

# 2020 COUNTY FARM BUREAU YF&R INCENTIVE PROGRAM

Jan. 1, 2020-Oct. 31, 2020



**TEXAS FARM BUREAU®**

# 2020 COUNTY YF&R INCENTIVE PROGRAM

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Engaging young farmers and ranchers at the grassroots level is critical to the growth of the Texas Farm Bureau YF&R program and the organization. The state board of directors have approved a County YF&R Incentive Program for 2020. This plan encourages county boards and their YF&R chairs to address the following criteria:

- 1. Have or appoint a YF&R chairman that is of age – 35 or younger. (Does not have to serve on county board)**
- 2. Develop a YF&R county committee that is YF&R age – 35 or younger. (Does not have to serve on county board, committee must consist of 3 or more people, including chair)**
- 3. Develop a county plan of work that includes a YF&R event/activity in your county (apart from what the State YF&R Advisory Committee does)**
- 4. Send one new couple/individual to YF&R Leadership Conference or Fall Tour (individual or county funded.)**
- 5. Have an applicant participate in the Outstanding YF&R, Excellence in Ag or Discussion Meet contests**

If the county YF&R committee completes items 1-3, the committee will receive \$350 cash. If they complete 1-5, they will receive the \$350 cash and a TFB branded item valued at \$100.

To be eligible for the incentive's awards, the criteria must be completed between January 1, 2020 and October 31, 2020.

Incentives will not be distributed until the program year concludes.

This booklet includes the 2020 County YF&R Incentive Program criteria requirements, along with resources to assist you in developing a committee, plan of work and county YF&R activities.

# 2020 COUNTY YF&R INCENTIVE PROGRAM QUALIFICATIONS

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This year, county Farm Bureaus will submit their YF&R Incentive Program qualifications application online. The link for the online application is:

<https://txfb.us/YFRincentive20>

*(Link is case sensitive)*

The following is a list of items required to participate in the program at the various levels.

- If the county YF&R committee completes items 1-3, the committee will receive \$350 cash.
- If they complete 1-5, they will receive the \$350 cash and a TFB branded item valued at \$100.

To be eligible for the incentive's awards, the criteria must be completed, and the online form submitted between Jan. 1, 2020 and Oct. 31, 2020.

Incentives will not be distributed until the program year concludes.

Information needed to complete the online application:

1. List the name, member number and email and birthdate for the appointed YF&R chair (age – 35 or younger).
2. List the names, member numbers and emails of all those who serve on the CFB YF&R Committee (age – 35 or younger).
3. Submit a county plan of work that includes a YF&R event/activity in your county.
4. List the name(s) of at least one new couple/individual to attend YF&R Leadership Conference or Fall Tour. Please list names and member numbers of those who attended either (or both) YF&R meetings.
5. List the name(s) of applicant(s) that have participate in one of the YF&R Contests:
  - a. Outstanding YF&R
  - b. Excellence in Ag
  - c. Discussion Meet (Applicant must participate in the contest to qualify)



# SAMPLE PLAN OF WORK

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\_\_\_\_\_ County Farm Bureau

**(YEAR)** Young Farmer & Rancher Advisory Committee

## ***PLAN OF WORK***

- *Four County YF&R Committee Meetings*
  1. Date & Location
  2. Date & Location
  3. Date & Location
  4. Date & Location
  
- *County YF&R Meetings*
  - Examples:
    - Spring Gathering
    - Fall Educational Program
  
- *District YF&R Meetings*
  - Attend District YF&R Meeting
  
- *Collegiate Discussion Meet*
  - Bring College students to compete in Collegiate Discussion Meet
  
- *State Meetings*
  - Leadership Conference
  - Commodity Conference
  - Fall Tour
  
- *Annual Convention*
  - YF&R Contests
    - Outstanding YF&R
    - Excellence in Ag
    - Discussion Meet
  - YF&R Scholarship Silent/Live Auction donations

# COUNTY FARM BUREAU

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## YOUNG FARMER & RANCHER COMMITTEE

### SUGGESTED CHAIR'S CHARGE

Surfacing and involving young farmers and ranchers ages 18-35 within Farm Bureau is paramount to the continuation of a strong and viable organization at all levels. While the future is important, the here and now is just as significant for younger agricultural producers. Young farmers and ranchers need to understand there is more beyond their fence rows affecting their operations than there is within their own boundaries. Their involvement in being an active voice for agriculture is needed.

Please take the objectives into consideration as the county YF&R committee is organized and moves forward.

