

REACHING NEW HEIGHTS

Advisor's Guide to personal growth and leadership development

Lesson Number: **RNH.9.5**

Membership Development

Purpose:

The purpose of this lesson is to teach students the significance of FFA membership and help members encourage recruitment of others into FFA.

Directions:

Once students have enrolled in the agricultural education program, they should be encouraged to become FFA members by paying their dues and becoming active in chapter activities. Many teachers feel this is so critical that they don't give students a choice; they build FFA dues into a "course fee." A common philosophy is that one-third of the program is classroom based, one-third is supervised agricultural experience based, and one-third is FFA based. Thus, any student who isn't an FFA member is missing out on one-third of their education.

Explain to students that becoming an FFA member is an important part of students' educational program and that they can play a critical role in encouraging their peers to join and become active.

1. Ask students to think back to when they were first-year students and pose these questions. List their answers to these questions on a writing surface.
 - a. Why did you join FFA?
 - b. Since becoming a member, what other things about the organization have you discovered?
 - c. How do you think your peers would respond to the two questions above?
2. Benefits of the FFA – Break students into groups and issue each group one or more of the following areas. Have them develop three benefits for each item or determine how each might help them in the future, then report them to the entire group.

Quick Reference:

Time Required:

45 minutes

Objectives:

After completing this lesson, students should be able to:

1. Describe the importance and benefits of membership.
2. List ways to encourage students to become members.

Materials:

- ✓ Writing Surface
- ✓ RNH.9.5.AS.A – one copy per student or student group





- a. The overall FFA experience
 - b. Supervised Agricultural Experience (SAE)
 - c. Travel
 - d. Leadership development
 - e. Earning money
 - f. Making new friends
 - g. Receiving awards
 - h. Becoming part of a team
 - i. Career preparation
3. Membership Development – There are several strategies for encouraging students to participate in FFA. Ask your students to brainstorm ideas regarding what they could do to encourage first-year students to join.
 - a. Distribute copies of RNH.9.5.AS.A and have students decide which of the membership development ideas would best fit their chapter. If none fit, have them develop one of their own.
4. Have students list logistics related to the event such as:
 - a. Who would need to be involved.
 - b. When and where the event would be held.
 - c. What resources would need to be in place for such an event.
 - d. What would the step-by-step process be for making the event happen in your program?

Connection Questions:

1. How were you recruited to join the FFA or any other organization? Reflect on some of the successful techniques used.
2. What makes us want to remain a part of an organization? What feelings do we have for the organization? How are we treated?
3. What does our chapter currently do that makes students want to join? What do we do that keeps our members coming back? What else could we do?



LifeKnowledge Connections

Precept(s) Addressed:

Action

- A2. Focus on results.
- A3. Plan effectively.

Relationships

- B5. Participate effectively as a team member.

Continuous Improvement

- F3. Use innovative problem-solving strategies.

Mental Growth

- J1. Think critically.
- J3. Practice sound decision-making.

Decision-Making

- N1. Demonstrate the decision-making processes.
- N2. Demonstrate problem-solving skills.

LK Lesson Suggestion:

AHS.46 – Recruiting FFA Members





Potential Membership Development Activities

- Developing a buddy system where each new member is assigned to an older “buddy” who watches out for them and helps them to get involved
- Providing new members with a membership packet that includes an FFA pen or pencil, notepad, FFA token (water bottle, hat, t-shirt, etc.), and a membership card
- Holding a ceremony to recognize new members as part of a chapter meeting
- Having officers/upperclassmen/advisor visit new students at their homes to answer questions and encourage membership
- Developing a competition between classes based on which class gets 100% of its membership first (winner gets a pizza or other small prize from the chapter)