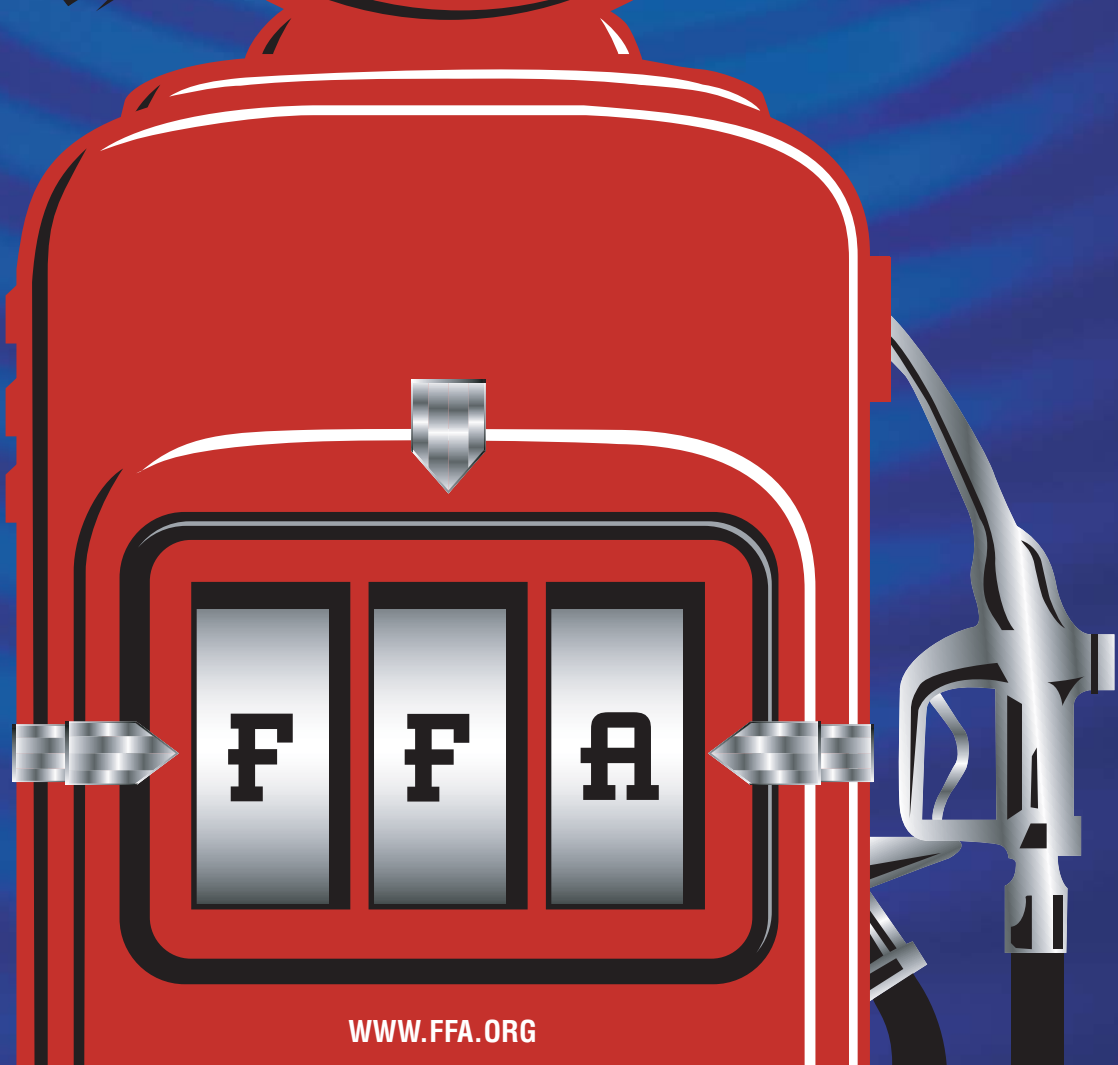


RECRUITMENT & RETENTION PROMOTIONAL GUIDE

REV IT UP



WWW.FFA.ORG



1

DRIVERS AND PASSENGERS

Fuel for the Tank

This student promotional guide is designed to help FFA students promote FFA and recruit new members. Marketing suggestions, tested ideas and tidbits of surprising FFA facts are all included so you can make the most of your recruitment efforts. Use it as a guide for the basic information and add your own touches to customize it for your FFA chapter.

