



YOUNG FARMERS & RANCHERS

F L O R I D A F A R M B U R E A U F E D E R A T I O N

GROWING OUR LEADERS

YOUNG FARMERS & RANCHERS TOOLKIT





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WHAT IS A TOOLKIT?

The “Growing Our Leaders” toolkit is a resource to help develop Young Farmers and Ranchers (YF&R) committees while also serving as an easy planning guide to help your YF&R program to reach, connect, educate and engage your community. This toolkit provides a comprehensive planning guide that addresses, logistical requirements of holding various events, and launching an agricultural awareness campaign. We have categorized the toolkit by key focus areas of Farm Bureau: Education, Advocacy, Community Service and Natural Resources.

Various resources and promotional materials (i.e. banners, tablecloths, etc.) can be borrowed from the Field Services Division, located at the state office in Gainesville, FL, to enhance your event. Items are available on a first-come, first-served basis. Materials will be limited to 21 days of total possession per event. If design and production of materials will be needed, a 90-day advance notice will be required for most items. At the discretion of the state office, if items are damaged, the cost of repair or replacement shall be the responsibility of the county YF&R group that borrowed them.

THINGS TO CONSIDER:

- Look over the examples/toolkits provided and make note of which one is most appealing to your members.
- When evaluating the toolkits, keep in mind the volunteer time, funds, etc., of your county YF&R committee.
- Identify a group of individuals from your county YF&R committee to serve as the leadership team for the Growing Our Leaders event.
- Exercise your creativity and either adapt one of the examples within this toolkit or create your own to best fit the needs of your community and volunteers.
- Keep your volunteers motivated by selecting events or micro-volunteering activities which align with their interests.
- When planning an event, contact the Florida Farm Bureau Public Relations Division for help with sample public service announcements, media releases, flyer templates and social media graphics.

In order to reserve your items from the state office, please

[click here](#)



EDUCATION

MEET YOUR LOCAL FARMER & RANCHER

PURPOSE

The main objective of the "Meet Your Local Farmer & Rancher" event is to create opportunities for farmers and ranchers to communicate with, educate and connect with consumers on where and how their food is raised and produced.

GOALS

- To educate consumers on where their food comes from.
- Bridge the gap between producers and consumers.
- Empower our farmers and ranchers to tell the story of agriculture and its importance for the local economy.

DETAILS

- Set up a station at your local grocery store and encourage consumers to have open dialogue about contemporary agriculture.
- Recruit two to three volunteers to spend one to two hours of their time to answer questions and educate consumers about agriculture.
- Provide facts and remind consumers that farmers feed their families with the same food they grow for the consumer.
- Distribute handouts on the common myths about agriculture.
- Use the spinner question wheel (borrowed from the state office) to encourage consumers to interact with you. This wheel will have a series of questions/myths about agriculture. Volunteers are encouraged to engage in questions and discuss how Farm Bureau serves as the Voice of Agriculture.
- Feel free to add common myths in your area for the spinner question wheel to utilize in educating consumers. The myths provided are just a few of the many out there. Ensure you have true facts to back up the myths for consumers to trust the answers.

MESSAGES

- Common myths on social media and in news reports about agriculture have increased in recent years with consumers not knowing whom to trust. Florida Farm Bureau is the Voice of Agriculture and it is our job as farmers and ranchers to step out and educate our consumers who are disconnected from the farm.
- Establish common, shared values between farmers and consumers.
- Farmers and ranchers care for their local community and rural development (natural resources www.ThisFarmCares.org).
- Farmers provide a safe, plentiful, nutritious and affordable food supply.

SUGGESTED TIMELINE

Three Months Prior to Event

- Select a site. Reach out to a local grocery store to determine if this event is feasible and review possible dates.
- Reserve the Meet Your Local Farmer & Rancher Toolkit with the state office at <https://bit.ly/2UQCVmL>.

One Month Prior to Event

- Assign YF&R members who can volunteer (need at least two).
- Ensure a 6-8' table is available to bring to the grocery store.
- Send out a media advisory to invite local media to the event and follow up to ensure they are coming (consider sending a personal note).

One to Two Weeks Prior to Event

- Meet with volunteers before the event to discuss any questions to ensure everyone is on the same page.

During Event

- Take photos during the event for social media and for a press release.

Immediately Following Event

- Compile data measuring the overall reach of the campaign.
- Decide which posts were the highest performing and use this information to improve content planning and implementation in the future.

