



WORKING TOGETHER FOR IOWA'S FUTURE

HOW THE ALIGNED, BUT SEPARATE
MISSIONS OF IAWA AND ACWA
SUPPORT WATER QUALITY IN IOWA



WHICH ORGANIZATION IS FOR YOU?

We know that ACWA and IAWA are both major investments for your company or organization and we're grateful for your generosity! Know that we take these relationships very seriously and when we recruit you to join our force of influential leaders, we know exactly the right spot for you, whether that's with ACWA, IAWA, or both!



**WE WORK TOGETHER, NOT APART,
SO WE WILL BE HONEST ABOUT
THE BEST INVESTMENT.**

Why? You and your organization have unique strengths, resources, and influence, and a seat at the right table is critical.





ACWAIOWA.COM



IAAGWATER.ORG

MISSION

TO IDENTIFY AND ADVANCE SOLUTIONS THAT REDUCE NUTRIENT LOSS, BUILD HEALTHIER SOILS, AND IMPROVE IOWA’S WATERS.

TO INCREASE THE PACE AND SCALE OF FARMER-LED EFFORTS TO IMPROVE WATER QUALITY IN IOWA.

MEMBERSHIP

ACWA BOARD:

Primarily ag retail, co-ops, and product suppliers who donate membership dues

IAWA BUSINESS COUNCIL:

Agriculture and water quality influencers from both public and private entities who donate council dues

HOW WE’RE ALIKE

Focused on water quality through farmer-driven practices

Partner with ag industry leaders

Uncover and promote impactful innovations

Fundraising and education
(but through very different channels!)

HOW WE’RE DIFFERENT

ON THE GROUND + FARMER ADVISORS

ACWA is a leader in farmer-facing and water monitoring activities. Ag retail collaboration is key to its success. For example:

- Ag retail members promote conservation directly to farmer customers.
- Members collaborate to offer the best conservation products from loans, to stabilizers, to advising.
- ACWA has water monitoring locations statewide, which helps with watershed planning, and progress measurement.
- ACWA is building a conservation agronomy network so that more farmers can get one-on-one conservation support.

BEHIND-THE-SCENES + PARTNER TOOLS

IAWA’s leadership shines behind the scenes through critical project development and outreach. We are also a bridge builder for many organizations. For example:

- IAWA facilitates deep collaboration between Iowa Corn, Iowa Pork, and Iowa Soybean Associations.
- IAWA is an expert at public-private collaboration bringing more than 100 partners to the table.
- Over 10 years, IAWA has brought in \$181 million and counting through projects and grants.
- IAWA is an agile communications agency – discovering outreach gaps and filling them with tools like videos and brochures that all partners can use.

CORE PROJECTS

CONSERVATION AGRONOMIST NETWORK

ACWA created the new position and is now growing it statewide by securing funding, employers, and training for new hires. This one-on-one farmer support is critical for new adopters to be successful.

WATER MONITORING

ACWA is perhaps most known for its thorough water monitoring network, which started as a volunteer program in the North Raccoon. Water monitoring results can guide conservation agronomists.

FERTILIZER CODE OF PRACTICE

For more than two decades, all members agree to the code, which prevents fertilizer sales in the fall until temperatures have dropped to acceptable levels to prevent volatility.

REGIONAL CONSERVATION PARTNERSHIP PROGRAM (RCPP)

IAWA has helped develop four of these projects, worth a total of \$181 million. USDA works directly with the farmers, but we work behind the scenes with project management and outreach.

COSTSHARECOMPARE.COM

With IAWA’s deep knowledge of many programs that pay farmers for conservation, plus our agile, gap-filling mindset, we created a comparison tool. This tool helps conservation agronomists and others cut through the jargon on complicated programs.

OUTREACH CAMPAIGNS

IAWA is at the center of telling Iowa’s water quality story. We led outreach for the 10th anniversary of the Iowa Nutrient Reduction Strategy, write monthly articles and newsletters, and build educational videos.

THE AMPLIFY MODEL

MEET JEFF LUCAS: The Executive Director for both ACWA and IAWA

How does that work? To be as efficient as possible with donated dollars, the two nonprofits both office out of the Iowa Soybean Association, and are contracted with Amplify Association Management. Amplify is an agency that provides membership organizations with the support they need to be successful.

Amplify's staff of executive directors, communications professionals, accountants, and administrative specialists all have specialized expertise and tasks, and spread that expertise among multiple clients.



QUESTIONS?



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