Your County’s Annual Report – Make the Case for Funding

Your county’s annual report can be a key tool for building a stronger resource base for educational efforts! Don’t forget to mobilize the report (or pieces of the report) to make a case for funding.

Your annual report can be key in making the case for funding from:
- County commissioners
- Grantors
- Donors
- And more!

Your annual report needs to make the case for funding, including:

A. **Purpose and benefit.** How Extension is relevant, reliable and responsive in ____ County.
   - The mission of Extension
   - The value and benefits of what we do. Highlight positive outcomes for program participants and the public value of Extension’s work in the county (the benefit of programming to those who didn’t directly participate).
   - Include programming highlights - who participated, what they learned, how they benefitted from participating and the benefit to the county and beyond of this work (public value).

B. **Credibility and distinctiveness**
   - Land-grant mission
   - Research/evidence based
   - Unbiased education
   - Specialists are faculty of the University with at least a master’s degree

C. **Invite investment in the annual report from the reader (just a paragraph or two)**
   - Awareness – the door is open for giving
   - How to give - established mechanisms for gifts and endowment contributions, in-kind donations and needs for volunteers
   - How gifts are used (based on a plan developed by the council)
   - Benefits to the donor of giving

Director of Donor Education Cynthia Crawford in cooperation with the Public Value Self-Directed Work Group. 2013