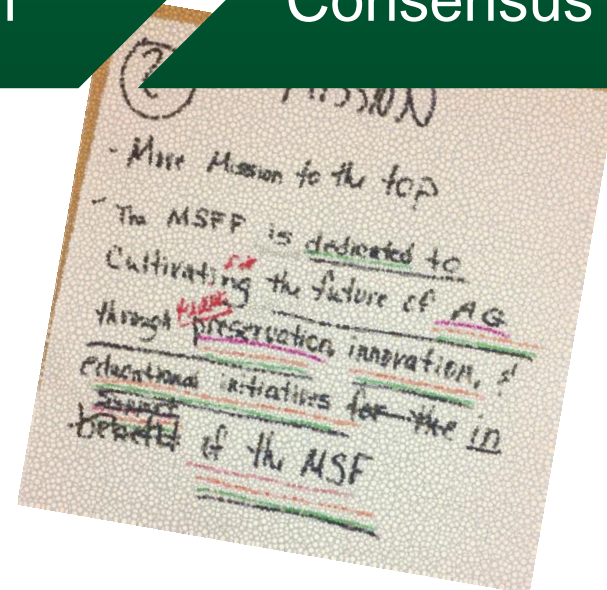
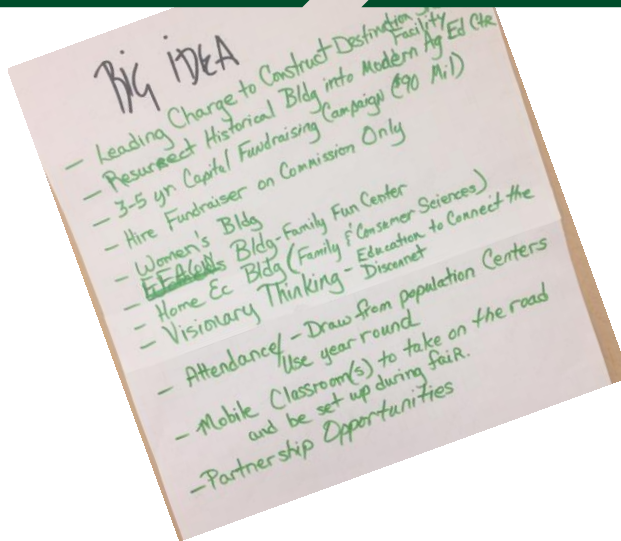
Preserving history
Agriculture
 Future focused
 Education
 Easy to understand
 All parts
 Good Broad Accurate
 Not sure



Stakeholder Survey

Board Session

Create Consensus



Methodology

- Survey of state fair attendees, key stakeholders and staff members
 - *Key stakeholders include past exhibitors, foundation members, foundation board members, fair commission members, and the director of the Missouri State Fair)*
- Emails lead participants to a web-based survey
- In the field from March 25 – April 25, 2017
- Completions
 - Attendees – 259
 - Stakeholders – 250 ... of these 181 identified themselves as exhibitors
 - Staff - 3
 - **Total - 512**

