

**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 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. (10 points)

\_\_\_\_\_ Criteria was established to evaluate the success of the program. (10 points)

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**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)

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**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 “Protecting Personal Property Rights” goal. (10 points)

\_\_\_\_\_ Distributed and utilized additional Buckeye Farm News Election Guides or promoted the Farm Votes Matter  
Web site to further educate voters. (10 points)

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**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)

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**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 DC trips – Presidents, Young Farmer or AgriPOWER. (10 points)
  - \_\_\_ County had a member representative attend Ag Day at the Capital. (10 points)
  - \_\_\_ Hosted a local legislative activity or event to further develop relationships with elected officials or candidates and communicate OFBF's key policy issues or hold a meet the candidates activity. (10 points)
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**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)

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**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:        FIRST AND LAST NAME

Public Policy Action Leader signature: \_\_\_\_\_

County President signature: \_\_\_\_\_

Organization Director signature: \_\_\_\_\_