WHAT DO I NEED

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. Reserve your toolkit from the state office at <https://bit.ly/2UQCVmL>.

The following supplies will be available at the state office for "Meet you local farmer and rancher" event:

- Farm Bureau tablecloth
- Farm Bureau membership brochure
- General YF&R brochure
- Common Myths brochure
- Brochure holder
- Spinner question wheel
- Growing Our Leaders banners (x2)

VOLUNTEERS NEEDED

- This event needs to have at least two volunteers to sit at the table to answer questions, interact with consumers and take photos. Planning for volunteers is important to ensure that every detail of the event is thought out. Volunteers will be needed to write up a press release to distribute to local media after the event.

WHERE TO START?


- Planning is the most important part of ensuring a successful event.
- Three to five months prior to your event, reach out to a grocery store to select dates to discuss with your committee.
- Reserve the Meet Your Local Farmer & Rancher Toolkit with the state office to ensure you will have everything you need at <https://bit.ly/2UQCVmL>.
- Two to three months prior to your event, assign YF&R members who can volunteer for the event and begin preparing talking points.
- One month prior to the event, secure a six to eight foot table to bring to the grocery store.
- One to two weeks prior to the event, invite your local media to the event.
- Meet a few days before the event to discuss questions and make sure everyone is prepared.

THE TIME HAS ARRIVED!

- Take plenty of photos for social media and a post-press release and/or article in your local newspaper.
- Provide handouts to participants.
- Speak to consumers about Farm Bureau and what Farm Bureau does at the local, state and national level for farmers and ranchers.

WE DID IT! NOW WHAT?

- Write/send a press release to your local paper/ Florida Farm Bureau state office to obtain media coverage.
- Schedule a time to evaluate the event so that it is fresh in your mind.



**“Agriculture is
our wisest pursuit,
because it will, in
the end, contribute
most to real wealth,
good morals and
happiness.”**

- Thomas Jefferson

SAMPLE TIMELINE & CHECKLIST

3 MONTHS PRIOR	PERSON RESPONSIBLE	DUE DATE	DATE COMPLETE
Reach out to a local grocery store to determine if this event can be held and available dates.			
Reserve the "Meet Your Local Farmer & Rancher" Toolkit with the state office at https://bit.ly/2UQCVmL .			
1 MONTH PRIOR			
Secure the YF&R members who can volunteer (need at least two).			
Ensure a 6-8' table is available to bring to the grocery store.			
Invite local media to the event and follow up.			
1-2 WEEKS PRIOR			
Meet before the event to discuss questions and ensure everyone is on the same page.			
DURING EVENT			
Take photos during the event for social media and for a press release.			
FOLLOWING EVENT			
Write a press release and send to local paper/ Florida Farm Bureau.			
Talk about the pros, cons and ways to improve while everything is fresh.			

TIP: Share your feedback with your county and state office and send photos so we can share your event on social media.



PURPOSE

The main objective for using this social media campaign is to maximize the educational reach of a county Young Farmers & Ranchers (YF&R) program while creating a conversational platform through social media which promotes local Florida commodities while they are in season. County YF&R programs are encouraged to use the hashtags provided. For seasonal agricultural products, this toolkit provides a method for users to highlight Florida products in season throughout the year.

GOALS

- Educate consumers on how to identify Florida agricultural products.
- Create a communication channel in which YF&R committee members can encourage consumers to find out about and share which agricultural products they are finding in season at their local stores.
- Share positive messages about agriculture for the general public highlighting the safe, reliable food and fiber products farmers and ranchers produce in Florida.
- Create a space for consumers to connect with their local farmers and ranchers about the products they use.
- Foster positive, lasting connections with businesses and influencers in local communities.


DETAILS

- This style of outreach is a great fit for newly created and smaller-rostered YF&R committees. It can be used by a county YF&R or an individual's social media account.
- The suggested timespan to run this social media campaign is one year (preferably beginning at the YF&R Leadership Conference in July) in order to encompass all of the growing/harvesting seasons of commodities from around the state.
- This toolkit will help consumers identify agricultural products grown in the local county area and highlight when the harvesting seasons might be for those products so they know when to shop for them in stores.
- This toolkit is geared towards all types of agricultural products including (but not limited to): seasonal perishable produce, beef, poultry, cotton, timber, etc.
- Ideas from this toolkit are applicable for a variety of social media platforms. The primary focus of this toolkit is to promote the #NowInSeason #Florida(Insert Commodity Here) #GrowingOurLeaders hashtags in order to promote Florida's agricultural products.
- If the commodity highlighted does not have a definitive harvesting season, then use the following sequence of hashtags: #Florida (Insert Commodity Here) #GrowingOurLeaders.