It takes 8,460 bolts to assemble an automobile, and one nut to scatter it all over the road.

— Author Unknown



A LITTLE HISTORY OF FFA

In 1928, Kansas City's Hotel Baltimore hosted 33 young farm boys who created a road map for the future of agricultural leadership in the United States. They could not have foreseen how the organization they envisioned would grow and thrive or how it would positively affect the lives of millions of agriculture students.

Congress granted the Future Farmers of America a federal charter in 1950, making the group an integral, intracurricular part of public agricultural instruction under the National Vocational Education Act. The organization's name was officially changed to the National FFA Organization in 1988 to represent the continuing evolution of agriculture. The expanded goal of FFA included the desire to prepare members for all types of agricultural careers, not just production agriculture.

Today, you can find FFA chapters in every state, Puerto Rico and the Virgin Islands with student members engaged in a wide range of agricultural education activities. The program challenges members to discover their passion in life and find their career path among the more than 300 exciting professional career opportunities available through agricultural education.

The most important mission of FFA remains student success.



FACES OF FFA



President Jimmy Carter, a lifetime FFA alumnus, emphasized the importance of agriculture and FFA.

He stated, "FFA is good preparation for the highest elective office in our nation. FFA members mean a lot to me personally and your organization means a lot to our country now, in the past and in the future."



THE FFA MOTTO

**Learning to Do, Doing to Learn,
Earning to Live, Living to Serve,**
*gives members and alumni 12
short words to to live by as they
experience opportunities in the
organization and in life.*



DID YOU KNOW?

**38 percent of FFA members
are female and hold more than
50 percent of state leadership
positions. FFA membership reflects
the cultural, ethnic and gender
diversity of America including
Asian, Caucasian, Hispanic and
African-American members.**



THE MISSION OF FFA

The National FFA Organization is dedicated to making a positive difference in the lives of young people by developing their potential for **premier leadership, personal growth and career success** through agricultural education. Through participation in FFA, young people are thoroughly prepared for successful careers and a lifetime of informed choices in the global agriculture, food, fiber and natural resources systems.



FFA VISION

**The National FFA Organization
envisions a future in which:**

All agricultural science education students will discover their passion in life and build on that insight to chart the course for their education, career and personal future.

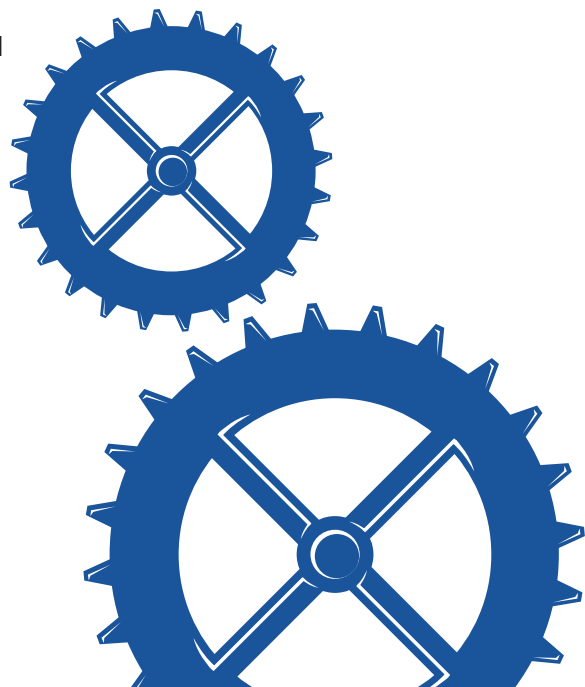
The National FFA Organization collaborates with teachers, state leaders and others to deliver an integrated program of agricultural science education, which encourages students to explore opportunities.

The organization supports their discovery of natural talents and interests, and offers meaningful activities in which they can apply their skills and talents.

The National FFA Organization will:

1. Make local agricultural science education teacher success its primary focus, through model programs and activities that generate local program success.

