



# NORTH DAKOTA FFA FOUNDATION

## 5-YEAR STRATEGIC PLAN (2025–2030)

*A roadmap to empowering agricultural leaders, fostering educational growth, and strengthening FFA members and chapters across North Dakota.*

## Executive Summary

The North Dakota FFA Foundation proudly presents its 5-Year Strategic Plan (2025–2030), a roadmap to inspire leadership, foster innovation, and strengthen agricultural education across the state. In the spirit of the FFA Creed, this plan reflects our belief in “achievements won by the present and past generations of agriculturists” and a shared commitment to sustaining and growing those achievements for the future.

This plan is anchored by five strategic objectives: sustainable financial growth, capacity and workforce development, outreach and marketing excellence, innovative educational support, and data-driven partnerships and advocacy. Key initiatives include doubling the endowment by 2027, enhancing support for educators and students, and celebrating FFA’s 100th anniversary in 2029 with a campaign that honors its legacy while building for the future.

With clear goals and measurable outcomes, this plan reflects the Foundation’s determination to deliver meaningful results. Together, we are creating opportunities for growth, leadership, and innovation that will define the next generation of agriculture in North Dakota.



## Introduction

### **“I BELIEVE IN LEADERSHIP FROM OURSELVES AND RESPECT FROM OTHERS.”**

These words from the FFA Creed underscore the values that guide the North Dakota FFA Foundation. This strategic plan embodies those values by fostering leadership, encouraging respect, and building partnerships to support agricultural education and the future of North Dakota’s agricultural community.

The plan centers on five key objectives that align with the Foundation’s mission to support educators, students, and communities:

**Sustainable Financial Growth:** Investing in strategies that ensure long-term stability and impact.

**Capacity and Workforce Development:** Expanding resources and leadership to support the Foundation’s growing needs.

**Outreach and Marketing Excellence:** Amplifying the Foundation’s voice and enhancing its visibility.

**Innovative Educational Support:** Empowering educators and students with the tools and opportunities to succeed.

**Data-Driven Partnerships and Advocacy:** Strengthening connections with industry, alumni, and policymakers through meaningful engagement.

Inspired by the Creed’s call to **“better days through better ways,”** the Foundation’s vision is not just about preserving tradition but also about driving progress. By focusing on measurable outcomes and actionable goals, this plan ensures that the Foundation continues to be a cornerstone of leadership, innovation, and growth for years to come.

## Vision Statement

*Empowering the next generation of agricultural leaders by fostering innovative education, sustainable growth, and collaborative partnerships, while honoring tradition and inspiring stewardship to build a thriving agricultural legacy for North Dakota.*

## Mission Statement

*To support the development of ND FFA members, educators, and agricultural opportunities by growing leaders, building communities, and investing in the future of agriculture.*

## Core Values

At the ND FFA Foundation, we are guided by our commitment to the following core values:

**Collaboration:** *Committed to cultivating strong partnerships between students, schools, and stakeholders to foster learning opportunities.*

**Sustainability:** *Dedicated to supporting practices that promote the long-term health and viability of ND FFA Foundation and its initiatives.*

**Innovation:** *Embracing new ideas to enhance programs and empower future leaders.*

**Stewardship:** *Ensuring trust with our partners.*

**Service:** *Dedicated to serving communities by promoting agricultural education.*

## Strategic Objectives

### Sustainable Financial Growth:

Build and diversify funding streams, including endowments, donor engagement, and planned giving strategies.

***"I believe in less dependence on begging and more power in bargaining."*** This objective focuses on securing and diversifying financial resources to sustain the Foundation's mission and long-term impact.

### Capacity and Workforce Development:

Expand staffing, professional development, and board engagement to meet organizational needs.

***"I believe in my own ability to work efficiently and think clearly, with such knowledge and skill as I can secure."*** By building a strong team and engaged leadership, we aim to meet the challenges of tomorrow with confidence and skill.