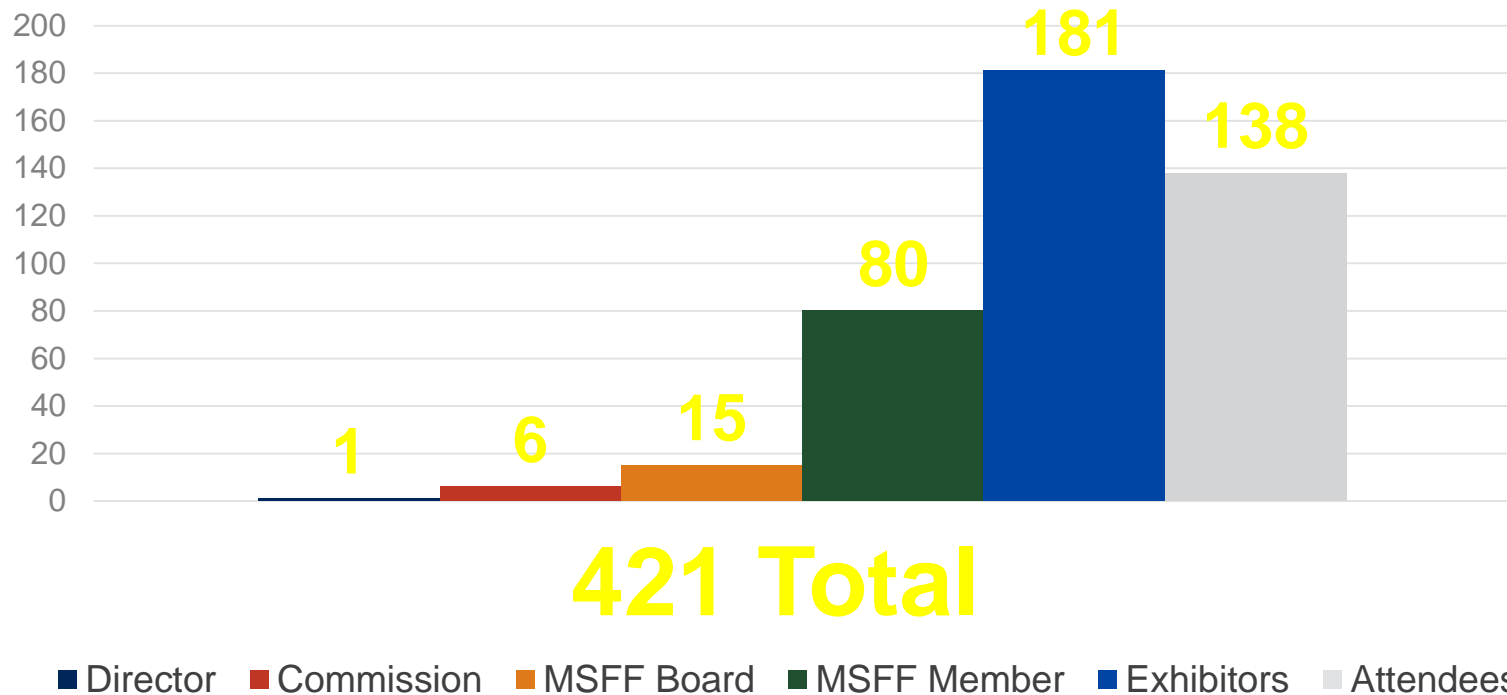
Survey Methods

Key Stakeholders (Who)

- Director, Commission,
- Foundation Board & Members
- Past Exhibitors

How

- Web based survey
- March 25th – April 25th



Summary of Findings - SWOT

- Majority of participants are "somewhat aware" of the foundation however, only stakeholders are familiar with the difference between the fair and the foundation
- Most participants believe the foundation manages or funds the fair
- The Foundation is perceived as being good at fundraising, scholarships, and education
- Top opportunities for the Foundation include improving facilities, driving youth involvement, and marketing
- Top threats include lack of funding and a lack of awareness of the Foundation and their efforts
- Preserving historical buildings, facility renovations, and ag focused education should be top Foundation initiatives

Summary of Findings - Membership

- A strong majority of participants aren't members of the foundation
- The current mission is well received because it references agriculture, education, and preservation ... no changes are recommended
- Foundation members joined to support and maintain the fair they love
- Advertising the benefits of membership is critical to encourage donations and drive new members to the organization
- Networking events are perceived as a potential member benefit
- The Foundation should attract new members that are involved in agriculture, including individuals, organizations or companies

Mission



**Missouri State
Fair Mission**

**MSFF Articles
of
Incorporation**

**Missouri State Fair
Foundation Mission:**
Cultivate agriculture's future
through innovative initiatives to
advance the Missouri State fair.

Revised MOU

**Stakeholder
Survey
Feedback**

Rationale



Missouri State
Fair Mission

Articles of
Incorporation

Missouri State Fair

Mission:
Cultivate agriculture's future
through innovative initiatives to
advance the Missouri State Fair.

The Missouri State Fair promotes excellence in Missouri agriculture, cultivates and supports future leaders in agriculture, and provides opportunities for the agricultural community to deepen consumers' understanding and appreciation of agriculture's role in their daily lives and the economy of our state.

Revised MOU

Stakeholder
Survey
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Rationale

Missouri State
Fair Mission

Articles of
Incorporation

Foundation Articles of Incorporation:

Section 1. Purposes. This Foundation is not for profit and is organized and operated exclusively for **charitable, scientific, literary and educational purposes** within the meaning of Section 501(c)(3) of the Internal Revenue code of 1954, as amended (or the corresponding provision of any future United States Internal Revenue Law). Subject to the foregoing the Foundation is organized exclusively for the benefit of the Missouri State Fair Commission of the State of Missouri and the Missouri State fair, an independent division of the Department of Agriculture of the State of Missouri. The Foundation proposes to accomplish its object and purposes by performing all property and legal acts to **support and benefit** the Missouri State Fair Commission of the State of **Missouri and the Missouri State Fair**. The Foundation shall **distribute funds only for the support and benefit of the Missouri State Fair**.