2. Reaffirm its commitment to the integrated agricultural science education delivery model as a synergistic way to deliver academic, professional and youth development content. Within this model, further improve the role of experiential learning for local students, the depth of personal engagement and the breadth of participation opportunities.
3. Promote the widespread use of community-based planning and support to develop environments that make agricultural science education and FFA successful.
4. Develop stronger programs and support for state leaders of agricultural science education.
5. Offer programs and activities that are attractive to students of all ages (middle school through college), diverse backgrounds and broad career interests in the agriculture, food, fiber and natural resources industry.





GEARING UP FOR HIGH OCTANE RESULTS

This section will teach you how to identify and recruit members to your FFA program.

As you know, agricultural science education and FFA membership are fun, rewarding and create many friends for a lifetime. Agricultural science education and FFA also provide members with the skills needed to become successful leaders and productive citizens. Unfortunately, many outside of FFA do not know what FFA is and the rewards of being an FFA member. It is up to you to get the word out about this great organization! We're talking about "recruiting" all those students and friends so they can lead and succeed while having a great time as an FFA member.

Go beyond the people who are already familiar with FFA. Those are the easy targets. Reach out to those students who've never heard of FFA or those who think you have to be involved with production agriculture. Go back to those you recruited last year but who opted not to join. Don't overlook any group of students—all can benefit from agricultural science education and FFA. **Remember:** Recruiting new FFA members does not "just happen." You have to work hard at defining your audiences and developing messages for each group you identify. To be successful in meeting your recruitment goals, you will need to identify a much larger group of prospects than the actual goal you have set. Agricultural science education and FFA have something for everyone.

Defining and understanding your target audience is the first step in recruitment. Remember to consider groups that may not appear to be traditional FFA types. You have

nothing to lose, only great new members to gain.

The students in your school become the universe of potential new agricultural science education students and FFA members. When you look around your school, do you see students who would fit in well with your FFA program? If your answer is yes, that's great—but don't stop there. Chances are you're overlooking other students for consideration—students who may be shy, from a different cultural background or who seem busy with other activities. Don't limit your opportunities for recruitment. Broaden your horizons and use your imagination.

Here's a list to get you started:

- Agriculture students but not FFA members
- Students taking an Introduction to Agriculture class
- 4-H members
- Students working at an agriculture-related job in a non-agricultural business
- Math and science students
- Students who participate in non-agriculture related competitions at county and state fairs
- Outgoing, energetic students involved in other school organizations
- Students who are shy or not part of other school organizations
- Younger students looking to belong

It's never a bad idea to approach younger students who are interested in existing FFA programs like PALS and Food for America. While they can't officially join your FFA chapter right away, keeping in contact with this group will help your chapter continue a strong vibrant student base for the future.

Remember to showcase the diversity of your chapter. Make sure those you use to spread the message represent a good cross-section of the student body. Make sure to diversify those who promote FFA; this will help all students to identify with

someone who is an FFA member. Make sure that all who come are made to feel welcome in your chapter.

Challenge FFA members to talk to their friends and others as a means to reach out to students they believe would enjoy and benefit from agricultural science education and FFA. Plan activities and programs that offer variety to generate interest among a diverse group of people. Remember, it's not about you; it is about serving the interests of others to generate new students for agricultural education and members for FFA.

- Host unusual events to promote the career opportunities within agricultural science education and the benefits of FFA
- Organize "social" events that appeal to different groups like roller skating, golfing, bowling or a baseball tournament
- Get the word out about the outside activities and travel opportunities in FFA
- Earn-while-you-learn opportunities through supervised agricultural experience
- Have a presence at school activities like career fairs and sporting events
- Communicate with parents
- Make sure your school's guidance counselor has all the latest information on career opportunities through agricultural science education and FFA
- Let the media know about your chapter's achievements and successes

Teachers, members of the community, media, agriculture and business leaders can all help get you on the road. Outreach to those groups will ensure that your FFA program has a great member base and the backing of your community. Keep these folks in mind when distributing news, updates and information. Monthly newsletters, e-mails, personal letters and even phone calls can keep your FFA goals top-of-mind with people who can positively affect your chapter.