### Outreach and Marketing Excellence:

Enhance visibility, storytelling, and marketing to engage stakeholders and promote the Foundation's impact.

***"I believe that American agriculture can and will hold true to the best traditions of our national life."*** This objective emphasizes the importance of communication to showcase the Foundation's role in supporting agriculture and leadership development.



### Innovative Educational Support:

Develop and deliver resources and opportunities for educators and students.

***"I believe in leadership from ourselves and respect from others."*** Supporting education ensures the cultivation of future leaders who will uphold the values of respect, innovation, and progress.

### Data-Driven Partnerships and Advocacy:

Leverage data collection and strategic partnerships to strengthen relationships with industry, alumni, and policymakers.

***"I believe in the future of agriculture, with a faith born not of words but of deeds."*** This objective focuses on using actionable data to build meaningful connections and engage key stakeholders.

# Goals

## Sustainable Financial Growth

**Goal:** Establish a robust endowment fund to reduce self-funding dependency.

**Measure:** Assess self-funding capabilities annually and track progress toward doubling the endowment by 2027 and achieving a \$1 million endowment by 2030.

**Goal:** Create a planned giving strategy.

**Measure:** Use QR codes to track engagement, aiming for 3.5% response.

**Goal:** Increase participation in the annual gala.

**Measure:** Achieve year-over-year attendance growth and increased contributions.

## Capacity and Workforce Development

**Goal:** Allocate resources for donor relations.

**Measure:** Evaluate donor retention and satisfaction annually.

**Goal:** Research and evaluate donor management systems to meet the Foundation's needs.

**Measure:** Successful implementation and increased efficiency in donor management processes by the end of 2026.

**Goal:** Create the position of Communications Director in 2026.

**Measure:** Track the successful onboarding and integration of the Communications Director into the Foundation's strategic initiatives.

**Goal:** Expand board engagement.

**Measure:** Track board member participation and donor connections.



## Outreach and Marketing Excellence

**Goal:** Maximize effectiveness and use of marketing resources.

**Measure:** Track engagement metrics, including social media interactions, content reach, and donor inquiries, aiming for a 10% year-over-year increase in audience engagement and participation.

**Goal:** Develop a campaign around FFA's 100th anniversary in 2029.

**Measure:** Track new donor engagement and funds raised tied to the anniversary.

**Goal:** Improve the regularity of the e-newsletter.

**Measure:** Publish the e-newsletter on a regular schedule (e.g., monthly or quarterly) and monitor performance metrics.

# Goals

## Innovative Educational Support

- Goal:** Support innovative agriculture education.  
**Measure:** Track adoption of supported resources and measure feedback to assess impact.
- Goal:** Continue supporting the annual State FFA Convention and other statewide FFA events.  
**Measure:** Track the Foundation's contributions and student participation rates annually.
- Goal:** Increase the number of applicants for FFA Foundation programs (e.g., scholarships, Blue Jackets Bright Futures, SAE grants).  
**Measure:** Track year-over-year growth in quality applications.
- Goal:** Continue the Ag in the Classroom program.  
**Measure:** Track grant outcomes and the number of students reached through the program.
- Goal:** Support teacher development.  
**Measure:** Create an annual survey to assess educator needs and satisfaction with professional development opportunities.

## Data-Driven Partnerships and Advocacy

- Goal:** Expand the Star Partners program with additional partners and contributions each year.  
**Measure:** Achieve 10% annual gains in both the number of Star Partners and in their aggregate contributions.
- Goal:** Build stronger partnerships with industry leaders and alumni.  
**Measure:** Increase alumni participation and donations year-over-year.
- Goal:** Prioritize data collection and maintenance, and leverage to strengthen partnerships.  
**Measure:** Use data to enhance campaigns and partnerships.
- Goal:** Ensure data security and compliance.  
**Measure:** Conduct annual reviews of data security compliance.

