



CCSI Support for Soil Health Outreach and Education Financial Support Guidance

Outreach and education are core to Indiana Conservation Cropping Systems Initiative's mission. We provide information on science-based soil health and tools to help those adopting soil health practices. One of our strategic priorities is to facilitate and support Local Level Partnerships' efforts to deliver soil health messaging. We have a history of helping Local Level Partnerships utilize the most effective workshop/meeting configurations for their specific audience.

Financial assistance for programs and events has been key to assisting partners with successful events. Beginning in February 2025 a new [Event Support Request Form](#) will be required to receive financial support from CCSI for those outreach and education efforts.

This document includes parameters to be followed when seeking financial support from CCSI. Funding can be used only for programming and events which promote soil health on Indiana cropland with priority given to those that relate to [CCSI strategic goals and initiatives](#).

CCSI Financial Support can be used for expenses related to guest speakers, facilities, or other logistics related to the conducting of an educational program/event. Funds may be used for meals or refreshments only if these expenses are shown to contribute to the continuity of the event. If, at the time of application, you do not know the answer to some questions you may enter "To Be Determined" (TBD) however, more complete applications may be scored higher, depending on involvement of CCSI staff in the planning process.

To receive payment, recipients are required to complete a short summary report of the activity that includes: number of participants and the outcomes (i.e., how will participants improve soil health on Indiana cropland based upon what they learned?). We ask that your summary report be submitted not later than 30 days after the event/project.

Your application form will be reviewed by a committee as appointed by the CCSI Oversight Committee. You may be contacted by a CCSI program manager for more information or clarification before a final decision is made on funding. Funding is limited and all applications may not be funded.

Applications Accepted (beginning February 2025):

February 1-28

May 1-31

October 1-31

Applicants Informed:

March 15

June 15

November 15

If you have any questions about this program, please contact one of your CCSI Program Managers:

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CCSI and its Oversight Committee advocate for, support, and uphold a policy of anti-discrimination in all our programs and policies. Programs led or supported by CCSI will not discriminate whatsoever on the basis of race, color, national origin, age, disability, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program

**Conservation Cropping Systems Initiative
Local Level Outreach Support Application Questions**

Support Goal: To help Local Level Partnerships build capacity and sustainability while advancing adoption of soil health practices, especially by farmers not currently in a soil health system.

Outreach efforts must have a component for reaching new audiences.

Additional points may be given for those events that will include a CRP component such as prairie strips, saturated buffers, woodland edge feathering, etc.

- 1) **Lead Organization(s):**
- 2) **Working Title:**
- 3) **Date / Estimated Date:**
- 4) **Amount requested and its use:**
- 5) **Can the event/program be completed without CCSI financial assistance?**
- 6) **Have the organizers received financial support from CCSI, including paying speaker fees/travel for an event in the 2 years?**
- 7) **Who is your target audience? Be specific.**
For example, if the target audience is farmers, what type?
No-tillers? Heavy tillage? Livestock? Commodity crops only? Cover Crop curious?
- 8) **What do you want the audience to walk away thinking/doing?**
Try to think in terms in moving them down the road of their soil health journey 1-2 steps. For example, in an area of heavy tillage + confined livestock production, the answer might be something along the lines of USING their nutrient management plans and THINKING about using cover crops.
- 9) **Why will they want to come? What is it about the content that will interest them?**
For example, in areas of high irrigation use, topics revolving around improving irrigation efficiency might pique their interest. The event could not only have information about using cover crops, but also information on improving infiltration and water availability.
- 10) **What non-ICP / new partners are included in part of the planning process?**
Whether groups like local chapters of Indiana Farm Bureau, co-ops, or banks – involving groups that have trusted relationships with new audiences such as “middle adopters” in the planning process (not just sponsors) can be very helpful in reaching those newer audiences.
- 11) **How will you advertise / make sure your target audience knows about the event?**
Personal text/phone/email invitations and reminders are encouraged.
- 12) **How will you measure event impacts?**
How will you know attendees might try or stick with new practices or have attitudes changed?