

NATURAL RESOURCES

FRIENDS OF FORESTRY

PURPOSE

The main objective of the Friends of Forestry event is to spotlight the use of renewable resources and communicate to the general public the economic and environmental benefits of using paper versus plastic bags.

GOALS

- To increase consumer awareness of the positive impact that forestry has on the environment.
- For consumers to recognize the importance of forestry-related enterprise and that timber is a renewable product as well as biodegradable.
- Bridge the gap between our Young Farmers and Ranchers and the public.

DETAILS

- The "Friends of Forestry" event can be a display at a local grocery, farmers market or any venue where consumers are present.
- If this event is hosted at a grocery store, volunteers can contact the store manager to determine if you can supply Farm Bureau grocery bags (available from the state office) to bag groceries.
- Get permission to have volunteers set-up a table display to interact with consumers.
- If the grocery store allows you to bag, encourage consumers to try a paper bag and talk to them about where this bag came from and about the timber industry. Facts are printed on each bag. Separate fact sheets can be distributed and inserted in the paper bag for consumers to take home and learn more about timber production in Florida.
- Highlight Arbor Day in Florida. This is a day when consumers are encouraged to plant trees in their back yards and/or in their communities.
- Partner with the Florida Forest Service to distribute seedlings. This is an excellent opportunity to have a conversation with the public about forestry and the role that pine trees play in the pulp process.
- Depending on where your venue is, logging equipment and fire suppression systems can be showcased as well to bring in a younger audience.

MESSAGES

- Some local governments and municipalities have banned plastic bags and plastic straws. This is an opportunity for YF&R committees to promote one of our state's renewable resources, as well as timber, pulp and paper production.

SUGGESTED TIMELINE

Three Months Prior to Event

- Establish the date and location of the event.
- Reach out to partnerships such as the Florida Forestry Association for support.
- Promote the idea to county Farm Bureau president and the board.
- Reserve the Friends of Forestry toolkit from the state office.
- Ensure your paper bags have been ordered to allow enough time for them to be delivered.

One Month Prior to Event

- Hold an organizational meeting to discuss details and items needed for the event.
- Begin printing and gathering material from sponsors that highlight facts on the economic and environmental benefits of using paper.
- Invite local media to the event and follow up to ensure they are attending.

One to Two Weeks Prior to Event

- Meet before the event to talk about any questions and make sure everyone is on the same page.

During Event

- Take photos during the event for social media and for a press release.
- Set up the event with a table and brochures.

Immediately Following Event

- Hold a follow-up YF&R committee meeting to discuss program or activity pros and cons.
- Write a press release and send to local paper/Florida Farm Bureau.
- Send thank-you letters to any sponsors of the event.

WHAT DO I NEED

Cost to YF&R

- The cost of this event will be the volunteers' time invested before, during and after the event as well as acquiring a six-to-eight-foot table.
- Working with forestry groups will help lower costs for event supplies.
- State office supplies: Florida Farm Bureau has several items to assist your YF&R committee in these events. They are available on a first come, first served basis.
- Make sure to allow for ample time for delivery when ordering your bags from your print company or vendor of choice. Your District Field Representative will help you get the artwork from the Public Relations Division to put on the bags you order.

The following supplies will be available at the state office at <https://bit.ly/2UQCVmL> for the Friends of Forestry event:

- Farm Bureau tablecloth
- Farm Bureau paperbag artwork
- Farm Bureau membership brochure
- General YF&R brochure
- Brochure holder
- Growing Our Leaders banners (x2)

VOLUNTEERS NEEDED

- This event needs to have at least two (2) volunteers at the table to answer questions, hand out materials and interact with consumers as well as take pictures.
- These volunteers can also bag groceries and talk to the consumers as they bag.
- Pre-planning volunteers will be needed to ensure every detail of the event is thought out. Post-planning volunteers will be needed to write a press release to send to local newspapers.

WHERE TO START?

- Three months prior to the event, meet with your YF&R group to begin to discuss ideas and finalize the program or activity to hold.
- Establish task committees to spread out the responsibilities of the program or activity, such as appointing a social media chair/committee for event.
- Establish a date to hold program/activity, lining up a grocery store or mass merchandiser.
- Promote the idea to the county Farm Bureau president and board members.
- Seek partnering sponsors to support event financially or through added resources.
- One to two months prior to the event, hold organizational meetings to discuss details and items or tasks needed for event.
- Contact the venue, and news media to make sure everything is scheduled.
- Present the idea at monthly county Farm Bureau board meeting in advance of the event.
- Requisition/Procure donated items available to highlight facts on the economic and environmental benefits of using paper.

THE TIME HAS ARRIVED!

- On the day of and during event, make sure all details and items are in place and available.
- Post social media content using strategic timing to increase the number of followers and views.

WE DID IT! NOW WHAT?

- Immediately following the event, focus on posting content, thanking all who liked and shared your posts.
- Send thank-you notes to all who helped with program.
- One month following the event, hold follow up YF&R committee meeting to discuss the program or activity positives and negatives.
- Document the discussion and use it as a reference to improve your next program or activity.
- Compile social media data measuring the overall reach of campaign.
- Decide which social media posts were highest performing and use this information to improve content planning and implementation in the future.

TIP: For assistance in creating graphics or tracking your social media campaign, contact the Public Relations Division.