- Consider coordinating the #NowInSeason #Florida(Insert Commodity Here) #GrowingOurLeaders campaign during Farm-City Week or Food Check-Out Week to leverage existing outreach messages. Allow the county YF&R executive committee the opportunity to select a day or week for this social media push so that everyone supports the activity/initiative.
- Well performing posts and content have the highest newsfeed reach. The more individuals who like and share your post, the more successful your post will be.

MESSAGES

- Farmers and ranchers work tirelessly to produce safe and reliable products at an affordable price.
- Florida farms are family farms.
- Florida produces over 300 different types of commodities throughout the year.
- Share some of the ways to determine if a product a Fresh From Florida item.
- Agriculture is the number two economic enterprise in Florida.



**“ You have to focus on the field
in front of you, if you want the
harvests. ”**

- Dr. Kevin Queen

SUGGESTED TIMELINE

Three Months Prior to Event

- Meet with the planning team to decide on the day/week to run campaign.
- Begin to discuss possible content ideas.

One Month Prior to Event

- Host a social media workshop to design suggested content and compile a list of responsibilities for each participant.

During Event

- Post content using strategic timing to increase the number of followers and views.

Immediately Following Event

- Thank all who liked and shared the post.

One Month Following the Event

- Compile data measuring the overall reach of the campaign.
- Decide which posts were highest performing and use this information to improve content planning and implementation in the future.

TIP: Canva is a free resource you can use to create simple free event flyer templates.

WHAT DO I NEED

Since most of the social media platforms are offered free of cost, there is no funding necessary for this event. However, some platforms offer sponsored content which county YF&Rs could pay anywhere from \$20 to \$200. A boosted post can elicit greater engagement with the intended target audience. Reserve your toolkit from the state office at <https://bit.ly/2UQCVmL>.

The following supplies will be available at the state office for social media campaign events:

- Farm Bureau tablecloth
- Farmgram cutout frame
- 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 volunteers answer questions, interact with consumers and take photos. Planning for volunteers is important to ensure that every detail of the event is thought out. Volunteers will be needed to write up a press release to distribute to local media after the event.

WHERE TO START?

- Good social media content takes planning. Determine what platform you will run your campaign on—Facebook or Instagram (or both).
- Commit to a certain day or week dedicated to push the #NowInSeason #Florida(Insert Commodity Here) #GrowingOurLeaders hashtags.
- Consider piggybacking off of holidays or Farm Bureau-recognized events to make the most of existing agricultural outreach.
- Determine how long your campaign will run. Whether you decide for a single day, week, month or year, be consistent. The best social media campaigns follow routine posting on selected days/times of the week.
- Consider using the live poll or story when creating content for the week.
- Consider going “live” to talk about a designated topic. Contact the state office Public Relations Division for tips on going live.
- Consider conducting a short interview with a producer so the consumer can have the authenticity of social media engagement on a personal level.
- Take time to research new and unique ways to reach your audience.
- Consider observing key social media influencers who are great at creating a space for conversations with their social community.

THE TIME HAS ARRIVED!

- Follow post performances, and note if there are any changes that could be made throughout the day/week/month for more successful posts.
- Ensure either the YF&R chair and (if any) committee members are sharing and adding their own personal words to posts they share.

WE DID IT! NOW WHAT?

Review all content posted and search the hashtag to get a general idea of how the campaign performed. Consider the following questions:

- 1) What time/day was the highest performing post?
- 2) Was the hashtag used for purposes other than what you intended for the campaign? If so, how could this be worded in the future?
- 3) Was there specific content (i.e. picture, topic, individual's page, etc.) that was received better than others?

Once all the data is compiled, meet with the committee to identify areas of improvement for the future. If the committee consists of one individual, consider keeping a file on a computer or a journal containing the results from the data.