Former members are another excellent source to assist your chapter's recruiting efforts. Who better to tell the tale of opportunity and success than those who have reaped the rewards of FFA membership?

**Who can help in your recruiting efforts?
Let's identify the best resources.**

- School counselors
- FFA members
- Parents
- Former FFA members
- Alumni/Boosters clubs and supporters
- Media

**Now it's time for the second step:
Crafting a message for each of your
identified targets—potential members
and those that will help you with your
recruiting efforts.**

When crafting your messages keep in mind the phrase **"What is in it for me?"** and take the time to find out what the target audience knows about agricultural education and FFA. All the money and enthusiasm won't work if your message misses the target or if it does not satisfy an audience's want or need.

Successful marketing is never based on a one-message-fits-all strategy. However, you can cluster your audiences into several broad groups: students, parents, educators and supporters, to communicate messaging that will be relevant and important to that group.

Students

Some students don't make the connection between their high school years and a future career so you have to do it for them. Many students look at high school as a time to have fun – joining an organization is just another way of having fun and belonging. Messaging that works for students should include phrases like:

- Agricultural science education and FFA prepare you for over 300 career opportunities in a spirited and upbeat environment that promises fun and excitement while you are learning.
- Agricultural science education and FFA can assist you in finding a career path that is well suited to your talents and interests.
- With agricultural science education and FFA, you will travel and experience learning in a whole new way.

Parents

All parents want the best for their children—they want them to have a better life than they had. This means a great education including math, science and technology and a secure, satisfying job. Many parents also believe that a four-year college degree is essential for success. Your parent messaging should include phrases like:

- Agricultural science education and FFA is a lot more than you think. Agriculture is the business, science and technology of the food, fiber and environmental resource industry—our nation's largest employer.
- Agricultural science education and FFA prepare students for over 300 exciting, diverse career opportunities where there are more job openings than qualified graduates to fill them.
- The agricultural science education and FFA integrated model of education provide students with academic and life skills for advanced education through two-year or four-year degrees.
- Agricultural science education and FFA are for all students; students excel because they see the relevance of what they are learning while discovering their passion in life.

Educators

This is a tough group to convince that anything other than a traditional college prep program is less than best for students. Your message goal here is to convince the school counselors and administrators that agricultural science education and FFA provide students with an outstanding academic base of science; math and technology while providing the character skills those employers seek. Your messaging should include phrases like:

- Agricultural science education and FFA are for **all** students—those that seek a four-year degree and those that choose to enter the workforce directly from high school.
- Agricultural science education and FFA teach more than job-specific skills. Through rigorous academic study, hands-on experience, self-directed career projects and competitions students gain knowledge, skills and experience needed for success in life.
- Leadership, self-image, communication skills and citizenship developed through agricultural science education and FFA prepare students for career and community success.

Supporters

This is the easiest group, because if they are supporters they know agricultural science education and FFA. However, don't rest on your laurels, make sure they always have your chapters latest achievements and continue to work with them to improve your programs. Key messages for supporters should include phrases like:

- Agricultural science education and FFA are for all students; your involvement is critical to the success of the programs and will ensure that your future employees will have the skills that prepare them to meet the demands and challenges of a changing workplace.



YOU HAVE THE GAS, YOU JUST NEED WHEELS

This section will explain the importance and contents of marketing plans.

Building your FFA program takes time. Just like building a car, your marketing plan must begin with a solid design. Each and every part is vital to make sure the machine gets beyond the drawing board. Split your current FFA group into subgroups or committees. By creating committees, members are given ownership and the workload is spread out, making it easier to tackle tasks.

