



WORKING + GROWING  
**TOGETHER**

2011 OHIO FARM BUREAU LEADERSHIP CONFERENCE

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**“People have within their own hands the  
tools to fashion their own destiny.”**

**~ Murray Lincoln,**  
Ohio Farm Bureau's first Executive Secretary  
and first President of Nationwide Insurance

**AUGUST 5-6, 2011  
COLUMBUS, OH**

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*“When we in the Farm Bureau started out to solve the farmer’s problems we discovered, little by little, that the farmer’s problems cannot be solved until the problems of the whole society are worked upon. The problem of our society cannot be worked upon without working upon the problems of the world in general.”*

*~ Murray Lincoln*



**Forging a partnership between  
farmers and consumers.**

**[www.ofbf.org](http://www.ofbf.org)**

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# WELCOME!



Before we launch into another dynamic plan of work at the 2011 Leadership Conference, the two of us want to encourage you to individually and collectively celebrate a great year in Farm Bureau. The following policy and program achievements are examples of our success:

1. Elimination of the state estate tax
2. A budget for Ohio that recognizes the value of what you need and what needs to be done
  - a. Extension
  - b. OARDC
  - c. SWCD
  - d. ODA
  - e. Agriculture Education
3. Operation of the Ohio Livestock Care Standards Board—practical animal care policy
4. Farmer protection when animals escape
5. Our Ohio Inc. great communication
6. Election of Brent Porteus to the Nationwide Board
7. Outstanding political engagement—highlighted by former OFBF president Bob Gibbs elected to Congress and former OFBF president Bob Peterson to the Ohio General Assembly
8. An outstanding presidents trip to Washington, D.C., and Ag Day at the Capital
9. Preparation for oil and gas drilling leases led by Dale Arnold's expertise
10. Eleven more accomplishments on the front page of the July 21 *Buckeye Farm News*

“Working and Growing Together” produce results you can CELEBRATE!

Now we want to get better and add more value to your membership. We frequently quote Murray Lincoln and the following is one of our favorites and can inspire us for the future. In fact, it has inspired us and recharged our Farm Bureau battery. We're motivated and excited to engage in a lively discussion of what the Farm Bureau of tomorrow will be because of what you do. Many of you have said, “I'm committed.” Let's revisit what to do and how to do it.

*“When we in the Farm Bureau started out to solve the farmer's problems we discovered, little by little, that the farmer's problems cannot be solved until the problems of the whole society are worked upon. The problem of our society cannot be worked upon without working upon the problems of the world in general. I believe that people have the duty to work upon these problems. I not only consider it a duty but a privilege. Large groups of people are not spontaneously going to turn their lives toward the solution of the problems unless they get adequate leadership to direct—and, yes, to inspire—them.” ~Murray Lincoln*

From the book we've recently read *Race for Relevance* — “I don't have time” is code for “I've got better things to do with my time.” Any instance when a member says they “don't have time” is an indictment on the value of the proposed activity or project. People have time for:

- Projects that are meaningful
- Ideas that help them perform in their work
- Initiatives that are interesting
- Causes they care about
- Activities that are fun

Does Ohio Farm Bureau consider the above elements when developing programs or creating volunteer opportunities? We believe together we can answer that question and Ohio Farm Bureau will be more successful.

Welcome to the 2011 Ohio Farm Bureau Leadership Conference. You are here to have fun, learn and prepare for your engagement and the fulfillment of your desire to serve the organization.

Steve Hirsch, President

John C. Fisher, Executive Vice President

# Forging *a* Partnership *between* Farmers *and* Consumers

## Indicators of Success:

- **A strong effective organization that is member-driven, financially strong and focused on farmers.**
- **Communication and consumer education to forge a partnership between farmers and consumers.**
- **Public policy and political activism to create a stronger economy and a positive future for the agbioresources industry.**
- **Preserving and promoting the contributions of animals to society.**

## Ohio Farm Bureau Goals:

- **Market Farm Bureau to achieve membership growth.**  
Organization
- **Connect consumers to food production.**  
Communications
- **Recognize the value of all animals in today's society.**  
Food and Animal Issues
- **Encourage member involvement by creating a volunteer-friendly Farm Bureau.**  
All action teams
- **Enhance value of partnerships with Nationwide and other affinity organizations.**  
Organization
- **Advance Farm Bureau policy to create a positive jobs climate.**  
Public Policy
- **Protect private property rights.**  
Public Policy

## OHIO FARM BUREAU GOALS

When it comes to implementing Ohio Farm Bureau goals locally, you are limited only by your creativity. Volunteer leaders working cooperatively together and collaborating with other partners, businesses, organizations and government officials and staff truly build a strong organization, a community and a robust agriculture for generations to come.

The following is a list of ideas to get you started in creating ways to accomplish Ohio Farm Bureau and local goals. Rather than a checklist of things for you to accomplish, use these ideas as a springboard for your creativity. How might you incorporate these ideas into your existing programs? Are there other organizations or businesses that share your WHY with whom you could cooperate to accomplish these goals? How might you change or enhance a program or event to accomplish several of these goals at a time? How can you build new relationships and involve/develop new leader prospects and members in your successes?

Most of all, make it meaningful, make it fun and make it your own.

### **MARKET FARM BUREAU TO ACHIEVE MEMBERSHIP GROWTH** *(Organization)*

Participate in a comprehensive statewide membership marketing process that includes a focus on face-to-face contact to involve an adequate number of members in the volunteer campaign.

Actively recruit membership workers at all organization functions and establish a follow up process to reinforce their commitment toward year-round membership marketing efforts.

Integrate membership marketing activities into existing and new local program activities.

Conduct new member recruitment activities outside of the normal membership campaign where nonmembers can participate. There are a considerable amount of prospects who have never been invited to join.

Identify and follow-up with new member prospects generated through personal contact or via public databases currently available.

Identify and promote the value members receive from participating in activities or from Farm Bureau information. Focus on assisting existing members in identifying and communicating the value of a membership. Use testimonials for member recruitment purposes from those individuals who have experienced significant benefit from their membership.

Incorporate membership information into your local newsletter. For example: local member benefits, resources available from the local office and information about local foods from farmers targeted to consumers.

Employ media relations, social media and other public communication opportunities to position Farm Bureau as a significant contributor to local economic, social and environmental well-being.

Share with teachers who are current members and prospective members all of the resources OFBF has for teachers.

Identify membership recruitment and retention opportunities for farm product retailers who should be participating in the *Our Ohio* Buying Local Directory, including restaurants.

Contact Farm Bureau youth, alumni and past scholarship recipients, encouraging them to join Farm Bureau. Invite youth from FFA and 4-H alumni to join. Build good working relationships with youth from Farm Bureau, other organizations and youth that you sponsor or purchase livestock from at local fairs to assist you in a project and mentor them.

Build relationships with local companies and organizations to work toward common goals, shared legislative interests and Farm Bureau memberships. Consider approaching them about group membership prospects.

Promote Nationwide, Medical Mutual of Ohio and Sedgwick CompManagement products and services to members and nonmembers. Reach out to local agents and staff to provide them with opportunities to prospect for new sales throughout the year.

## OHIO FARM BUREAU GOALS

Promote membership opportunities through the Farm Bureau website and the 1-888-GrowWithFB toll-free information and sign-up number. These sale channels allow member prospects to inquire about member benefits and ultimately become members 24 hours a day, 365 days a year.

Promote the online and credit card sign-up options available to all local Farm Bureaus. New and renewal members can be signed at [ofbf.org](http://ofbf.org).

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### CONNECT CONSUMERS TO FOOD PRODUCTION (*Communications*)

Promote the use of the terms farming and agbioresource with the message, "Agriculture is the original green industry." Promotion and outreach activities should include local schools, speaking to local service clubs, local Farm Bureau events, local media relations, social media and volunteer activities.