OTHER RESOURCES

Social Media Tips to Help Boost Post Performance

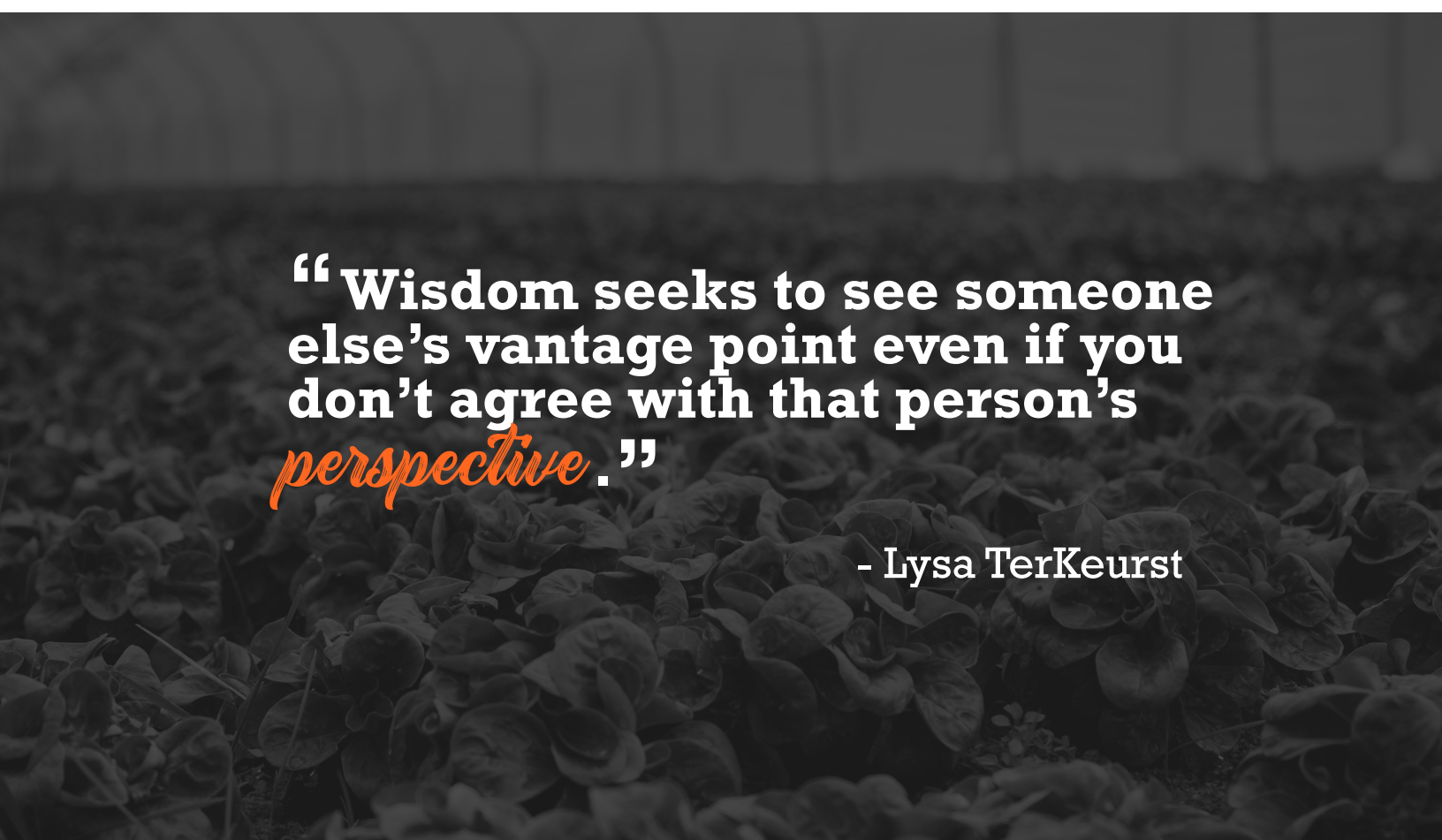
- <https://blog.hootsuite.com/lessons-from-top-performing-social-posts>

Fast Facts on Agriculture to Add Impact to Your Posts

- <https://www.floridafarmbureau.org/education-outreach/#tab5>

FDACS-Crops in Season

- <https://www.fdacs.gov/Consumer-Resources/Buy-Fresh-From-Florida/Crops-in-Season>



“Wisdom seeks to see someone else’s vantage point even if you don’t agree with that person’s perspective.”

