

Design implications suggested by interviews

The structural solution must:

- **Promote the mission** of Cooperative Extension.
- **Define and help to structure national initiatives or resource pools** that reflect multi-state priorities or capacities, while preserving Extension Director/Administrator **autonomy** in state and local programming.
- **Unite and lift the brand** of the Cooperative Extension system, in all of its elements, to be valued as a coherent whole, yet allow the sub-brands to capitalize on their specific fundraising markets.
- **Fundraise nationally** in a “positive sum” way that minimizes competition and maximizes all-of-system asset alignment. Raises funder ROI.
- **Mobilize private** leadership for governance, support, and networks yet interlock with **ECOP**.
- Create a **sustainable system**.

The Problem

- A nation-wide capability exists. A national system does not.
- Potentially competing organizations are emerging within and side-by-side with Cooperative Extension.
- State and local priorities must be respected but the whole must become greater than the sum of its parts. We want to empower and strengthen the parts by binding they together without losing their individuality.



What Does Success Look Like?

A national organization with a nationally recognized brand that builds on the total capacity of state and local Extension programming and leaders to drive resources toward public-private partnerships between Cooperative Extension and private capacity, to achieve collective impact on some of the nation's most challenging problems.

And, therefore, enable

- New resources that can flow out to state and local programs
- New leaders who can raise the visibility of Cooperative Extension nationally and philanthropically
- New plug-in points and processes for new ideas to be shared, initiatives developed, and funding acquired
- A value proposition to LGUs that adds to their own fund development strategies



Discussion

1. What do you consider as the advantages of a national initiative around private fund development?
2. What are your concerns or barriers to this concept?
3. Do you consider this a high priority for the Cooperative Extension System?
4. Should ECOP pursue further development for discussion/ approval?