### **Suggested County YF&R Committee Chair's Duties and Responsibilities**

#### **1. Interaction with County Farm Board of Directors**

- a. Serve as the liaison between the county YF&R Committee and the county Farm Bureau President and Board of Directors.
- b. Meet with the county President as needed to discuss YF&R committee needs/activities.
- c. If the YF&R Chair is a member of the county Farm Bureau Board of Directors, he/she meets with the board during scheduled board meetings, providing YF&R Committee reports and recommendations as called upon.
- d. If not on the county Farm Bureau Board, the YF&R chair meets with the Board as invited to report on YF&R Committee activities and recommendations.

#### **2. Organize the County YF&R Committee**

- a. With approval of the county Farm Bureau Board of Directors, conduct an organizational meeting of 3-5 (or more) young farmer and rancher couples and singles ages 18-35.
  - i. Purpose of the meeting is to introduce Farm Bureau, the need for involvement, obtain interest in organizing a YF&R committee, and possible activities.
  - ii. Potential names could be obtained from friends, county Farm Bureau Board members, extension agents, Farm Bureau insurance agents and other contacts. A list of local Farm Bureau members age 18-35 with commodity interests identified is also available through TFB.
- b. Secure members for the YF&R committee
  - iii. Names could be from those attending the organizational meeting or others interested in serving
  - iv. Submit potential YF&R Committee member names to county board for approval

#### **3. Lead the County YF&R Committee in Developing a Program of Work**

- a. Program of work ideas include activities of local interest and need, legislative advocacy related activities, ag related topics and many other related items.
- b. Participate in Texas Farm Bureau sponsored YF&R activities such as district and statewide YF&R meetings and activities, YF&R award programs, discussion meet and TFB meetings and activities.
- c. The YF&R Committee Chair presents the developed program of work for the year, including needed resources, to the county FB Board of Directors for approval.

#### **4. Lead the YF&R Committee in Implementing Approved Program of Work**

- a. Involve committee members in fulfilling the program of work activities.
- b. Keep the county President and board informed of progress and needs.

NOTE: THE ABOVE RECOMMENDATIONS ARE FOR A COUNTY FARM BUREAU TO USE WITH THEIR COUNTY YF&R COMMITTEE AND CHAIR. COUNTY FARM BUREAUS CAN ALTER TO FIT THEIR INDIVIDUAL NEEDS AND BUDGETS. HELPFUL RESOURCES FOR THE YF&R COMMITTEE CHAIR AND COMMITTEE INCLUDE THE COUNTY FARM BUREAU PRESIDENT, TFB AREA FIELD REPRESENTATIVE, AND THE TFB YF&R COORDINATOR.

# STEPS TO A SUCCESSFUL YF&R MEETING:

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## 1. **Attend the YF&R Leadership Conference.**

Connect with the other district chairs and get meeting ideas. Get some YF&R energy flowing and most importantly...get excited about it.

## 2. **Get Connected. Stay Connected.**

Contact your field rep. Contact your state director. Introduce yourself and let them know your YF&R plans. Keep in touch with your field rep.

## 3. **Plan. Plan. Plan.**

Decide on a good month and the type of event that will work for you and your district. Think about what is easy, convenient and fun for "young farmers and ranchers" to get them to attend.

## 4. **Approval.**

Get your ideas and budget together for approval in Waco.

## 5. **Take It to The Board.**

Write a brief letter to all the county boards in your district. Introduce yourself as the new YF&R chairs in your district and let them know about your events. Ask them to send any contacts that may be interested in getting involved.

## 6. **Guest List.**

Make a goal to get 10 good contacts from each county in your district. Ask your field rep to help! Put it all together – there's your guest list. Add any personal contacts that you know might be interested in getting involved.

## 7. **Invitations. RSVP.**

Snail mail is classic. It makes the event real and makes people feel like they're really invited. Post cards are a great option for the budget. Keep it simple and direct. Get them approved by Waco and mail them out 2-3 weeks before your event. Keep up with RSVPs and ask your field rep to help push the events and encourage attendance at county board meetings.

## 8. **Keep Planning.**

Follow up with your venue(s). Choose menu options, etc. Ask your state director to participate. Get a beverage sponsor (alcohol). Make drink tickets (if applicable).

## 9. **Make It Personal.**

Add a few personal touches to your event. Just a few ideas: Order a YF&R cake. Create a welcome sign. Make a sign in sheet and ask for email addresses. Don't forget name tags!

## 10. **What's Your Agenda?**

Put together an agenda. Keep it direct. Keep it interesting. Include your state director. Consider including any past state directors, YF&R chairs or county presidents that have a little Texas Farm Bureau energy to share.

## 11. **Party Time!**

Have fun at your meeting. Make people feel welcome and don't forget to take pictures.

## 12. **Follow Up.**

Don't let those sign in sheets go to waste. Send a follow up email to all the attendees with some contact information, YF&R links and a big thank you for attending.