Promote agbioresources-related technologies that provide a variety of local income enhancement and economic opportunities. These include value-added agricultural production, manufacturing, business development and job creation. Activities should recognize:

- Food production—Traditional, bulk commodity use, as well as new value-added products. Any new and innovative production/packaging and marketing techniques used by local companies should be highlighted also.
- Bioenergy Production—Local production facilities, wholesale and retail outlets using ethanol and biodiesel, as well as selling flex-fuel vehicles. Recognize farmers and food processors generating electricity using farm-based feed stocks (methane digesters, fuel cells).
- Industrial/Consumer Product Development—Companies developing plastics, chemicals, pharmaceuticals and other products derived with primary feed stocks coming from the farm.

Look for opportunities to partner with other entities and groups to promote farming and agbioresource local development. Efforts should focus on helping consumers understand and appreciate how

agbioresources impact the community. Work should be done on promoting farmer partnerships with entities engaged in research and development, as well as business expansion, new business generation and new jobs for local communities.

Look for opportunities to partner with local schools to incorporate farming and agbioresource information and materials in elementary, middle and high school curricula.

Examine agriculture and agbioresources as the original green industry, and further brainstorm ideas, mediums and methods that will ensure future success.

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### RECOGNIZE THE VALUE OF ANIMALS IN TODAY'S SOCIETY (*Center for Food and Animal Issues*)

Speak out and stand up for animal agriculture and the food industry.

- Engage the public and other interested parties on modern animal practices and the measures that are taken to ensure proper animal care.
- Conduct an Earth Day activity to promote the positive impact Ohio animal agriculture and Ohio food has on the environment.
- Working with the Communications Action Team, conduct a project that helps educate nonfarmers about the many factors impacting food prices.

Develop strategic relationships with local groups or organizations who believe that animals add value to human lives.

- Build a relationship with local and regional humane organizations and pet shelters that allow for a more informed understanding of issues and practices of each.
- Engage your local groups/organizations and participate in outreach and educational programs.
- Expand the traditional realm of membership while emphasizing the benefits of membership and the value of their input. Everyone is affected by the rules we place on agriculture and food production.

# OHIO FARM BUREAU GOALS

Educate and advocate for acceptable food and agricultural practices.

- Work with local commodity groups to participate in their outreach and educational programs.

Support and participate in Ohio and American Farm Bureau public policy and communication programs that cultivate relationships with the media and legislators to increase support for and improve the public perception of animal agriculture.

- Develop a series of local community outreach programs (speakers, presentations, tours, etc.) that could include, but not be limited to, the media, local officials and civic clubs.
- Identify AgriPOWER Institute candidates with animal agriculture and food backgrounds and secure scholarship funding for participation in the program.
- Develop, coordinate, attend, participate and/or host a meeting or series of programs aimed at helping humane officers become better acquainted with production animal agriculture.
- Promote animal welfare and the benefits of sound animal welfare practices during national “Be Kind to Animals” week.

Identify food and animal issues.

- Participate in educational meetings on issues facing animal agriculture and the potential impact to their farm operations.
- Be actively engaged in federal, state and local food safety and animal issues important to Ohio farmers, such as welfare, water management and regulation, pesticide issues, livestock rules and permitting, manure classification and changing air and climate standards.
- Monitor zoning ordinances proposed to or by local commissioners and township trustees pertaining to animal agriculture.
- Monitor regulations being proposed to or by local health departments pertaining to animal agriculture.
- Host a forum to discuss and prioritize food and animal issues that affect your community.

## **ENCOURAGE MEMBER INVOLVEMENT BY DEVELOPING A VOLUNTEER-FRIENDLY FARM BUREAU** *(All action teams)*

- Develop a culture and understanding of the definition of volunteer-friendly organization activities.
- Make an effort to engage all attending members in the activities you hold.
- Provide volunteer opportunities suitable for a wide range of people with differing needs and interests.
- Recruit targeted volunteer audiences as well as your broad membership base. Promote the benefits of volunteering for your local Farm Bureau.
- Give volunteers the opportunity to evaluate the programs they completed or participated in.
- Implement an effective volunteer recognition program that thanks all participants for their contribution to your program/activities.
- Each leader should implement a volunteer mentoring program as part of the board and action team succession planning.
- Define ways in which volunteers can help carry out effective programs. Measure member involvement in activities.
- Consider the value and the use of volunteers’ time to make sure events and programs are “worth” their time to participate in.

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## **ENHANCE VALUE OF PARTNERSHIPS WITH NATIONWIDE AND OTHER AFFINITY ORGANIZATIONS** *(Organization)*

Business development opportunities.

- Provide suggestions for business partnerships of interest to members.
- Promote current business partners to local membership base.
- Collaborate with OFBF to develop efficient business processes.

## OHIO FARM BUREAU GOALS

Attention to membership producers.

- Foster local relationships with Nationwide and Allied agents.
- Develop and implement locally driven membership incentive programs

Market SuperMedOne/Ohio Farm Bureau health care products.

- Provide input about the health care needs of local members.

Grow workers' compensation group rating program administered by Sedgwick CompManagement, Inc.

- Identify employer prospects for program evaluation.
- Conduct safety program with the goal of reducing group claims.

Develop and promote a local member services program.

- Highlight local member to member benefit programs.

Provide local Farm Bureau support of Nationwide "On Your Side" initiatives.

Local Farm Bureau involvement in relevant data gathering activities.

Develop local relationships with affinity groups (i.e. Nationwide, hotels, food, retail partners, etc.)

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### **ADVANCE FARM BUREAU POLICY TO CREATE A POSITIVE JOBS CLIMATE (Public Policy)**

Contact/meet with/write letters to elected officials on OFBF and AFBF policies.

Write editorials and letters to the editor, and conduct radio and television interviews, to educate the public on the proposed law, rule or regulation.

Hold local public information meetings with proper resource people to explain the impact of a proposed law, rule or regulation.

Invite elected leaders to participate and present at local meetings and field activities to talk about issues affecting Ohio agriculture.

Establish a relationship with decision-makers to ensure that Farm Bureau input will be sought prior to drafting a law, rule, or regulation.

Identify current laws, rules or regulations that negatively affect Ohio agriculture and develop a plan of action to address current concerns.

Participate in Farm Bureau policy development process.

Participate in OFBF organized trips such as Ag Day at the Capitol and Young Agricultural Professionals and County President's trips to Washington, D.C.

Provide comments to state and federal governmental agencies per the development of any proposed and new rules and regulations that impact agriculture.

Partner with other groups who have similar policies.

Work with local media (in cooperation with your Communications Action Team) to communicate Farm Bureau policy issue messages to the public.

Identify current laws or regulations that negatively affect the jobs climate and develop a plan of action to change the law or regulation.

Develop and distribute a package of materials to help local Farm Bureaus conduct "Meet the Candidate" or "Meet the Officials" events. These events can be held at local events, local Farm Bureau annual meetings or other functions.

Increase traffic on election website. Farm Bureau once again has created a website that will serve as an election resource for Farm Bureau members. This website will be updated with new information continually throughout election season. The website will be promoted at Farm Bureau events around the state and in our publications and linked to other organization sites.

Develop a strategy for empowering local Farm Bureaus to actively encourage potential candidates. Farm Bureau holds a successful campaign school some years that give participating candidates the

## OHIO FARM BUREAU GOALS

opportunity to learn about a range of campaign basics, strategies and ideas. The campaign school is a key tool used in encouraging potential candidates.

Promote election campaign workshops sponsored by Ohio Farm Bureau.

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### **PROTECT PRIVATE PROPERTY RIGHTS** *(Public Policy)*

Encourage and support Farm Bureau members, and others familiar with and supportive of agriculture, to be nominated and appointed to various boards, committees and task forces.

Maintain a vigilant attitude to identify when a proposed law, rule or regulation may interfere with private property rights.

Regularly attend meetings of regulatory agencies and boards. Testify at hearings on proposed laws, rules and regulations to identify the impact of the proposal on agriculture.


Monitor zoning ordinances proposed to or by local commissioners and township trustees. If any proposed zoning ordinance exceeds local officials' statutory authority, work with them to address the situation. Consider testifying at zoning hearings where applicable.