- Lysa TerKeurst

SAMPLE TIMELINE & CHECKLIST

3 MONTHS PRIOR	PERSON RESPONSIBLE	DUE DATE	DATE COMPLETE
Meet with the planning team to decide on the day/week to run campaign.			
Begin to discuss possible content ideas (Have three to four general ideas written down for posts).			
Reserve Social Media Toolkit materials with the state Office at https://bit.ly/2UQCVmL .			
1-2 MONTHS PRIOR			
Host a social media workshop to design content and compile a list of responsibilities for each participant.			
Create a template to send to participants for posting original content during the campaign (Include tips on what to share and how to personalize posts).			
2 WEEKS PRIOR			
Send out the final template for posts and tips for successful posts to all participants.			
DURING EVENT			
Post content using strategic timing methods (mentioned in the template sent out two weeks prior) to increase followers and views.			
IMMEDIATELY FOLLOWING EVENT			
Thank all who liked and shared, connecting their engagement to achieving a higher purpose.			
ONE MONTH FOLLOWING EVENT			
Compile data measuring the overall reach of campaign.			
Decide which posts were highest performing and use this information to improve content planning and future implementation.			

COMMUNITY SERVICE

HARVEST FOR ALL

PURPOSE

The main objective for the Harvest For All event is to help provide food for those in need by organizing a gleaning or a donation of non-marketable produce. You can also include a food collection or donation during your #GrowingOurLeaders educational events. There are also national competitions based on participation in Harvest for All programs.

GOALS

- Make a real impact in your community by helping with the huge problem of food insecurity.
- Share a positive message about agriculture with the general public.
- Build positive and lasting relationships with local farmers that can not only help with providing produce for this program but also open doors for more ways to educate consumers about Florida agriculture.
- Help build and promote your YF&R committee and county Farm Bureau in your community.
- Have fun promoting agriculture and the Florida Farm Bureau Federation.

DETAILS

- Florida Young Farmers and Ranchers (YF&R) can provide fruit and vegetable producers faced with an excess of non-marketable/off grade produce to help feed and provide food to those in need.
- Florida has a network of 12 food banks across the state. These food banks operate under the connected system called Feeding Florida. Feeding Florida unites 12 Feeding America member food banks that work with more than 2,300 community-based partner agencies to provide food directly to individuals and families in need in every community every day.
- Over 2.8 million people in Florida are food insecure-meaning they live at risk of hunger. More specifically, over 800,000 of those people are children and 550,000 are senior citizens.
- County YF&R Programs are encouraged to help bridge the food gap through Harvest for All food drives and awareness initiatives tied into #GrowingOurLeaders activities, as well as events held at grocery stores, farmer markets and other public locations.
- Other ideas may include a food collection, monetary donation to area food banks or volunteering at one of the 12 Feeding Florida food banks across the state.

MESSAGES

- Florida is a world leader in fruit and vegetable production.
- All farms have some non-marketable fruits and vegetables, but the product is still wholesome and edible.
- Food insecurity is a huge issue, especially in some of Florida's rural counties.

“Agriculture was the first occupation of man, and as it *embraces* the whole earth, it is the foundation of all other industries.”

- E. W. Stewart

SUGGESTED TIMELINE

Three Months Prior to Event

- Meet as a YF&R group to begin to discuss plans for a program or activity to hold.
- Establish task committees to spread out duties for the assigned task, program or activity. i.e., designate a social media chair/committee for event.
- Establish a date to hold the program/activity, lining up venue, food bank, etc.

One Month Prior to Event

- Hold organizational meetings to discuss details and items or tasks still needed for event. Contact venue, producers, food bank and news media to make sure everything is still set up as needed.

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.

Immediately Following Event

- Thank all who liked and shared your post.
- Send thank you notes to all producers/leaders who also helped with program.

One Month Following Event

- Hold a follow-up YF&R committee meeting to discuss 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 posts were the highest performing and use this information to improve content planning and implementation in the future.

WHAT DO I NEED

Cost to YF&R

- Funding requirements will vary on the program or activity that you choose.
- Volunteering at a food bank or organizing with producers will only require travel to these locations, so funding requirements will be limited.
- #GrowingOurLeaders events will vary based on the scope of the activity and audience.
- Consider the amount of promotional materials you will need for your event when ordering from the state office.

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. Reserve your toolkit from the state office at <https://bit.ly/2UQCVmL>.

