



Cover Crop Champion Application Form

1. Applicant name; indicate outreach or farmer champion by each applicant/s name
2. Applicant/s contact information (address, phone, email):
3. Explain your qualifications and/or experience (less than 300 words, in paragraph form or bullet points):
4. Explain your plan for reaching at least 150 farmers and 10 crop advisors each year with messages on cover crops as a practice. Your plan can include media outreach to newspapers, trade publications, and TV or radio interviews, as well as field days, meetings with agricultural advisors, and speaking engagements to farmer audiences or other innovative methods and opportunities. Please explain how any of the outreach activities will involve innovative approaches to reaching your target audience, including why you think the approach will be successful.
5. Estimate your budget, using the chart on the following page as an example. There is a limit of \$10,000 in total expenditures for a champion/farmer pair.





Suggested compensation for time spent:

Activity	Available compensation for time
Hosted half day field day (farmer)	\$500
Speaking engagement/in-person interview (farmer or outreach champion)	\$100
Phone interview (farmer or outreach champion)	\$50
Time spent on preparing presentations, writing articles or letters, advising other farmers, etc., attending or assisting with field days (outreach or farmer champion)	\$200/8-hour day, \$100/ 4-hour half-day

Sample budget for farmer applicant

Project Expenditures	Time/Deliverables	Budgeted amount
Compensation to farmer for contributed time	2 days (16 total hours over grant year) of total time spent for communications with outreach champion and preparing presentations and educational materials	\$400
	2 phone interviews	\$100
	4 speaking engagements	\$400
	1 hosted field day (half day)	\$500
Travel expenses (estimated)	Travel to 5 speaking engagements	\$1500
Other expenses	Supplies for field day	\$100
Total		\$3000

Sample budget for outreach partner

Project Expenditures	Time/Deliverables	Budgeted amount
Compensation to outreach partner for contributed time	4 days (32 total hours over grant year) for communications with advisees/farmer champions and preparing presentations and educational materials	\$800
Travel expenses (estimated)	Travel to 2 speaking engagements	\$600
Other expenses (printing, supply costs, etc.)	Printing materials, supplies for educational materials	\$500
Total		\$2000