Revised MOU

Stakeholder
Survey
Feedback



Rationale

Missouri State
Fair Mission

Articles of
Incorporation

Revised MOU:

WHEREAS, the Foundation, as a non-profit corporation, can assist and support the policies of the Commission through raising funds and supporting programs to protect, increase public awareness of, and promote the Missouri State Fair

Mission:
Cultivate, grow, and sustain the future of the Missouri State Fair through innovative initiatives to advance the Missouri State Fair

The Foundation agrees that it will aid and advance the missions, objectives, and programs of the Commission through: Seeking financial support from private and philanthropic sources; for **capital improvements, special projects and other endeavors in support of the Missouri State Fair**. Managing and administering gifts, grants, bequests, and devices received by the foundation; Establishing criteria for and administering the disbursement of grants from the Foundation.

Revised MOU

Stakeholder
Survey
Feedback

Rationale

Missouri State
Fair Mission

Key Stakeholder Feedback

Articles of
Incorporation

Preserving history

Mission:
Agriculture

Future focused

All parts

Not sure

Good

Broad Accurate

Improvement

Dedicated

Easy to understand

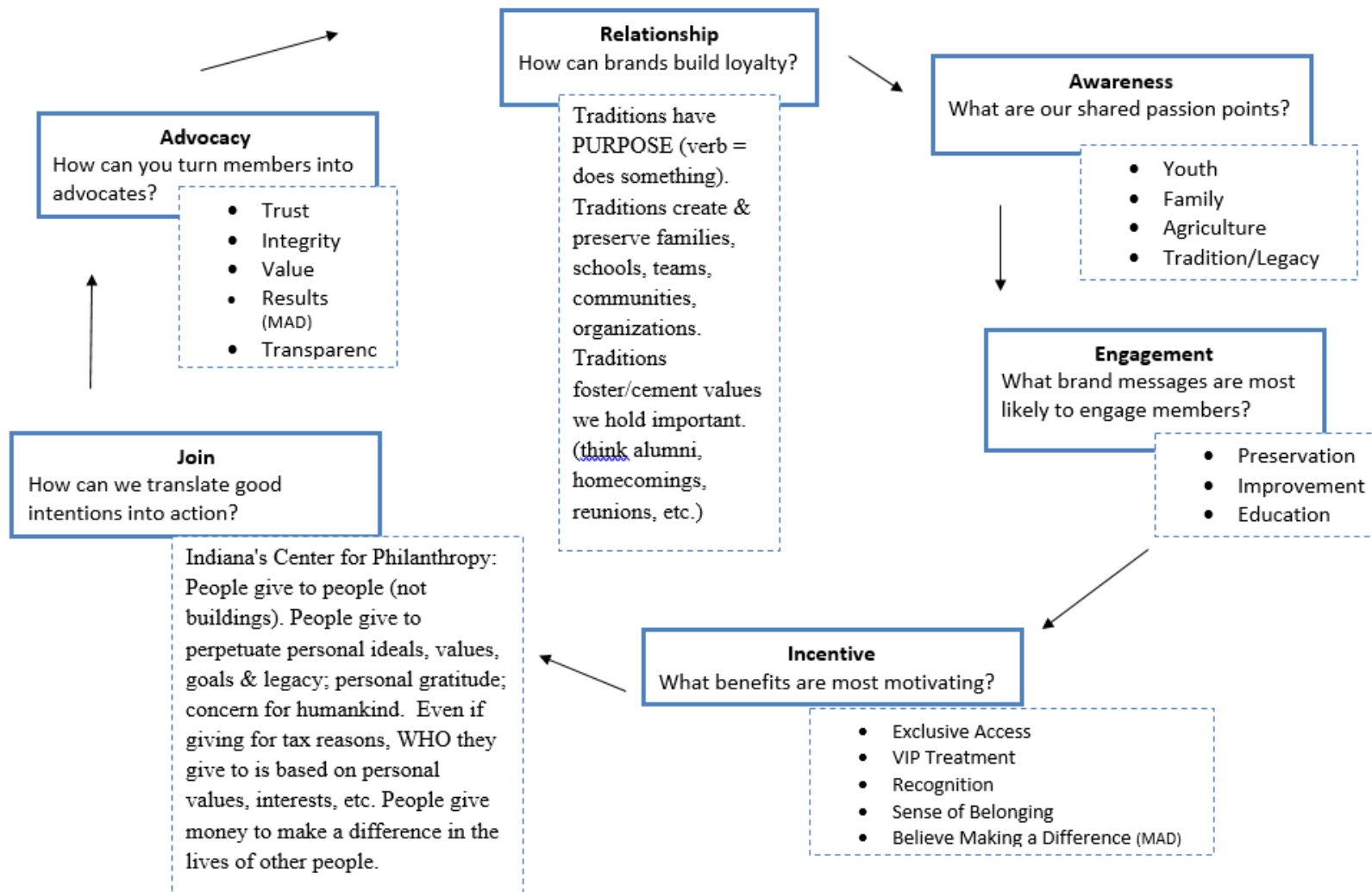
Education

Revised MOU

Stakeholder
Survey
Feedback

Research

The Science of CAUSE Marketing: Developing Brand DNA



Rule for Success

FOR THE FOUNDATION TO EFFECTIVELY EXECUTE ON A SET OF STRATEGIC PRIORITIES, THE FOLLOWING ASSUMPTIONS APPLY:

- The foundation must understand partner needs and operate efficiently and transparently
- All stakeholders who directly or indirectly benefit from the foundation's work must have a clear understanding of the foundation's mission, strategic priorities and initiatives
- Strategic priorities and initiatives should enhance the work of the Missouri State Fair and should not overlap or be redundant
- The Foundation cannot be all things to all people - focused initiatives will ensure good stewardship of member investments
- The Foundation is accountable to the people trusting us with their money – to spend it wisely and for its intended purpose

Strategic Pathway

We believe our strength, and ultimate success, comes from shared values, collective goals, and a common vision.

MISSION

Cultivate agriculture's future with innovative initiatives to advance the Missouri State Fair.

REASONS TO INVEST

Agriculture – Preservation - Education – Innovation

PRIORITIES AND INITIATIVES

EDUCATE TO GROW

- Promote
- Communicate
- Advocate

PARTNER TO GROW

- Membership Development
- Legacy Gifts
- Special Events
- Corporate Giving & Grants