- | | |
|---|------------------------------------|
| ▪ Farm Bureau tablecloth | ▪ General YF&R brochure |
| ▪ Harvest for All/Feeding Florida flyer | ▪ Brochure holder |
| ▪ Farm Bureau membership brochure | ▪ Growing Our Leaders banners (X2) |

VOLUNTEERS NEEDED

- Volunteers needed will vary per event.
- Organizing with producers to participate in the gleaning/donation of non-marketable fruits and vegetables will only require one YF&R member.
- Volunteering at local food banks will also be dependent on the number of members in the committee and the total number of volunteers.
- Events such as a #GrowingOurLeaders grocery store consumer education and/or food collection will require a more organized YF&R committee with three to four volunteers (at minimum) for an effective, fun and successful program.

AMERICAN FARM BUREAU FEDERATION: “HARVEST FOR ALL” CONTEST

American Farm Bureau Federation sponsors the Harvest for All campaign and nationally recognizes state YF&Rs with awards for success in the program. There are four categories to compete in:

- Most “Volunteer Hours” given to your local or area food banks.
- Most “Food Donated in Pounds” to local or area food banks.
- Most “Money Raised” for local or area food banks.
- Most “Innovative Idea” for an event or project that benefits local food banks and feeding charities. (i.e. Host a challenge to shoppers at a grocery store to find Florida-produced items and donate those for the group to give to a food bank, with the winner of most found or most unique item receiving prizes).

There are many ways to participate in these contests and your District Field Representative will gladly help you.

WHERE TO START?

- Successful events begin with good planning!
- Meet with your committee to discuss program ideas or activities you would like to pursue.
- Reach out to the county Farm Bureau president and/or board of directors to get approval of event(s).
- Upon approval, establish a date and timeline for event.
- Contact your designated venue or food bank as well as the producer who will be needed to complete the activity. Be sure to follow-up with a place and a producer as the event nears.
- Assign committee members to different tasks to ensure an organized event.
- Reserve any needed materials from Florida Farm Bureau in advance (see timeline).
- Meet with your event volunteers to ensure they are comfortable with tasks assigned.
- Reach out to news media in advance to bring publicity to your event.
- Remember to promote your event on social media!

THE TIME HAS ARRIVED!

- The event chair and committee should verify that all volunteers and materials are in place.
- Greet any news media representatives in attendance and thank them for coming.

WE DID IT! NOW WHAT?

- Schedule and hold a follow-up meeting within a month of the event to consider the successes and any lessons learned.
- Search the hashtags to compile social media campaign data and any feedback from participants.
- Changes can always be made. Determine if this event is one that the committee would like to do again.

TIP: Contact your District Field Representative to get a template of a press release.

SAMPLE TIMELINE & CHECKLIST

3 MONTHS PRIOR	PERSON RESPONSIBLE	DUE DATE	DATE COMPLETE
Meet as YF&R group to begin to discuss ideas and finalize program or activity details.			
Establish task committees to spread out the work program or activity. (i.e., designate a social media chair/committee for event).			
Establish date to hold program/ activity, lining up venue, food bank, etc.			
Reserve Harvest For All Toolkit materials State Office at https://bit.ly/2UQCVmL .			
1-2 MONTHS PRIOR			
Hold organizational meetings to discuss details and items/ tasks still needed for event.			
Contact the venue, producers, the food bank and news media to make sure everything is still set up as needed.			
DURING EVENT			
Post social media content using strategic timing to increase the number of followers and views.			
Make sure all details and items are in place and available.			
IMMEDIATELY FOLLOWING EVENT			
Thank all who liked and shared connecting their engagement to achieving a higher purpose.			
Send thank you notes to all producers/leaders who helped with the program.			
ONE MONTH FOLLOWING EVENT			
Hold a follow-up YF&R committee meeting to discuss program pros and cons.			
Compile social media data measuring the reach of campaign to determine high performing content.			

OTHER RESOURCES

Maps for Feeding Florida Food Banks

- <https://www.feedingflorida.org/feeding-florida/florida-food-banks>

Information on Volunteering at Food Banks

- <https://www.feedingflorida.org/taking-action/volunteer>

Press Release from AFBF on 2018 Harvest for All Program

- <https://www.fb.org/newsroom/farm-bureau-helps-hungry-americans-through-harvest-for-all>

TIP: To receive training on working with the media or customized social media scheduling/planning training, contact the Public Relations Division.

The background of the bottom half of the page features a blue-tinted photograph of three people in a field. Two men and one woman are visible in silhouette. The man on the left is wearing a baseball cap and has his hand on his hip. The woman in the center is also wearing a cap and is looking towards the right. The man on the right is wearing a cap and is looking towards the center. The quote is overlaid on the left side of the image.

