



Oregon Academy of Nutrition and Dietetics

External Funding Information



eat right. an affiliate of the Academy of Nutrition and Dietetics

Reach over 450 professional food and nutrition experts across Oregon with your message.

Members of the Oregon Academy of Nutrition and Dietetics include Registered Dietitian Nutritionists (RDNs) and Nutrition and Dietetic Technicians, Registered (NDTRs), plus dietetic interns and nutrition students.

Oregon Academy of Nutrition and Dietetics members are passionate about food, health, and evidence-based practice. Our members work in hospitals and clinics, food service companies, public health agencies, colleges and universities, corporate wellness, private practice, and more.

Our Mission - Empower members to be leaders in food and nutrition.

Our Vision - Optimize the health of all Oregonians through food and nutrition.

Funding Opportunities

You are invited to collaborate with the Oregon Academy through several funding opportunities. We can work with you to find the right level for your organization to maximize your return on investment and deliver your message.

External Funding opportunities include:

- Annual educational conference
- Educational webinars
- Member communications
- Virtual focus group

For more information, please contact:



Katie M. Dodd, MS, RDN, CSG, LD, FAND (Business Development Chair)
oandbusinessdevelopment@gmail.com



Barbara Pyper, MS, RD, SNS, FAND (Executive Director)
oand@quidnunc.net
(206) 935-5104

Annual Conference



Each year, the Oregon Academy partners with the Washington State Academy of Nutrition and Dietetics for a combined conference.

In even years, we have an in-person conference and in odd years, we have a multi-week virtual conference.

Our annual conferences (whether in person or virtual) offer many opportunities to showcase your product or services.

See the Special Conference Supporter Information for details.

Professional Development Webinar Funding



The Oregon Academy hosts a minimum of two professional development webinars per year. Our webinars are a significant benefit to our members and will provide the return on investment that you are looking for.

Reach an average of 100 registrants per webinar. Our webinars are promoted to all members via the website, eblast, social media and event calendar. Your name and logo will be a part of this promotion, as well as on a beginning and ending slide.

These slides are part of the recording, which is posted on the website for three years and is eligible for continuing professional education units (CPEU), leading to additional views.

Note that the Oregon Academy is aligned with the updated CDR CPEU guidelines, which does impact logo placement and attribution during the actual webinar.

- A minimum of two announcements to all members regarding the webinar (via eblast) with supporting business' attribution.
- A minimum of two social media posts with supporting business' attribution.
- Continued reach of webinar for self-study for three years after live event.
- Reporting after the webinar with registration and attendance numbers, and evaluation results.
- **Investment:** \$1,500 per webinar



Member Communications Opportunities

Reach members through two email communication options- our recurring newsletter or a stand-alone eblast.

Just a Taste Newsletter

Just a Taste reaches all Oregon Academy members electronically with timely updates on food, nutrition, and the work of the Executive Board.

- Includes logo and up to 150 words with click-through to your website, plus 1 image and 1 additional hyperlink.
- Business is responsible for providing artwork in a camera-ready format.
- E-newsletters are permanently archived on the Oregon Academy website and available to members at any time.
- Receipt of metrics report within 2 weeks of deployment (open/read rate and click-through rate by link).
- **Investment:** \$150.00

Member Dedicated Eblast

Craft a stand-alone message to all Oregon Academy members.

- Includes logo and up to 500 words with click-through to your website, plus 2 images and 2 additional hyperlinks.
- Receipt of metrics report within 2 weeks of deployment (open/read rate and click-through rate by link).
- **Investment:** \$500.00

The Oregon Academy's eblast/email metrics are excellent.

- We average a 40% read rate
- Individual URL click-through rates range from 5% to 23%

Virtual Focus Group



Access the right mix of food and nutrition professionals to help you develop or market your program, product, or service.

Our members specialize in a wide range of practice areas and can be key thought leaders when you need open dialogue and honest feedback.

- Includes a 2-hour virtual meeting, hosted by our Executive Office.
- Provides access to 6-8 volunteer members specifically qualified for your needs.
- Supporting business is responsible for providing the focus group questions, leading the session, and recording responses.
- **Investment:** \$500.00

External Funding Guidelines

The Oregon Academy of Nutrition and Dietetics works with food companies and other organizations to develop opportunities that deliver credible, science-based food, nutrition and health messages to Oregon Academy members.

Oregon Academy supporting businesses include those who promote products and services that support the advancement of the food and nutrition profession.

Supporting businesses making product statements of properties, performance, nutrient values, beneficial results, etc., should be such that they can be verified by adequate data available in well-accepted, peer-reviewed literature, which is subject to Oregon Academy approval.