



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

## **Oregon Academy of Nutrition and Dietetics External Funding Information**

*Reach over 700 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:**

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## Annual Educational Conference

Our annual spring conference is an excellent way to reach our members. In alternating years, the Oregon Academy partners with the Washington State Academy of Nutrition and Dietetics for a joint conference. Attendance at Oregon Academy conferences averages 170 members, including RDNs, NDTRs, dietetic interns, and nutrition students. Attendance at joint Oregon and Washington State conferences is approximately 400. Our annual conferences offer many opportunities to showcase your brand, including:

- **General Support:** Support the conference with a general contribution that will be used to fund overall conference costs.
  - A minimum of two email announcements to all members regarding the annual conference with supporting business' attribution.
  - A minimum of two social media posts with supporting business' attribution.
  - Recognition of your support, including name and logo, in the conference program.
  - Option to participate as a conference exhibitor at no charge.
  - *Investment: \$2,500.00*
  
- **Speaker Support:** Support a specific speaker and/or topic chosen by the conference planning committee.
  - One keynote or concurrent session presentation.
  - A minimum of two email announcements to all members regarding the annual conference with supporting business' attribution.
  - Recognition of your support, including name and logo, in the conference program.
  - Sessions may be recorded and hosted on our website for members to access for up to three years, expanding our reach beyond conference attendees.
  - *Investment: \$1,000.00 for keynote speaker or \$500.00 for concurrent session*
  
- **Food and Beverage Support:** Support a meal or beverage service for conference attendees.
  - Recognition of your support, including name and logo, in the conference program.
  - Recognition of support at food and beverage stations.
  - Possible incorporation of product (subject to venue approval; may have an additional cost).
  - *Investment: \$500.00 for beverage service or \$1,000.00 for meal*

## Educational Webinar Funding

The Oregon Academy hosts a minimum of two educational 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 CPEU, leading to additional views.

- 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

### 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 250 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: \$250.00*

### 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 are limited to those who promote products and services that support the advancement of the food and nutrition profession. The Oregon Academy, a state affiliate of the Academy of Nutrition and Dietetics, is in direct alignment with the Academy's sponsorship approval requirements which include:

- The supporting business' vision and mission align with the Academy's Vision, Mission and Strategic Goals.
- The supporting business' product portfolio is broadly aligned with the Academy's Vision: Optimizing health through food and nutrition.
- The external funding relationship and supporting business' product portfolio are broadly aligned with official Academy positions.
- All aspects of external funding (such as research, consumer messaging or professional education for members) align with the Academy's Scientific Integrity Principles.
- The Academy does not endorse any company, brand or company products, nor does the Academy's name or logo appear on any product. Such endorsement is neither actual nor implied.
- The Academy maintains final editorial control and approval of all content in materials bearing the Academy name or logo.
- There is clear separation of Academy messages and content from brand information or promotion.

An External Funding Information Form (included in the External funding policy) must be completed prior to external funding approval.

All proposals will be reviewed in detail for conformance with sound evidence-based science, with Oregon Academy members' needs and the Academy's positions, policies and philosophies.

Supporting businesses will not influence the Oregon Academy's current and future programs, leadership, decisions, policies and positions.

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.