Educate to Grow



"Education is the most powerful tool you can use to change the world."

Educate stakeholders on the value of participating and investing in the Foundation for the ultimate purpose of cultivating the next generation of agriculture at the Missouri State Fair.

Initiatives	Goals	Tactics	KPI
Promote the MSFF Brand	<ul style="list-style-type: none"> Build brand awareness with effective marketing resources. 	<ul style="list-style-type: none"> Logo Banner Brochures Social Media Gear 	<ul style="list-style-type: none"> Stakeholder Surveys Social media analytics
Communicate	<ul style="list-style-type: none"> Share values & purpose 	<ul style="list-style-type: none"> Social Media Host Educational Clinics Administer Scholarships Community Presentations 	<ul style="list-style-type: none"> Social media analytics Participation Rates Scholarship Awards Presentation Events
Advocate	<ul style="list-style-type: none"> Teach stakeholders how to be effective advocates 	<ul style="list-style-type: none"> Board of Directors Training Members Volunteers Exhibitors 	<ul style="list-style-type: none"> Participation rates Training rates



Partner to Grow



Partner with stakeholders to advance our mission and achieve the MSF vision through memberships, investments, charitable gifts, endowments, special events, and grants.

Initiatives	Goal	Tactics	KPI
Membership Development	<ul style="list-style-type: none">Create a culture of giving based on shared values and purpose	<ul style="list-style-type: none">Membership segmentation developmentImprove member benefits & servicesProvide engagement opportunitiesEvents to strengthen loyalty	<ul style="list-style-type: none">Member retention rateNew member growthRevenue from membership
Legacy Gifts	<ul style="list-style-type: none">Use a planned giving model	<ul style="list-style-type: none">Create planning & giving tools (web & print)Personal visitsPartner with estate planners	<ul style="list-style-type: none">Increased planned contributionsPersonal visit records
Special Events	<ul style="list-style-type: none">Develop additional revenue opportunities	<ul style="list-style-type: none">Collaborative partnershipsActivities to enhance existing eventsDevelop new events & funding streams	<ul style="list-style-type: none">Revenue growthParticipation ratesROI
Corporate Support & Grants	<ul style="list-style-type: none">Align corporate giving & grants with MSF/stakeholder needs	<ul style="list-style-type: none">Resource annual MSF priority listSurvey MSF exhibitor & superintendent needs	<ul style="list-style-type: none">Grant awardsContribution Growth

12/12/2017



"Where there is no vision the people perish"

Proverbs 29:18