

Section:	FB-4 Finance and Business Services	Approval Date:	11/21/2025
Policy:	FB-4.8 Campaign Funding	Latest Revision:	Initial Release

FB-4.8 Campaign Funding

4.8.1 Purpose

This policy provides a clear framework for evaluating, approving and funding the Association's public education, advocacy and other communications campaigns. The intent is to ensure that all campaigns:

- Advance ACWA's mission and strategic priorities,
- Deliver broad, demonstrable value to the membership, and
- Comply with all legal, ethical and financial requirements.

4.8.2 Funding

Campaigns with a projected budget of \$50,000 or more will be presented to the Board of Directors for review and approval prior to launch.

ACWA may fund such campaigns from its general operating budget only when the campaign provides broad statewide benefit across the membership. Campaigns that are regional, issue-specific, or limited in scope shall be funded through targeted sources, including member agencies, sponsorships or other designated funds.

All funding mechanisms must adhere to applicable laws and regulations, including those governing public education and lobbying activity.

4.8.3 Communications Plan

When seeking Board approval staff shall present a comprehensive Communications Plan that includes:

- The purpose, goals and measurable objectives of the campaign
- The target audiences, messaging framework and communication channels
- The budget funding sources
- The timeline and implementation milestones
- The performance metrics and methods for evaluating effectiveness

4.8.4 Reporting and Accountability

Following completion or at key milestones, staff shall provide the Board with a campaign update, which summarizes such issues as:

- Outcomes achieved relative to stated goals
- Use of funds and adherence to budget
- Lesson learned and recommendations for future efforts

The Executive Director is responsible for ensuring that all campaigns adhere to this policy and that results are communicated to the Board of Directors.

References:

KPI-24 analysis.

See Administrative Procedure: *To be determined.*

Revision History:

Revision Date	Description of Changes	Requested By
11/21/2025	Initial Release	ACWA Board