Write editorials and other documents, and conduct radio and television interviews, to educate the public on the proposed law, rule or regulation.

Hold local public information meetings with the proper resource people to explain the impact of a proposed law, rule or regulation.

Host a seminar to help educate officials and landowners about eminent domain.

Identify current laws or regulations that negatively affect private property rights and develop a plan of action to change the law or regulation.

Above all, establish a relationship with decision-makers so that Farm Bureau input will be sought prior to the drafting of a law, rule or regulation. 



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# FARM BUREAU COUNTY PROGRAM EVALUATION OUTLINE

County Farm Bureaus have a great deal of latitude in designing their county programs. This system rewards achievement, initiative and innovation. Counties only need to submit one application for each program area (four separate reports) at the end of the program year.

*The following template will be used for each area.*

- Each report is not to exceed four pages.
- Each of these areas will be weighted with the “Results” section receiving the greatest consideration.
- Part of the evaluation process will involve peer review.

*In each Achievement Award application, County Farm Bureaus will report:*

**MEMBER INVOLVEMENT:** How were the objectives of this program area communicated to volunteer leaders? What committees or individual programs were involved? Was the program coordinated with other County Farm Bureaus? How were volunteer leaders recruited and trained?

**COMMUNICATIONS:** How were the objectives of this program area communicated to volunteer leaders and/or members? How was the media involved? List audiences targeted and tactics used to reach them.

**PLANNING:** Are the initiatives in this program area driven by the mission and goals developed by the county board? How were the plans developed to implement the goals for this program area? Were OFBF mission and goals supported?

**RESULTS:** Did the program result in increased awareness, educational improvements, economic opportunities, or social advancement for Farm Bureau members? Were Farm Bureau’s goals advanced? What methods or procedures were used to measure the results? What were the benefits to farmers and/or members resulting from the program?

*A brief summary of what might fall within these guidelines follows.*

**COMMUNICATIONS:** This application should address what the county Farm Bureau did to:

- Advance communications to consumers using *Our Ohio*.
- Promote farming and the agbioresource industry.

- Publicize the county Farm Bureau.
- Enhance local media relations.
- Implement aspects of social media (Facebook, Twitter, etc.)
- Develop member communications and awareness.
- Build a connection with consumers.

**ORGANIZATION:** This application should address what the county Farm Bureau did to:

- Develop and execute a successful membership campaign
- Develop and promote member services
- Develop a county budget
- Conduct audits
- Hold a successful annual meeting
- Surface candidates for the board
- Build Nationwide relations
- Participate in leadership development (including OFBF statewide events)
- Review its code of regulations
- Manage its investments

**PUBLIC POLICY:** This application should address what the county Farm Bureau did to:

- Develop effective policies
- Address how advisory councils were engaged
- Address how outside resources including commodity interests were engaged
- Implement policies
- Local issue meetings and education
- Efforts to support state and national Farm Bureau priorities
- Legislator relations
- How the county provided for member contacts with decision-makers
- Involve member in the political process
- Legislator evaluations
- Grassroots political activities

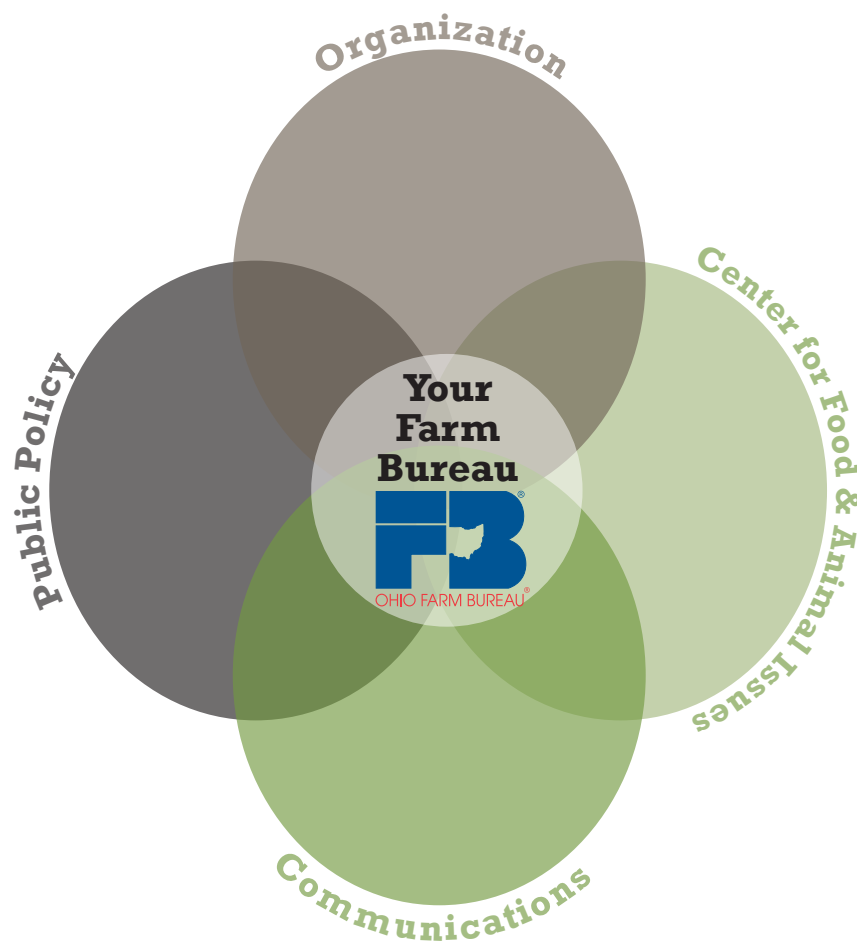
**FOOD and ANIMAL ISSUES:** This application should address what the county Farm Bureau did to:

- Recognize the value of all animals in today’s society
- Speak out and stand up for animal agriculture and the food industry.
- Develop strategic relationships with stakeholders who believe that animals add value to human lives.
- Educate and advocate for acceptable food and agricultural practices.
- Identify food and animal issues important to your community. 🌿

# FARM BUREAU STRUCTURE

**PREMISE:** This programming model emphasizes the importance of your board and creates a bias for action and results. Leadership development will be a result of providing experiences, training and teamwork opportunities through the four action team structure. The goal is to create a culture of leadership succession and incentives based upon desired action and results.

## Farm Bureau Action Team Structure



### Core Focus of the Four Committees

- Goals/Objectives
- Special Projects
- Priority Issues
- Membership Growth & Involvement



Plan of Work: *Deadline: December 15, 2011*

POLICY TO BE IMPLEMENTED/PROGRAM OR ACTIVITY TO BE IMPLEMENTED:

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**PRIMARY ACTION TEAM — Communications**

**Action Plan**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**SECONDARY ACTION TEAMS:**

*Items needed from these action teams to implement policy, program or activity*

**Organization**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Public Policy**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Center for Food and Animal Issues**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Plan of Work:** *Deadline: December 15, 2011*

POLICY TO BE IMPLEMENTED/PROGRAM OR ACTIVITY TO BE IMPLEMENTED:

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**PRIMARY ACTION TEAM — Public Policy**

**Action Plan**

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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**SECONDARY ACTION TEAMS:**

*Items needed from these action teams to implement policy, program or activity*

**Center for Food and Animal Issues**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Organization**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Communications**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Plan of Work:** *Deadline: December 15, 2011*

POLICY TO BE IMPLEMENTED/PROGRAM OR ACTIVITY TO BE IMPLEMENTED:

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**PRIMARY ACTION TEAM — Organization**

**Action Plan**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**SECONDARY ACTION TEAMS:**

*Items needed from these action teams to implement policy, program or activity*

**Center for Food and Animal Issues**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Public Policy**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Communications**

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- \_\_\_\_\_
- \_\_\_\_\_

**Plan of Work:** *Deadline: December 15, 2011*

POLICY TO BE IMPLEMENTED/PROGRAM OR ACTIVITY TO BE IMPLEMENTED:

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**PRIMARY ACTION TEAM — Center for Food and Animal Issues**

**Action Plan**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**SECONDARY ACTION TEAMS:**

*Items needed from these action teams to implement policy, program or activity*

**Organization**

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- \_\_\_\_\_
- \_\_\_\_\_

**Public Policy**

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**Communications**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



# COMMUNICATIONS ACTION TEAM ACHIEVEMENT AWARD GUIDELINES

## MISSION

To create and implement agricultural experiences and communications, that increases the understanding of agriculture and involvement with the organization.