“*Farming* looks mighty easy when your plow is a pencil, and you're a thousand miles from the corn field.”

- Dwight D. Eisenhower



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

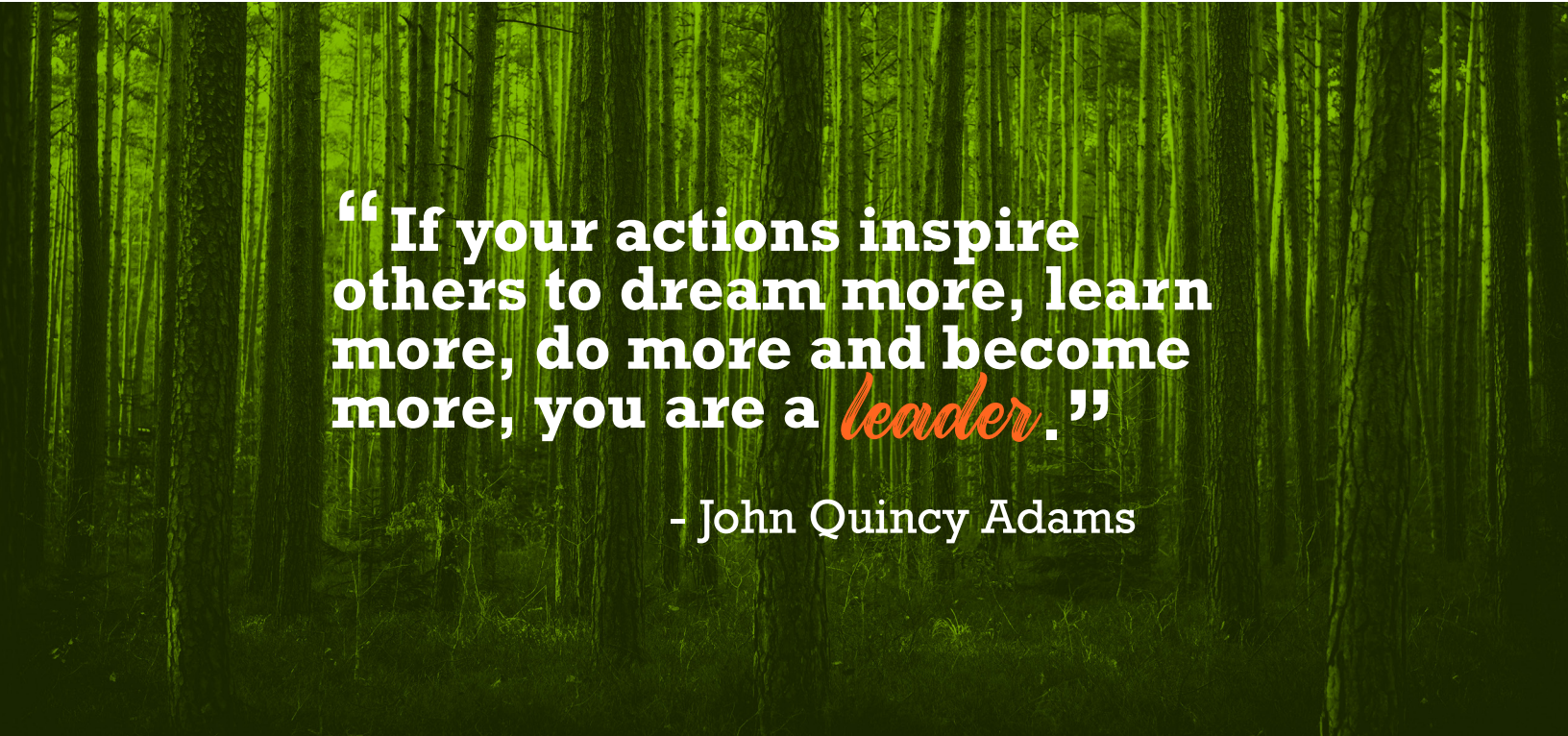
- <https://www.arborday.org>

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

This image shows a full page of blank, lined paper. It features approximately 28 horizontal blue or grey lines spaced evenly apart, typical of notebook paper. The lines extend across the entire width of the page, leaving small margins at the top and bottom. There are no vertical lines, text, or other markings on the page.

This image shows a full page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for handwriting practice or general writing. There are no margins, text, or other markings on the page.

