

DARCA

INVESTMENT GUIDE

2021-2022

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INTRODUCTION

Note from Executive Director, Amber Weber

Each year, since I became Executive Director, I have gathered our Board together for a retreat where we plan strategically for the upcoming year. This year, we took a very deep look at what DARCA is known for, who we want to be, how we get to where we want to be, etc. In this process, we realized that there is a disconnect between what we do, and what our funders think we do. You, as a sponsor, are such an integral piece of DARCA and we are incredibly grateful for you, your generosity, and what you offer to DARCA and the members. What we realized, is that many sponsors think they sponsor a conference, not a nonprofit organization. We love that we can gather our sponsors in one place at our conference. You undoubtedly know the value of the conference and meeting the members and hearing their needs. We love seeing you (by the way we are really looking forward to February 2022 for our next one!), but I'd like to take a moment to give you a glimpse of DARCA as a nonprofit who utilizes your sponsorship all year long.

We have grown over the past two years. We have become more than a once-a-year event. We are doing great work (of course we are biased, but we think you are too). There is no shortage of nonprofits in Colorado or even water-specific nonprofits. If you have been with DARCA for long, you know we are different. If you talk to anyone on staff or Board, you know that we all feel like family. Coming to an event is like a family reunion. When I came to DARCA I had never experienced such a fun, meaningful, and robust organization. We serve a very important piece of the water community.

Since my first DARCA experience, we have aided in getting ditch companies funding for much-needed projects; have connected our members directly with our sponsors for mutually beneficial partnerships; received grants to increase our membership benefits including a funding guide and improving and updating our handbook; working with legislation at a greater level; site visits to our members and sponsors; partnered with the Department of Natural Resources for the Low Head Dam movement to keep people safe; etc. We have more partnerships and projects coming down the pike that will increase opportunities for our members and youth. We are so excited about our work.

You may not know that DARCA doesn't have any full time staff. I am a part timer and have brought on Micaela as our Communications and Outreach Director who also goes to school full time. Your sponsorship allows Micaela and I to work on the above items without fretting about financial capacity. You have allowed us a great opportunity to serve the water community whether agricultural, environmental, recreational, or industrial. You play a big role in DARCA's success! With that, we are making a few changes that we hope will be successful for you.

- We want to be sure we get plenty of information for you and your organization so that we can promote you well! If we have a member who needs services that you provide, we will tell them about you! Several sponsors have gotten referrals from DARCA and I think it has been fruitful. You can be included in this too!
- We are going to keep you updated on our success throughout the year. We aren't just a conference and we want you to know what your sponsorship supports all year long.
- We are keeping the sponsorship benefits and are always open to more, new, different opportunities!
- We are keeping the Sponsor Spotlights at the annual conference which is a way for our top sponsors to get extra face time with our members to highlight who you are, what you do, and what value you provide.

We cannot wait to see what 2022 holds and we are thrilled you are along on this journey with us! If you'd like to continue to sponsor, let me know the level you'd prefer so that I can provide you with an invoice, a tax form if needed, and a Google Form for you to fill out with you/organizational information for us to share with our members. We are thankful for you and look forward to hearing from you soon!

Amber Weber
Executive Director

OUR STORY SO FAR

OUR MISSION

The definitive resource for networking, information exchange, and advocacy among ditch and reservoir companies, irrigation districts, laterals, and private ditches.

Current Goals

- build relationships with members and sponsors;
- be a resource for information
- handbook reboot
- advocacy and accessibility

OUR VISION

To help in Ditch or Reservoir with operations such as organizational, management, and more. All to reduce expenses and increase efficiency.



TWO YEAR REPORT

We have been under new direction and leadership for the last two, almost three, years. During that time DARCA has rebuilt to honor the history of the organization, while revisioning for a future that serves all water users.

Here are our top six achievements over the last few years:

1

Legislation

Ditch and Reservoir companies need a centralized voice to come together around policy. DARCA provides a table with a seat for all types of water users. Some of those water uses include agriculture, municipal, and recreational uses. We have created a space and come together as advocates on issues like WOTUS, state, and federal policy.

2

Added Value

Water resource management isn't a once-a-year event, so we thought neither should our conference be. We have worked to build DARCA into a full year experience to expand on the beneficial collaboration that the DARCA conference has had for years. This adds values to both members and sponsors in a way that increases advocacy and presence.