## OBJECTIVES

1. In coordination with the county president and vice president, recruit an effective Communications Action Team.
2. In conjunction with other action team leaders, develop a program of work to create agricultural events and support experiences both directly and through the media.
3. Support membership campaign. Campaign should focus on the purpose of the organization and the value of membership as it relates to specific target audiences.
4. Build relationships with those companies, community organizations and nonfarmers that can further Farm Bureau's mission, support membership and increase Farm Bureau awareness.

## COMMUNICATIONS TOOLS

Ohio Farm Bureau's communications tools enhance awareness and understanding of various subjects among several targeted audiences. Our award-winning print, broadcast and online products are effective vehicles with which to share our message.

*Buckeye Farm News* is Ohio's largest farm newspaper with a circulation exceeding 60,000.

*Our Ohio magazine* reaches all OFBF members and is their connection to food and farming.

*Our Ohio video segments and DVDs* can be provided to teachers and others.

*Town Hall Ohio* is a weekly one-hour talk radio program heard statewide which bridges agricultural interests across farm, governmental and consumer audiences. *Town Hall Ohio* reaches 74 of Ohio's 88 counties.

*OFBF.org* and *OurOhio.org* are websites for two audiences. *OFBF.org* reaches Ohio's farming

community; *OurOhio.org* is the consumer's connection to food and farming. Both feature news and useful information for their target audiences.

**Social Media:** Ohio Farm Bureau and all of its media resources also have a presence on **Facebook** and **Twitter**, plus many of our videos also have a presence on our **YouTube** channels.

**County web pages:** Your local Farm Bureau has a website on [www.ofbf.org](http://www.ofbf.org).

**Local Farm Bureau newsletters** are a great way to remind members of what their organization is doing and market membership.

Local Farm Bureau **Facebook** and **Twitter** accounts allow you to target specific groups or friends that are interested in the activities of your county Farm Bureau. These social media tools provide you with many options of how to share your message (print, audio and video), and can link to items posted on your websites.

## RESOURCES

Ohio Farm Bureau offers volunteers a wide variety of resources as well as access to a knowledgeable staff. We ask that you work with your organization director when ordering items or when determining which staff person to contact for assistance.

The County Farm Bureau Action Teams section on [www.ofbf.org](http://www.ofbf.org) was created to assist you with your work. This section is full of ideas and useful materials to make your job easier.

To access this section simply go to [www.ofbf.org](http://www.ofbf.org) and click on the "Get Involved" tab, and then click on "Resources", then click on "Communication Action Team Resources".

- Advertising and Marketing materials: includes samples of ads, fliers, etc. These have already been created and can be adapted for county Farm Bureau uses.
- Media Relations: includes sample letters, interviews, news release and photography tips and how-to's on media kits, media tours and editorial board visits.

# COMMUNICATIONS ACTION TEAM ACHIEVEMENT AWARD GUIDELINES

- *Our Ohio* Promotions; includes Grow & Know and Buying Local resources.
- Schools and Teachers: includes resources for Ag In the Classroom projects, field trips, children's literature books and more.
- Evaluations and Results: includes tools to survey your participants and properly evaluate your programs.

In the County Action Team section you will also find a downloadable Microsoft Word version of the Communications Achievement Award form and all the Communications Achievement Award Entries from the previous year. This is a great way to get ideas from other counties and find out what's working for them.

## PROGRAM BACKGROUND

County Farm Bureaus have long been an integral part of their communities. From supporting local youth with scholarships to holding farmers' share breakfasts and events for teachers and students, connecting with members of the community—both farmers and consumers—has been and will be an important mission of Farm Bureau.

For any event or activity, implementing a communication plan is an essential part of making it a successful function. County Farm Bureau communications may be divided into specific target audiences: consumer and/or associate Farm Bureau members, teachers and/or students, media, membership prospects, current members and public policy decision-makers.

No matter what type of communications project a county Farm Bureau undertakes, certain steps to the planning, implementation and evaluation process should be conducted. For example, if a county Farm Bureau is holding a farmers' share breakfast, there also might be an opportunity to involve the county youth group, Nationwide agents or local elected officials. An event like this might also be a great membership recruitment activity. And of course, a farmers' share breakfast is a great educational event for consumers.

Following are questions and guidelines for completing the Communications Achievement Award application. The key to successfully completing this application is to address questions in the planning stages of the activity.

## PLANNING

**Describe how county and state goals were advanced because of this program.** We're at our best as an organization when we work together on key issues. For example, if a state goal is "marketing Farm Bureau to achieve membership growth," then obviously your county's work in achieving local membership growth is helping to contribute to a statewide goal.

**How was the program evaluated? What criteria were used to measure success?** Visualize what a successful activity might look like before it ever happens, then write down the key components that you imagine would make it successful. Make those your goals for the activity. And don't forget to have participants complete some sort of evaluation.

## COMMUNICATIONS

**What message about Farm Bureau and/or farming and the agbioresource industry was communicated?** Was it why participants should be members? Maybe the focus was nonfarmer based and *Our Ohio* brand was used. Perhaps part of your program addresses county Farm Bureau policy priority. Or maybe an event was designed to teach 4th grade students more about where their food comes from, or how farming could impact them in the future in forms of energy, plastics, etc.

**Were news releases or other information provided to local media before, during or after an activity? If yes, please list media you worked with.** Active and vibrant organizations typically have a presence in local media. Remind the community that Farm Bureau is a contributor to the county's economic, social and environmental well-being. Keep in mind the old definition of public relations: Doing good and telling about it!

**How did communications with the entire county membership take place?** Don't let the membership

# COMMUNICATIONS ACTION TEAM ACHIEVEMENT AWARD GUIDELINES

campaign be the one time of year when most of the members hear from the county Farm Bureau. Remind them, over and over again of all of the good things happening.

**Were social media or websites used to promote an activity?** Use the technology available to reach a larger audience. Make certain to keep up-to-date information on these sites.

## MEMBER INVOLVEMENT

**How did you involve partners, Farm Bureau members or organizations with similar goals?**

No matter what type of activity a county chooses to undertake, it's very likely that there are other organizations, businesses or individuals that would be interested in partnering with the county Farm Bureau to accomplish similar goals.

**How was this program used to recruit and retain Farm Bureau members?** Don't just think about membership recruitment once a year. Adding and retaining members is a year-round function and everything we do in Farm Bureau is a potential membership recruitment function.

**How was the *Our Ohio* brand promoted within this program?** If consumers are the target audience for an activity, then *Our Ohio* should be featured prominently. If farmers are the target audience, they should be reminded that *Our Ohio* is communicating to the public on their behalf. Either way, there's probably a role for *Our Ohio*.

**How were other action leaders involved with this program?** Each Action Team has a certain audience it works closely with, and each audience could benefit from the county programs. Work hand-in-hand with the members of other action teams in order to get your message to a larger audience.

**How were all segments of the membership involved in this program?** Try to involve all segments of membership including youth, young agricultural professionals, advisory councils, etc.

**How were teachers involved in this program?** Many activities have a component that might be of interest to teachers and students. One of our

challenges is knowing who our teacher-members are. Encourage all teachers in your area to subscribe to the Teacher's Lounge e-newsletter.

**How were local Nationwide agents involved in your program?** Nationwide agents want to be in front of their customers or potential customers. Plus, Nationwide agents help us sign many Farm Bureau members. Let's help them reach new and existing customers by asking them to be involved with county Farm Bureau activities.

