**Illinois Soybean Association**

**FY24 Project Proposals**

**Who we are:**

The Illinois Soybean Board (ISB) checkoff and Illinois Soybean Growers (ISG) membership programs represent more than 43,000 soybean farmers in Illinois. The checkoff funds market development and utilization efforts, while the membership program supports the government relations interests of Illinois soybean farmers at the local, state, and national levels through the Illinois Soybean Growers (ISG). ISA upholds the interests of Illinois soybean producers through promotion, advocacy, and education with the vision of becoming a market leader in sustainable soybean production and profitability.

We are seeking project proposals for FY24 (9/1/23-8/31/24). We strive to review proposals that strategically align with a few of ISA’s focus areas: ***market development, soybean production, and communications.*** Please see our strategic plan document in our addendum for more information.

**RFP Instructions:**

Please use the template below for all proposals.

Proposals should be **five pages** long and include **all** fields listed below, along with your in-house team or agency capabilities.

Within the excel budget worksheet, please provide a complete description of the scope and budget for each element, along with proposed hourly rates for individual projects as specified. The budget excel does not count against the 5-page count maximum.

Completed proposals should be submitted by email to [***rfp@ilsoy.org***](mailto:rfp@ilsoy.org) ***no later than May 01, 2023.***

Please call Jessica Scott at (309) 846-8581 for further information.

**Addendum:**

In the addendum of this document, you will find the following:

* budget templates excel sheet.

**RFP Template - Proposal Summary (one-page overview of the proposal)**

**Proposal title:**

**Contact information:**

**Project duration** *(note ISA’s FY24 fiscal year is 9/1/23-8/31/24)*:

**Total budget estimate** *(proposal must also include a completed budget using the attached excel template)***:**

**Proposal description:**

**Proposed methods/tactics:**

**Proposed outcomes:**

**Communications plan:**

**Brief description of team capabilities, expertise, and network of relevant partners/influencers/collaborators:**

**RFP Template**

**(Provide up to four pages of additional proposal information within the categories below)**

**Project title:**

**Contact information:**

**Project duration** *(note ISA’s FY24 fiscal year is 9/1/23-8/31/24)*:

**Budget estimate** *(see following addendum for Budget template)***:**

**Project description:**

**Proposed methods/tactics:**

**Project outcomes:**

**Communications plan:**

**Brief description of team capabilities, expertise, and network of relevant partners/influencers/collaborators:**

**Specific Areas of Interest to ISA:**

Communications

* Internal & external communications efforts targeted to our audiences.
* Corporate reputation/branding
* Communications to consumer audiences, including urban.
* Youth outreach and education efforts
* Industry relations

Market Development

* Animal ag expansion in Illinois
* Develop new markets for Illinois soybean meal.
* Promote Illinois logistical advantages for soy exports.
* Enhance soy’s role in human nutrition.

Soybean Production

* Soybean research - including pest, weed, disease, nutrient management, and projects combining high yield with soil health practices.
* Conservation - including water quality, soil health, BMPs, agronomic production in a sustainable system, and outreach.
* Programs and collaborations providing direct help to farmers.

We welcome all proposals that support and promote Illinois soybean farmers. Please contact us at [rfp@ilsoy.org](mailto:rfp@ilsoy.org) with any questions.