# COUNTY YF&R CHAIRS

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## **ON THE JOB - KEYS TO SUCCESS:**

Thank you for volunteering to be a leader in your county Farm Bureau. It is our job to help you be successful in recruiting and engaging young farmers and ranchers in your county. You need the proper 'tools' to get the job done properly. Below is a listing of Keys to Success. Use these keys as you build a successful county YF&R program in your county.

1. In addition to your county's participation in district events, strive to hold a county YF&R event during Spring/Summer and Fall/Winter.
2. Meet with the District YF&R chair and fellow county YF&R chairs at least once per year.
3. Recruit members for district event attendance.
4. Maintain close communication with State YF&R Coordinator, Field Staff and the District YF&R chair to enhance event success and grow and engage membership.
5. Establish yourself as the "face" of your county YF&R program and grow the Farm Bureau brand in the process.
6. Gather names of people that might be interested in joining – use your friends, family, county presidents and Field Staff for help with this.
7. Contact new people about joining and invite them to events.
8. Request new membership lists from county board a few times per year and review for potential YF&R members.
9. Compile emails of members and create a county YF&R database.
10. Have sign in sheets at all events to help grow your email list.
11. Lead members to Farm Bureau social media channels such as the YF&R Facebook page, Instagram and Twitter.
12. Plan events that are social, educational and service oriented.

# COUNTY/DISTRICT YF&R EVENT PLANNING

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## **CAPTIVATING THEIR ATTENTION / KEYS TO SUCCESS:**

1. At the beginning of the year, create a calendar of events
2. Consult with the State YF&R Coordinator and Field Staff and select dates that have worked well in the past.
3. Try your best to coordinate around other major events and agricultural seasons.
4. Email members your seasonal/yearly plan, so they can plan ahead.
5. 1-2 months out, secure venue. Set RSVP date accordingly.
6. Whenever possible, try to create a Farm Bureau 'exclusive' area or event offering. This helps people find you at crowded places like fairs and makes the event more special.
7. At least four weeks out, create Facebook event or mailing for the event.
8. Follow up with emails or Facebook reminders.
9. Text, follow-up emails and personal phone calls will ensure attendance.
10. Have a great event!

## **OTHER BEST PRACTICES:**

- Plan events well in advance
- Have a sign in at every event
- Use incentives to boost attendance
- Be consistent
- Think about collaborating with another chair for a multi county/district event
- Always follow up with members



# COUNTY YF&R – LOCAL EVENT IDEAS

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## POSSIBLE INSPIRATIONS:

**SUPER BOWL PARTY / SOUPER BOWL PARTY** – Admission is one or more cans of soup for the local food pantry

**FALL HARVEST CELEBRATION / PUMPKIN PAINTING NIGHT** – Have a family friendly night with pumpkin painting for kids, Halloween costume contest, provided refreshments or do a potluck, etc.

**BACK TO SCHOOL PICNIC** – Late July / early August get together

**BLOOD DRIVE** – Work with local hospital, Red Cross, etc. to donate for a cause

**VOTER REGISTRATION EVENT** – Have someone discuss local issues on the ballot

**FARM TOUR** – Highlighting 2-3 farms

**SERVICE PROJECT** – Clean up a highway, clean up after a storm for a community member in need, rake leaves for elderly, improve the school or a community building, hold a food/coat/toy/book/school supply drive for a local charity, etc.

**PRESENCE AT LOCAL EVENTS** – Rodeos, fairs, ag-related events, places where young parents might be, etc.

**HOLIDAY BASKETS** – Get together to pack baskets for families in need and deliver them around Thanksgiving, Christmas, etc.

**FUN RUN & BREAKFAST** – Host a 5K and provide breakfast afterwards with Texas grown eggs, bacon, and biscuits. Have markers throughout the trail with facts about agriculture in the county/district/state.

**ICE CREAM SOCIAL** – Partner with a dairy to have an ice cream social. Have YF&R members give out their favorite ice cream and give out Farm Bureau recipes.

**FAMILY GAME NIGHT** – Gather at the local park, pavilion or church to play board games/horseshoes/washers/ etc.

**PAINTBALL ACTIVITY** – Go to a paintball course, select teams and hold a tournament/competition

**BOWLING** – Host “Family Fun Night” at the local bowling alley

**FARM SAFETY TRAINING** – Work with local equipment dealers, volunteer fire departments to develop and hold a farm safety event.

**GOLF SCRAMBLE** – Contact local golf course to plan a scramble, invite YF&R members. Gather door prizes from local businesses/ or charge for scramble and use as a fundraiser for local food bank charity.

**BARN DANCE / SOCIAL** – Clean out the barn, invite your YF&R members over and dance the night away

# FOR MORE INFORMATION ABOUT TEXAS FARM BUREAU

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VISIT OUR WEBSITE

[www.texasfarmbureau.org](http://www.texasfarmbureau.org)

## For information concerning the COUNTY YF&R INCENTIVE PROGRAM

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