## RESULTS

**How were people reached through this program? How many volunteers participated in some manner within this program?** No matter how you slice it, when it comes to numbers of people reached or involved with an event or activity, the more the merrier.

**Was there any form of follow-up used to keep the information in front of those who express an interest in the actions of Farm Bureau?** Use sign-up sheets or other devices that allow you to collect contact information such as addresses, phone numbers, e-mail addresses, etc. from those who participated, making it possible to follow-up and stay in contact.

**How was the overall program evaluated? Did your county Farm Bureau board consider it successful? What criteria did you use to measure success?** Visualize what a successful program might look like before it ever happens, then write down the key components that you might imagine would make it successful. Make those your goals for the program. And don't forget to have participants complete some sort of evaluation.

**Describe how the program improved over previous years or how you plan to improve it next year. There's always next year.** Write down your plans for improvement soon after an event happens, while it's fresh in your memory. 🍃

**County name:** \_\_\_\_\_

**Program area: Communications Action Team**

*(98% of total membership gain required for Achievement Award eligibility)*

Answer the following questions about the county Farm Bureau communications program that includes activities that reach the following target audiences: community and/or associate Farm Bureau members, teachers and/or students, membership prospects, current members, public policy decision-makers and media.

**PLANNING** *100 points total*

**Part I:** Place a check mark (✓) next to each answer that applies to your county program.

- \_\_\_\_\_ A planning meeting was held to design the program to meet specific goals and objectives. (10 points)
- \_\_\_\_\_ Other action teams were included in the planning of the program. (10 points)
- \_\_\_\_\_ A budget was established for the program area. (10 points)
- \_\_\_\_\_ Target audiences and specific messages were identified as part of the program, including the county websites and social media. (10 points)
- \_\_\_\_\_ Criteria was established to evaluate the success of the program. (10 points)

**Part II:** Give a brief but thorough description in the space provided of the county program. Describe how county and state goals were advanced through your activities. Start with a description of your goals/objectives? What did the county Farm Bureau want to accomplish? How did you plan to do this? How did you budget for the plan? How was the program evaluated? What criteria were established to measure success? (50 points)

**County name:** \_\_\_\_\_

**Program area: Communications Action Team**

**COMMUNICATIONS** *100 points total*

**Part I:** Place a check mark (✓) next to each answer that applies to your county program.

- We regularly and consistently update our website. (10 points)
- We use Facebook and/or Twitter to share our messages. (10 points)
- We developed a contact list of all media who cover farm, business and rural issues. (10 points)
- We distributed a minimum of one news release per month that supports a county Farm Bureau event or issue. (10 points)
- We submitted photos and cutlines to local newspapers and/or submitted Public Service Announcement radio scripts to local broadcast outlets that support county Farm Bureau events or issues. (10 points)

**Part II:** Give a brief but thorough description in the space provided of the county program. What message about Farm Bureau and/or agriculture was communicated? Were news releases or other information provided to local media before, during or after an activity? How did the Communications Action Team communicate about an activity to the county board, organization director and membership? (50 points)

**County name:** \_\_\_\_\_

**Program area: Communications Action Team**

**MEMBER INVOLVEMENT** *100 points total*

**Part I:** Place a check mark (✓) next to each answer that applies to your county program.

- \_\_\_\_\_ All sectors of the county membership were actively involved in the program. (10 points)
- \_\_\_\_\_ Farm Bureau and *Our Ohio* brands were used within this program. (10 points)
- \_\_\_\_\_ Other partners such as Nationwide agents, teachers, commodity groups, etc. were involved in the program. (10 points)
- \_\_\_\_\_ Other action teams were part of this program. (10 points)
- \_\_\_\_\_ A form was used to collect contact information such as e-mail addresses, etc. in order to provide follow-up and keep members involved. (10 points)

**Part II:** Give a brief but thorough description in the space provided of the county program. How did you involve partners, Farm Bureau members or organizations with similar goals? How was this program used to recruit new Farm Bureau members? How was the *Our Ohio* brand used to target associate members and nonfarmers? How was this activity used to involve youth and young agricultural professionals, teachers and students, local Nationwide agents? How were other action teams involved? (50 points)

**County name:** \_\_\_\_\_

**Program area: Communications Action Team**

**RESULTS** 200 points

In the space provided, give a brief but thorough evaluation of your county program. How did you share your message(s) through this program? How many volunteers were involved? How was the program evaluated? Did your county Farm Bureau board consider the program successful? What criteria did you use to measure success? Describe how the activity improved over previous years or how you plan to improve it next year.

*Information provided by:*

Action Team Leader signature: \_\_\_\_\_  
FIRST AND LAST NAME

County President signature: \_\_\_\_\_  
FIRST AND LAST NAME

Organization Director signature: \_\_\_\_\_  
FIRST AND LAST NAME



# PUBLIC POLICY ACTION TEAM ACHIEVEMENT AWARD GUIDELINES

## MISSION

To involve members and develop and implement a public policy program that results in policy development, policy implementation and political action being successfully carried out.

## OBJECTIVES

1. Educate members on relevant topics, and issues, encourage them to express thoughts, concerns and directions to the organization.
2. Appoint an effective Public Policy Action Team, which is charged with developing, implementing, and advancing Farm Bureau policies dealing with issues at the local, state and national levels and developing and maintaining ongoing relationships with government officials at all levels through a variety of political activities.
3. Develop a tactical program plan on how to deal with policy issues. This program plan should focus on policy advancement and building relationships with officials at all levels of government.
4. Encourage healthy policy debate and a balanced viewpoint of agriculture through recognition of the importance of a clean environment, vibrant community and strong economy in production agriculture.

## PROGRAM BACKGROUND

Farm Bureau has a distinguished history of implementing public policy that is beneficial to our members and the agriculture industry in general. Our collective work with public officials at the local, state and federal levels has made the organization an effective and respected voice for farmers and rural families.

**Policy Development:** County Farm Bureau policy is the foundation for programs, projects and activities. The policy process begins with our grassroots policy development process. The policy development process should provide members with the opportunity to shape policies that give direction. Through this process our members should study and discuss major issues that are impacting the agriculture industry and develop

policy recommendations at the local, state and national levels to address these respective issues and concerns. After these policies are adopted and prioritized, it is then important for members to work together to accomplish the policy goals.

**Policy Implementation:** Local policy advancement is critical to the success of your county public policy program. Every policy statement is unique and will require different action to advance it. This will ensure that each policy position is given the proper attention the county Farm Bureau expects when issues were voted upon at the annual meeting. Thus, how you plan to implement policy will determine your level of success. And to get results, you will need to involve members.

**Political Involvement:** Political involvement is also important, regardless of whether or not you may be interested in politics. The reality is you do not have to like politics to be effective. Political involvement is the cost of doing business. If you are not involved in the political process, your issues are less likely to be represented. Ohio and American Farm Bureau staff members work hard to represent members with legislators and officials, but members and county Farm Bureau activities are still the best advocates. Farm Bureau members are legislators' constituents. You vote for them—they will listen to you when you choose to actively participate.

Following are questions and guidelines for completing the Public Policy Achievement Award application.

**The key to successfully completing this application is to address questions in the planning stages of the activity—not after the event has happened.**

## PLANNING

**How was the program evaluated? What criteria were used to measure success?** Visualize what a successful program might look like before it ever happens, then write down the key components that you imagine would make it successful. Make those the county Farm Bureau's goals for the program. And don't forget to have participants complete some sort of evaluation. Be sure to include policy-driven initiatives, plans to implement policy, and outside resources that were identified to be engaged, as well as creative methods used to surface policy recommendations.

# PUBLIC POLICY ACTION TEAM ACHIEVEMENT AWARD GUIDELINES

**Describe how at least one county and one state goal were advanced because of effective planning.** We're at our best as an organization when we work together on key issues. For example, if a state goal is to advance Farm Bureau policy to create a positive jobs climate, then your county Farm Bureau's work in developing key relationships with legislators and meeting with them to communicate why these issues are critically important to Farm Bureau members will help contribute toward the successful implementation of the state goal. How were these different project facets considered in the planning process?

