**Illinois Soybean Association**

**FY25 Project Proposals**

**Who we are:**

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

We are currently seeking project proposals for FY25 (9/1/24-8/31/25). We seek to review proposals that strategically align with our focus areas: ***market development, soybean production, and communications.*** Please see our strategic plan document for more information.

**RFP Instructions:**

Please submit proposal no later than May 1, 2024 via the following web form:

<https://forms.monday.com/forms/6a0246fabd3d5ad0891e745ee98abf22?r=use1>

Content fields are limited to 2,000 characters. If additional information beyond 2,000 characters is necessary, please complete the following proposal template for upload. Completion of the budget spreadsheet (in Excel) is also required for proposal consideration.

Questions can be directed to [rfp@ilsoy.org](mailto:rfp@ilsoy.org) or Jessica Scott at 309-846-8581.

**Supplementary Resources:**

* Additional proposal information template
* Specific areas of interest to ISA
* Compliance/funding guidance document, including checkoff funding prohibitions

**Additional Proposal Information**

This template can be uploaded to the following web form if the online character limit (2,000 characters) is insufficient.

<https://forms.monday.com/forms/6a0246fabd3d5ad0891e745ee98abf22?r=use1>.

**Project description:**

**Proposed methods/tactics:**

**Project outcomes:**

**Communications plan:**

**Team capabilities, expertise and network of relevant partners/influencers/collaborators:**

**Specific Areas of Interest to ISA**

Marketing Communications

* Amplify and multiply the voice of Illinois soybean farmers with best-in-class content and innovative marketing techniques.
* Build trust, create value, and address critical issues with our target audience on behalf of Illinois' 43,000 soybean farmers.
* Secure ISA as an authority on behalf of IL farmers with accurate, relevant, and timely content.
* Grow ISA’s influence with audiences across multiple message platforms on and offline.
* Connect audiences to the impact of ISA Soybean Production, Market Development, and Government Relations focus areas.
* Ensure success is measurable through meaningful key performance indicators, identifiable unit of measure, or specific outcomes.
* Other specific areas of interest to the Marketing Communications department includes youth outreach and education efforts, industry relations, and communications efforts that hone in on ISA’s target audiences (Illinois soybean farmers, consumers, industry).

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

* Research projects that establish basic and applied research priorities that address regionally-specific production opportunities, challenges, and economic factors
* Projects that demonstrate soybean system agronomics focused on soil and water quality, agricultural resource resiliency, nutrient management, and integrated pest management
* Collaboration to provide ongoing outreach and research education

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.

**Request for Proposal Compliance/Funding Guidance**

The Illinois Soybean Association checkoff program (Illinois Soybean Board) prohibits the following types of expenses. Illinois Soybean Board (ISB) or Illinois Soybean Growers (ISG) reserves the right to question and/or deny expenses in proposal budgets and subsequent contract agreements/invoices if deemed necessary.

**Funding prohibitions:**

* ISB is prohibited from engaging in any attempts to influence a decision or course of action of any governmental body (i.e., local, State, federal or foreign).
* University principal investigator (PI) salaries
* Contractor overhead or indirect costs, such as office supplies, phone charges, billing expenses, etc.
* Purchases of supplies or equipment with a useful life greater than one year. Equipment rental is permitted.
* Luxury travel
* Alcohol

**Other financial information:**

* Multi-year proposals are approved on an annual basis. Therefore, please submit only the current fiscal year budget request. Unused funds from one fiscal year do not carry over to another fiscal year but may be included in subsequent years’ budget request.
* ISB does not pay retainers, fixed fees, or percentage payment arrangements. Approved programs must be invoiced based on actual services and expenses incurred in a prior period. Likewise, ISB does not prepay for services or expenses to be incurred in a future period.