SAMPLE TIMELINE & CHECKLIST

3 MONTHS PRIOR	PERSON RESPONSIBLE	DUE DATE	DATE COMPLETE
Designate a social media chair for the event.			
Establish the date and location to hold the event.			
Reach out to partnerships such as the Florida Forestry Association for support.			
Promote the idea to the county Farm Bureau president and board.			
Ensure your paper bags have been ordered to allow enough time for them to be delivered.			
Reserve Friends of Forestry toolkit materials with the state office at https://bit.ly/2UQCVmL .			
1-2 MONTHS PRIOR			
Hold an organizational meeting to discuss details and items needed for the event.			
Begin printing and gathering material from sponsors that highlight facts about the economic and environmental benefits of using paper.			
1-2 WEEKS PRIOR			
Invite local media to the event and follow up to ensure they are attending.			
Meet before the event to talk about any questions and make sure everyone is on the same page.			
DURING EVENT			
Take photos during the event for social media and for a press release.			
Set up the event with a table and brochures.			
FOLLOWING EVENT			
Hold a follow-up YF&R committee meeting to discuss program pros and cons.			
Write the press release and send to local paper/ Florida Farm Bureau.			
Send thank you notes to sponsors.			

OTHER RESOURCES

Florida Forestry Economic Impact

- <http://www.flforestry.org/resources/2017-economic-impact-study/>

Advantages of Paper Bags vs. Plastic Bags

- <https://www.livestrong.com/article/156603-advantages-of-paper-bags-vs-plastic-bags>

Florida Forest Service (Florida Department of Agriculture & Consumer Services)

- <https://www.freshfromflorida.com/Divisions-Offices/Florida-Forest-Service>

Information Pertaining to Arbor Day

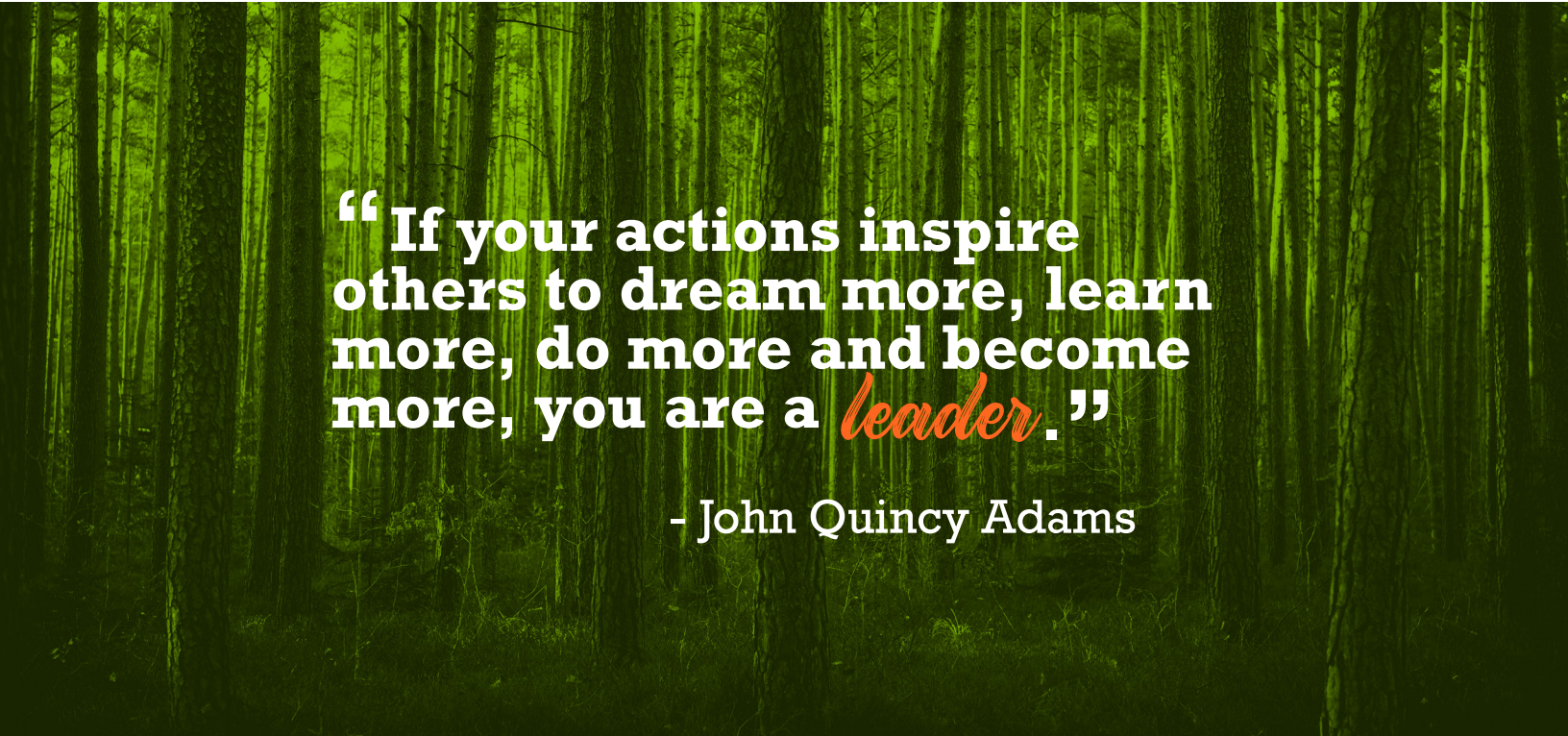
- <https://www.arborday.org>

WORDS OF WISDOM

- Always listen to understand consumers and work to educate them.
- If you understand why they are thinking the way they are, you will be able to get to the root of their belief and assumptions.

POTENTIAL PARTNERSHIPS

- Florida Forestry Association
- Florida Forest Service
- Arbor Day



“If your actions inspire others to dream more, learn more, do more and become more, you are a *leader*.”

- John Quincy Adams