## COMMUNICATIONS

**What message about Farm Bureau was communicated?** Who was the audience? Was it about a particular policy and why or how it should be advocated, advanced and/or implemented? Did it effectively communicate which policies were established as priorities for the current program year?

**How did the county Farm Bureau communicate with legislators and public officials?** Briefly describe meetings held and/or activities conducted to develop and implement policies, as well as activities held to evaluate legislators. How did the county Farm Bureau communicate needed political action to its members?

**How did the Public Policy Action Team work with the county Farm Bureau board and Communications Action Team?** It's important to keep leadership and other action teams "in the loop." Were policy development, policy implementation and political action activities communicated with them? How did you go about engaging them in all three processes?

**How were policy development, policy implementation and political action activities, both before and after, communicated to the entire county Farm Bureau membership?** Don't let the membership campaign be the one time of the year when most of the members hear from the county Farm Bureau. Remind them, over and over again, of all of the good things happening. Was there interaction with advisory councils and young agricultural professionals? Was a rapid contact system used to engage members regarding specific

legislation? Was information shared with the public, and if so, how?

**How was *Town Hall Ohio* used and/or promoted regarding policy updates and advocacy?**

**How was this program used to involve advisory councils, youth or young agricultural professionals?** Try to involve all of the segments of our membership. Let's face it, are you going to find a more energetic group of potential workers than a Farm Bureau youth group?

**How did the county encourage members to contact policymakers at local, state and national levels?**

**How were members involved in evaluating legislators and grassroots political activities?**

**How was the Communications Action Team leader involved with this activity?**

## RESULTS

**What new policies were developed?**

**What policies were effectively advocated and advanced?**

**What policies were successfully implemented?**

**What political action occurred?** Were candidates that were supportive of Farm Bureau policy elected?

**What efforts were made to support and successfully implement OFBF goals, policies and priorities?**

**What relations were successfully established and further developed with legislators and officials?**

**How many people were reached with this program? How many volunteers were involved with this program?** No matter how you slice it, when it comes to numbers of people reached or involved in a program, the more the merrier.

# PUBLIC POLICY ACTION TEAM ACHIEVEMENT AWARD GUIDELINES

## RESULTS (CONT.)

**How was the program evaluated? Did your county Farm Bureau board consider the event successful? What criteria did you use to measure success?** Visualize what a successful program might look like before it ever happens, then write down the key components that you imagine would make it successful. Make those your goals for the program. And don't forget to have participants complete some sort of evaluation.

**Describe how the program improved over previous years or how you plan to improve it next year.** There's always next year. Write down your plans for improvement soon after the event happens, while it's fresh in your memory. 🍃

**County name:** \_\_\_\_\_

**Program area: Public Policy Action Team**

*(98% of total membership gain required for Achievement Award eligibility)*

Answer the following questions about the county Farm Bureau public policy program.

**PLANNING** *100 points total*

**Part I:** Place a check mark (✓) next to each answer that applies to your county program.

- A planning meeting was held to design the program to meet specific goals and objectives. (10 points)
- Other action teams were included in the planning of the program. (10 points)
- A budget was established for the program area. (10 points)
- Target audiences and specific messages were identified as part of the program. (10 points)
- Criteria were established to evaluate the success of the program. (10 points)

**Part II:** Give a brief but thorough description in the space provided of the county public policy program. Describe how county and state goals were advanced through your activities. Start with a description of your goals/objectives. What did the county Farm Bureau want to accomplish? How did you plan to do this? How did you budget for the plan? How was the program evaluated? What criteria were established to measure success? (50 points)

**County name:** \_\_\_\_\_

**Program area: Public Policy Action Team**

**COMMUNICATIONS** *100 points total*

**Part I:** Place a check mark (✓) next to each answer that applies to your county program.

- Held both a public officials meeting and a policy development writing session. (10 points)
- Conducted an educational meeting or activity related to a local, state or national Farm Bureau policy. (10 points)
- Responded to a POWER Communications request with at least 25 contacts on a state or national policy via e-mail, postcard, letter or phone call. (10 points)
- Conducted an activity that promotes the OFBF “Protect Private Property Rights” goal. (10 points)
- Conduct activity to educate voters. (10 points)

**Part II:** Give a brief but thorough description in the space provided of the county public policy program. How were the objectives of the public policy program area communicated to volunteer leaders and/or members? How was progress toward goals and policy implementation monitored and communicated to volunteers and/or members? How was Farm Bureau’s goals and priorities communicated to public officials? (50 points)

**County name:** \_\_\_\_\_

**Program area: Public Policy Action Team**

**MEMBER INVOLVEMENT** *100 points total*

**Part I:** Place a check mark (✓) next to each answer that applies to your county program.

- \_\_\_ At least one member served on one of the six Advisory Teams. (10 points)
- \_\_\_ Conducted some type of get-out-the-vote, voter registration or phone bank activity to encourage voting in your county. (10 points)
- \_\_\_ County had a member representative on one of OFBF's Washington, D.C. trips—Presidents, Young Agricultural Professionals or AgriPOWER. (10 points)
- \_\_\_ County had a member representative attend Ag Day at the Capitol. (10 points)
- \_\_\_ Hosted a local legislative activity or event to further develop relationships with elected officials or candidates and communicated OFBF's key policy issues, or held a meet the candidates activity. (10 points)

**Part II:** Give a brief but thorough description in the space provided of the county public policy program. How was the program organized to involve members and/or an appropriate number of volunteer leaders? What action teams or individual program were involved? Was the program coordinated with other county Farm Bureaus? How were volunteer leaders recruited and trained? (50 points)

**County name:** \_\_\_\_\_

**Program area:** Public Policy Action Team

**RESULTS** *200 points*

In the space provided, give a brief but thorough evaluation of your county Public Policy program. How did you share your message(s) through this program? How many volunteers were involved? How was the program evaluated? Did your county Farm Bureau board consider the program successful? What criteria did you use to measure success? Describe how the activity improved over previous years or how you plan to improve it next year.

*Information provided by:*

Action Team Leader signature: \_\_\_\_\_  
FIRST AND LAST NAME

County President signature: \_\_\_\_\_  
FIRST AND LAST NAME

Organization Director signature: \_\_\_\_\_  
FIRST AND LAST NAME



# ORGANIZATION ACTION TEAM ACHIEVEMENT AWARD GUIDELINES

## MISSION

The mission of the county Farm Bureau Organization Action Team is to ensure the organization grows more effective by involving members, providing funding and conducting grassroots activity with a goal of service to members. As an Action Team Leader of the Organization Action Team, thank you for accepting the challenge in the Farm Bureau structure. Farm Bureau has always been an organization that “gets things done” but in an ever-changing world, we must continue to look for new ways and processes that work for both Farm Bureau, volunteers and members. We have an obligation to Farm Bureau to search for the best and most effective ways to continue to “get things done.”

The Organization Action Team has an opportunity to be a “champion of change” for the purpose of improving our local Farm Bureaus. Inspiring others to join your team to carry out the organization work and achieve goals is important to Farm Bureau, members and leaders in the organization.

## OBJECTIVES

1. With the help of the county president and vice president, recruit additional volunteers, including a membership campaign coordinator, to assist in the execution of action team programs and activities.
2. The Organization Action Team is charged with developing, implementing and advancing Farm Bureau member services promotion and participation, annual budget, annual audit, annual procedure audit, annual meeting of members, board nominating, code of regulations, member leadership development and Farm Bureau investments.
3. Conduct a membership campaign which incorporates a volunteer and Nationwide agent effort. Support membership recruitment activities with the membership coordinator.
4. Develop a program of work that focuses on the strength of the Farm Bureau organization, involvement of members, recruiting new members and developing potential new leadership.

5. Complete and submit the Action Team Achievement Award to Ohio Farm Bureau.
6. Lead the Farm Bureau organization in achieving 2011/2012 goals.

