



Foundation Fundamentals

► by *Milford Jenkins, Angus Foundation*

Survey priorities

“Survey says ...”

*Hosts of the entertaining family television game show **The Family Feud** captivate our attention. Glued to our television screens with laser-sharp focus, the ever-popular catch phrase “Survey says ...” holds us hostage as we anxiously wait for answers.*

Input

Results are in from the Angus Foundation’s recent “Championing a Cause” supporter priority survey. With only five questions, this survey instrument was included in the annual fund appeal you received in December.

Feedback and input from Angus breeders to surveys generated by the American Angus Association, Angus Foundation and our other entities help us set priorities, develop programs and allocate resources.

More importantly, your responses to our



surveys enable us to understand the needs you have of our organizations, both short-term and long-term.

Your perspectives on how we can help your registered Angus seedstock operation, and those of your customers buying your Angus genetics be more profitable, aid us in developing new programs and services.

Feedback

Specific to the Angus Foundation and our mission’s three primary goals of education,

youth and research, producer insight helps us determine priorities to target resource development (fundraising) efforts.

To the first survey question, of the 14 possible answers listed, the first area of emphasis respondents resoundingly deemed most critical to the future success of the Angus breed was research.

Likewise, respondents solidly affirmed the National Junior Angus Show (NJAS), Angus youth development and educational programming, and the Beef Leaders Institute (BLI) educational program for young adults as important to our breed’s future.

Others ranking high were educational seminars on farm and ranch succession planning, Angus youth leadership, and undergraduate and graduate student scholarship enhancement.

Of the array of communication methods most used to learn about your Angus

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Foundation, the *Angus Journal* was chosen by an overwhelming margin. The organization's annual report and newsletters were also identified as key informational resources survey respondents looked to for information on our programs and activities.

Future focus

How can the Angus Foundation better serve you and your Angus program in the next 5-10 years?

Examples of replies to this question included:

- ▶ "Keep funding good research and supporting young people."
- ▶ "While we think the American Angus Association does a great job with our

youth program, we think the NJAS could be better supported financially as that week has by far the most Angus members represented."

- ▶ "Increased support of scholarships, junior shows and leadership events."
- ▶ "The Angus Association is at its best when it supports the NJAS, scholarships and LEAD."
- ▶ "Keep up the outstanding job that you do. No other cattle breed compares to the Angus Foundation and its track record."

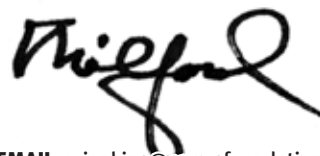
Resource goals

Lastly, to the question of "What do you believe is a realistic resource development (fundraising) goal for the Angus breed and our supporter base over the next four years, 2017-2020?" the bold range of \$5-\$10 million

was courageously checkmarked on the survey by 67% of the Angus breeders who responded.

Appreciation

Moving forward, information gleaned from this survey will be very useful, and we appreciate those Angus breeders and supporters who took time from their busy schedules to respond.



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Author's Note: *Milford Jenkins is president of the Angus Foundation. Visit www.angusfoundation.org for more information regarding the Angus Foundation.*