3

Communications

Communication drives change. We have worked over the last two years to build an online presence that matches our in person actions. We started this pathway right before a global pandemic and have grown our organization. That growth has led to an online social media presence, webinar series that have built on demand resources, and connection with members and sponsors yearround.

4

Resource Guides

We have built up DARCA's historic impact of providing written resources for our members. This has been done by updating DARCA's bylaws and operating procedures, and created a water funding guide that has been distributed throughout the agricultural community. This is only the beginning, in the next session you will see two upcoming documents we are working on.

5

Connection

We have worked tirelessly to fill all board seats and ensure they represent the diversity of our agricultural water users. We have then taken it to the next level by ensuring a deeper connection between board members, staff, and members. This includes hosting working board retreats to put vision into action, online webinars to stay connected with members, and continuous working collaboration with staff.

6

Outreach

We have expanded DARCA's reach through constant communication, partnerships across the water industry, and increasing impact in partnerships. Constant contact includes updates via emails, newsletters, calls, notes, social media.

CURRENT STRATEGY & PROJECTS

DARCA's strategy

- Focus on our members' needs in advocacy, information exchange, events, etc.
- Partner with experts and organizations to work on projects with multiple benefits
- Building trust with members, sponsors, and stakeholders
- Cultivating a culture of learning
- Celebrating the achievements of staff, volunteers, Board, members, and sponsors

DARCA does not exist simply for a once-a-year conference. Our mission and vision calls us to be greater- to focus on what matters to our members and highlight our sponsors and the value they add to DARCA and the members.

We are a family and we'd love for you to be a part of it as we further our mission.

PROJECT	DETAILS	VISION
River Network Partnership	A homegrown approach to gathering data to support irrigators	<ul style="list-style-type: none"> • Define which basin is in the most need of a support system • Provide support
Ambassador Program	An information and advocacy program for two tracks of people	<ul style="list-style-type: none"> • Provide info relevant to their job/future • Provide strategies for advocacy
WOTUS Roundtable	The ever-changing WOTUS will be informed by various groups/people	<ul style="list-style-type: none"> • Ensure irrigators' voices are heard • Provide info to DARCA

INVESTMENT

DARCA'S SPONSORSHIP LEVELS

2021-2022

AMBER WEBER,
EXECUTIVE DIRECTOR
DARCACONFERENCE@GMAIL.COM

**EXHIBITOR SPACES:
\$50 + SPONSORSHIP**
PROMINENCE OF DISPLAY
INCREASES WITH
SPONSORSHIP LEVEL

SUPPORTING \$500

1 REGISTRATION TO
CONFERENCE

Special "Thank You"
at events and on
promotional
materials

LISTED AS DARCA
RESOURCE

Named on DARCA's
website

RECOGNITION ON
DARCA'S
OUTREACH

BRONZE \$1,000

2 REGISTRATIONS
TO CONFERENCE

Special "Thank you" at
events and on
promotional materials

LISTED AS DARCA
RESOURCE

Named on DARCA's
website

RECOGNITION ON
DARCA'S
OUTREACH

SILVER \$1,500

3 REGISTRATIONS
TO CONFERENCE & 5
MIN. SLOT AT CONF.

Special "Thank you" at
events and on
promotional materials

LISTED AS DARCA
RESOURCE

Featured on DARCA's
website & Social
Media

RECOGNITION ON
DARCA'S
OUTREACH

GOLD \$2,000

4 REGISTRATIONS
TO CONFERENCE & 6
MIN. SLOT AT CONF.

Special "Thank you" at
events and on
promotional materials

LISTED AS DARCA
RESOURCE

Featured on DARCA's
website, Social Media,
& Newsletters

RECOGNITION ON
DARCA OUTREACH
& SPECIAL
OPPORTUNITIES

PLATINUM \$2,500

4 REGISTRATIONS TO
CONFERENCE & 10
MIN. SLOT AT CONF.

Special "Thank you" at
events and on
promotional materials

LISTED AS DARCA
RESOURCE

Featured on DARCA's
website, Social Media,
& Newsletters

RECOGNITION ON
DARCA OUTREACH
& SPECIAL
OPPORTUNITIES