## PROGRAM BACKGROUND

For more than 90 years, Farm Bureaus have been an integral part of their communities. This was reaffirmed during the “Envisioned Future—The New Era” process as a strong organization was identified as an indicator of success. We pledge to work together to build a strong effective organization that is member driven, financially strong and focused on farmers.

- We will continue to grow a strong membership representing member interests, increase member involvement and expanding member services.
- We will continue to develop quality county and state programs to serve our members’ needs.
- We will provide opportunities and resources to encourage and empower members to be advocates for agriculture.
- We will maintain mutually beneficial relationships with Nationwide, Medical Mutual of Ohio and other affinity groups to promote products and services.
- We will achieve financial strength within Farm Bureau at the local, state and national levels.

These statements can be combined into a broad concept of accepting responsibility for stewardship of the organization. Stewardship is to hold something in trust for another. We are holding the Farm Bureau organization in trust while developing the next generation of Farm Bureau members and leaders. Stewardship is our willingness to be accountable for the well-being of the organization by operating in service of the members around us.

It is suggested that the local Farm Bureau Organization Action Team be composed of as many volunteer action team members as is deemed appropriate.

# ORGANIZATION ACTION TEAM ACHIEVEMENT AWARD GUIDELINES

## **ACTION ITEMS**

It is suggested that the local Farm Bureau Organization Action Team accept responsibility for the action items listed below. This list includes some traditional county Farm Bureau annual functions and processes. The local Farm Bureau Organization Action Team should not be limited to only these things in fulfilling its stewardship role.

- Membership growth
- Member services
- Annual budget
- Annual procedure audit
- Annual meeting of members
- Nominating committee
- Nationwide/Medical Mutual of Ohio/Sedgwick CompManagement relationships
- Workers' Compensation group safety
- Member involvement/affinity events
- Member/Leader development
- County code of regulations
- Investments

## **PLANNING**

**Are there initiatives in this program area driven by the mission and goals developed by the county board?**

**How were the plans developed to implement the goals for this program area?**

**Were OFBF mission and goals supported?**

**How was stewardship of the organization considered in the planning process?**

**What criteria were established to measure success?**

## **COMMUNICATIONS**

**How were the objectives of this program area communicated to volunteer leaders and/or members?**

**How was progress toward goals monitored and communicated to leaders, volunteers and/or members?**

## **MEMBER INVOLVEMENT**

**How was this program organized to involve members and/or an appropriate number of volunteer leaders?**

**How many members were involved?**

**How were members engaged?**

**Was the program coordinated with other committees or county Farm Bureaus?**

**How were volunteer leaders recruited and trained?**

## **RESULTS**

**What methods or procedures were used to measure the results?**

**What were the benefits to members and the organization resulting from this program?**

**Have the results improved over the past year?**

**How is your county Farm Bureau a better organization than it was a year ago? **

**County name:** \_\_\_\_\_

**Program area: Organization Action Team**

*(98% of total membership gain required for Achievement Award eligibility)*

Answer the following questions about the county Farm Bureau organization program.

**PLANNING** *100 points total*

**Part I:** Place a check mark (✓) next to each answer that applies to your county program.

- A planning meeting was held to design the program to meet specific goals and objectives. (10 points)
- Other action teams were included in the planning of the program. (10 points)
- A budget was developed based on program needs and approved by the board of trustees. (10 points)
- Committees were established for budget, audit, code, nominating and annual meeting. (10 points)
- Criteria was established to evaluate the success of the program. (10 points)

**Part II:** Give a brief but thorough description in the space provided of the county program. Are there initiatives in this program area driven by the mission and goals developed by the county board? How were the plans developed to implement the goals for this program area? Were OFBF mission and goals supported? How was stewardship of the organization considered in the planning process? What criteria were established to measure success? (50 points)

**County name:** \_\_\_\_\_

**Program area:** Organization Action Team

**COMMUNICATIONS** *100 points total*

**Part I:** Place a check mark (✓) next to each answer that applies to your county program.

- Audit results/findings were communicated to the board of trustees. (10 points)
- Members were made aware of the opportunity to serve as a board trustee or delegate. (10 points)
- Members were made aware of member services programs available to them. (10 points)
- Member communications included information about Nationwide Insurance, Medical Mutual of Ohio and/or Sedgwick CompManagement programs. (10 points)
- Accomplishments of the county Farm Bureau were highlighted at the county annual meeting. (10 points)

**Part II:** Give a brief but thorough description in the space provided of the county program. How were the objectives of this program area communicated to volunteer leaders and/or members? How was progress toward goals monitored and communicated to leaders, volunteers and/or members? (50 points)

**County name:** \_\_\_\_\_

**Program area: Organization Action Team**

**MEMBER INVOLVEMENT** *100 points total*

**Part I:** Place a check mark (✓) next to each answer that applies to your county program.

- Budget committee consisted of at least three people. (10 points)
- Audit committee consisted of at least three people. (10 points)
- Nominating committee consisted of at least three people. (10 points)
- How many people attended your most recent county Farm Bureau annual meeting? \_\_\_\_ (10 points)
- How many productive workers did your membership campaign have? \_\_\_\_ (10 points)

**Part II:** Give a brief but thorough description in the space provided of the county program. How was this program organized to involve members and/or an appropriate number of volunteer leaders? How many members were involved? How were members engaged? Was the program coordinated with other committees or county Farm Bureaus? How were volunteer leaders recruited and trained? (50 points)

**County name:** \_\_\_\_\_

**Program area:** Organization Action Team

**RESULTS** *200 points*

In the space provided, give a brief but thorough evaluation of your county program. What methods or procedures were used to measure the results? What were the benefits to members and the organization resulting from this program? Have the results improved over the past year? How is your county Farm Bureau a better organization than it was a year ago?

*Information provided by:*

Action Team Leader signature: \_\_\_\_\_  
FIRST AND LAST NAME

County President signature: \_\_\_\_\_  
FIRST AND LAST NAME

Organization Director signature: \_\_\_\_\_  
FIRST AND LAST NAME



WORKING + GROWING  
**TOGETHER**

2011 OHIO FARM BUREAU LEADERSHIP CONFERENCE



# CENTER FOR FOOD AND ANIMAL ISSUES ACTION TEAM ACHIEVEMENT AWARD GUIDELINES

## MISSION

The mission of the Center for Food and Animal Issues (CFAI) Action Team is to enhance consumers' confidence and trust by speaking out for animal agriculture and the food industry. In order to accomplish the mission, the Team needs to focus programs and projects on the following goals:

- Recognize the value of all animals in today's society.
- Speak out and stand up for animal agriculture and the food industry by starting conversations and opening dialogue with consumers.
- Develop strategic relationships with stakeholders who believe that animals add value to human life.
- Educate and advocate for acceptable food and agricultural practices.
- Identify food and animal issues important to your community and develop a program of work that addresses these issues.

To facilitate success, teams are encouraged to work closely with the other action teams.

## OBJECTIVES

1. In coordination with the county president and vice president, recruit an effective CFAI Action Team.
2. Collaborate with county action teams to support effective public policy and public relations in the county. Identify liaisons within the action team to engage the county Public Policy, Communications and Organization Action Teams.
3. Educate Farm Bureau members on acceptable animal production practices and animal well-being.
4. Encourage open dialogue with members about food and animal issues and misconceptions that the public may have. Develop programs that address these misconceptions.

5. Develop programs or initiatives to educate nonfarmers and nonfarm groups on how farmers care for the animals they raise and how food is produced.
6. Develop programs or initiatives showcasing the roles animals play in our society and the benefits of the freedom of producer and consumer choice for not only farm production practices, but food choices as well.
7. Identify and engage local groups or organizations that work with or use animals in venues other than agriculture (i.e.; research, local humane societies, sportsmen clubs, etc.).
8. Programs should be tailored to attract new members from nontraditional sources and to educate nonfarmers about the origin of their food.
9. Engage all food and animal commodity organizations at the local level and foster an environment for unity among agricultural interests.
10. Encourage fundraising efforts to support agricultural practice advocacy and to support the Animals for Life Foundation.
11. Ensure the action team achievement award application is completed and submitted to OFBF by the established deadline.

## PROGRAM BACKGROUND

People who rely on animals, either physically, emotionally and/or economically, should have the right to do so. The OFBF Center for Food and Animal Issues will provide leadership and direction on issues associated with food and agriculture through engagement of the action team, Farm Bureau members and the public. Your role as part of the CFAI Action Team is to develop a program of work that will engage farmers, nonfarmers, companion and food producing animal owners, medical researchers, sportsmen and hunters, zoo supporters, hunger advocates, local animal welfare organizations and others at the county level.

# CENTER FOR FOOD AND ANIMAL ISSUES ACTION TEAM ACHIEVEMENT AWARD GUIDELINES

People connect to animals in different ways; for sustenance, companionship, entertainment and even contributions to human health. The Center will bring together diverse interests to advance shared values. We need to work from the consensus that among those shared values is the belief that people should remain free to continue using animals in their lives as long as those animals are cared for and treated with respect. The Animals for Life Foundation, a subsidiary of OFBF, focuses on fundraising efforts to help support this mission.

Animal rights activists are very accomplished at manipulating public opinion. They make demands regarding animals that may seem simple, when in reality their true goal is to give animals a status equal to humans. The Center will counter the activists' agenda by engaging the public in an informed, reasoned discussion about the role of animals in our lives.

## PLANNING

**How are initiatives in this program area driven by the mission and goals developed by the county board?**

**How were the plans developed to implement the goals for this program area?**

**How were OFBF mission and goals and policy supported?**

## COMMUNICATIONS

**How were the objectives of this program area communicated to volunteer leaders and/or members?**

**How was progress toward goals monitored and communicated to volunteers and/or members?**

## MEMBER INVOLVEMENT

**How was this program organized to involve members and/or an appropriate number of volunteer leaders?**

**How many members were involved? How were members engaged?**

**Was the program coordinated with other county Farm Bureaus?**

**How were volunteer leaders recruited and trained?**

## RESULTS

**What methods or procedures were used to measure the results?**

**What were the benefits to members resulting from this program? **

**County name:** \_\_\_\_\_

**Program area: Center for Food and Animal Issues Action Team**

*(98% of total membership gain required for Achievement Award eligibility)*

Answer the following questions about the county Farm Bureau CFAI program.

**PLANNING** 100 points total

**Part I:** Place a check mark (✓) next to each answer that applies to your county program. (30 points)

- County action team leader or team member attended/participated in the OFBF Leadership Conference.
- County action team leader or team member attended/participated in a regional cabinet meeting.
- County action team leader or action team member created a team plan of work approved by the county board.

**Part II:** Please make a prioritized list of food and animal issues that are important to your county Farm Bureau. (30 points)

**Part III:** Give a brief but thorough description in the space provided of the county program. How did the activities promote the goals of the CFAI Action Team? How were the Farm Bureau mission and goals supported? How were the objectives of the program area communicated to volunteer leaders and/or members? How was progress toward the goals monitored and communicated to leaders, volunteers and/or members? How were members involved? How many members were involved and how were they engaged? Was there coordination with another county Farm Bureau or other teams/committees? How were volunteer leaders recruited and trained? What were the benefits to members and the organization resulting from this program? (40 points)

**County name:** \_\_\_\_\_

**Program area:** Center for Food and Animal Issues Action Team

**COMMUNICATIONS** *100 points total*

**Part I:** Create a list of local organizations for which the CFAI Action Team has taken steps to develop a relationship. Describe the progress that has been made with each of these organizations. (75 points)

**Part II:** Briefly describe the messages about Farm Bureau and/or agriculture that were communicated with the organizations in Part I. (25 points)

**County name:** \_\_\_\_\_

**Program area:** Center for Food and Animal Issues Action Team

**MEMBER INVOLVEMENT** *100 points total*

**Part I:** Place a check mark (✓) next to each answer that applies to your county program. (40 points)

- Partnered with the local humane society or animal shelter on a program, project or activity.
- County fair involvement
- Youth and Young Ag Professionals activities
- Recruit participants for Animal Ag 101 course
- Speaking engagements outside the ag community
- Promoted the "For Your InFARMatIon (FYI) program
- Conducted a fundraising event of the Animals for Life Foundation
- Other \_\_\_\_\_
- Other \_\_\_\_\_
- Other \_\_\_\_\_

**Part II:** Please list all events/activities that were held on the local level in which the CFAI action team participated. Also list the team contribution to the event/activity. (30 points)

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Event	Date	Role of Team
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**Part III:** Please describe leadership development activities in your county which would include board training, other county leader training and training of members. (30 points)

**County name:** \_\_\_\_\_

**Program area:** Center for Food and Animal Issues Action Team

**RESULTS** *200 points*

In the space provided, give a brief but thorough evaluation of your county program. How did you share your message(s) through this program? How many volunteers were involved? How was the program evaluated? Did your county Farm Bureau board consider the program successful? What criteria did you use to measure success? Describe how the activity improved over previous years or how you plan to improve it next year.

*Information provided by:*

Action Team Leader signature: \_\_\_\_\_  
FIRST AND LAST NAME

County President signature: \_\_\_\_\_  
FIRST AND LAST NAME

Organization Director signature: \_\_\_\_\_  
FIRST AND LAST NAME









## Farm Bureau: Working + Growing Together to Shape Our Future: *A Look Ahead*

“I believe that people have the duty to work upon these problems. I not only consider it a duty but a privilege. Large groups of people are not spontaneously going to turn their lives toward the solution of those problems unless they get adequate leadership to direct—and, yes, to inspire—them.”

- Murray Lincoln

Mr. Lincoln was right. Our society will always have problems and challenges. Your Farm Bureau plays a vital role in uniting farmers and cooperating with those who share our WHY. We talk about the issues, and then, most importantly, do something about them.

2012 brings Farm Bureau leaders, members and our cooperators unprecedented opportunities to have a say on major issues that will impact your government, your industry, your state, your community, your family and you personally.

### What issues are on our horizon? How can you create cooperative opportunities and conversations on the following topics?

- Estate tax repeal: how will you work with your local government?
- Ohio Livestock Care Standards Board: How can you lend your voice and input to the meetings that will be held on the rules created?
- Oil and gas leasing: how can you supply information to your community and build commitment and involvement to our organization?
- Senate Bill 5: how will you address or discuss this as a ballot issue?
- Health care: how will you address or discuss this as a ballot issue?
- Antibiotic use in food animals: How can consumers gain an honest understanding of the use of antibiotics in food animals?

As we work and grow together, we become proactive in our approach to issues. How would the issues and our approach to them look different if we approached them through WHY?

“People don’t buy what you do. They buy WHY you do it.” – Simon Sinek, *Start with Why: How Great Leaders Inspire Everyone to Take Action*

### W: WHY is this issue important (How does it fit with our Farm Bureau WHY and our members’ WHY) and WHAT actions will we take through our goals and planning?

- How do we structure our meetings and volunteer opportunities in ways that are both meaningful and respectful to their time? How do we prioritize programs in light of budget, social changes and resources?

### H: HOW will we go about accomplishing our goals concerning these issues?

- How will we involve nontraditional partners? How can we collaborate with other counties? How can we effectively use our time, resources and technology to help us? How can we build and enhance our confidence and expertise?
- How can we, through our programs and events, not only give a voice to these issues, but also build relationships, working cooperatively with others for the betterment of our collective lives and communities?

### Y: YOU as a grassroots leader and member.

- How is this issue meaningful to you and to others? Who else shares your WHY on the issue? How will you get others involved in ways that are meaningful to them? How can you start the conversations to share your WHY? Who will you personally take under your wing this year to develop their leadership potential?

Murray Lincoln said, “*People have within their own hands the tools to fashion their own destiny.*” Farm Bureau leaders and members, you have the tools and the passion. Let’s work and grow together to build a strong future for ourselves, our families, our industry and our world. 