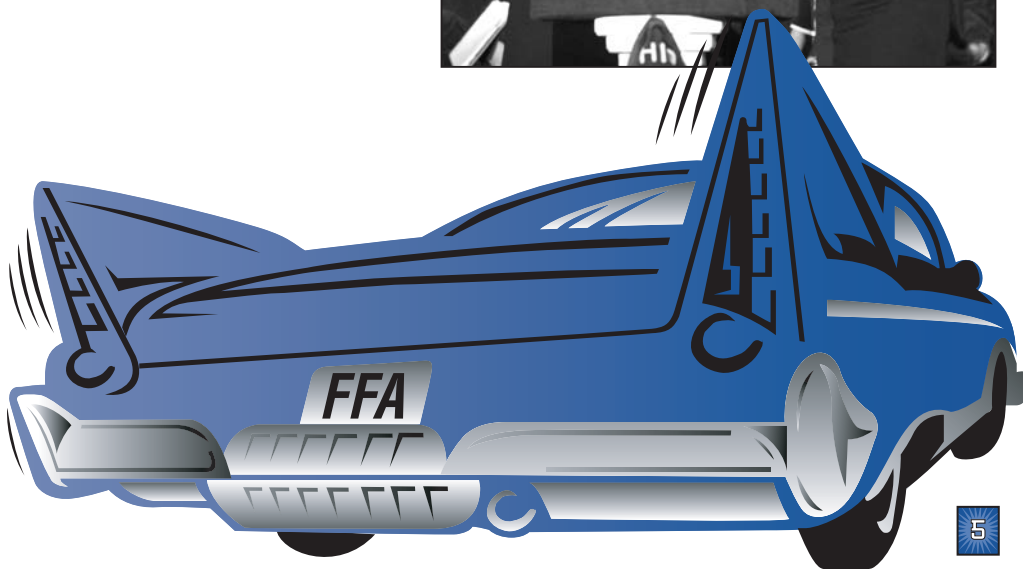
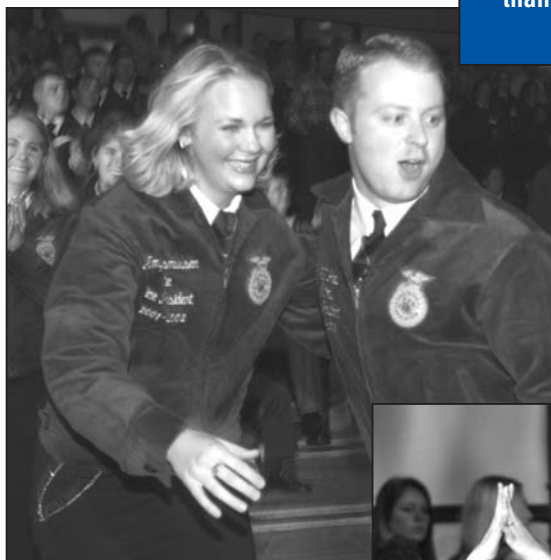
Every good marketing plan:

- **Identifies the current situation** and from that, establishes goals and ways to attain them.
- **Establishes SMART goals** for your recruitment plan. How many new and retained members? How much will it cost? Setting achievable goals shows everyone what you're going to do and why. Use the **SMART** system when setting goals. All of your goals should be: **S**pecific, **M**easurable, **A**ttainable, **R**ealistic and **T**imely. A marketing plan ensures that your FFA group maintains a unified front.
- **Establishes an audience**—students, members, parents, teachers and counselors. Since members, potential members and the public are diverse, your events should reflect that diversity to have the greatest appeal. Younger students in agricultural programs are a natural and easy audience for your message. They are already familiar with many FFA benefits. Other groups may take a little more convincing. For example, non-agriculture students may think that only students who live on a farm can be a



DID YOU KNOW?

FFA members earn more than \$4 billion annually.





part of FFA. Others may have preconceived notions of what people in FFA are like and feel they don't fit in. Your marketing efforts have to be broad if you're targeting a group like fellow students.

- **Determines a strategy for each audience** and the best approach to use for each. A strategy is the big picture plan of how you will accomplish a goal. How do you plan to target and interest these groups?
- **Prioritizes the action plans** with timetables, responsibilities and costs—do what you can, when you can and with what you have. How much time, money and resources does your group have? Refer to the timetable and budgets often so you don't run short of time or underestimate your budget.
- **Solicits outside help**—add to your human resources and financial power. Create a list of people who are both sympathetic to the cause and have time or resources they can donate to your FFA program. This list might include guidance counselors, teachers, parents and sponsors.
- **Contains a calendar of events** that is designed to keep FFA in the news. Consistently remind current members, potential members, the media and the community of your FFA program and its benefits throughout the year. Keeping in front of your audience is vital.

Once your FFA plan is done, review it for **SMART** objectives, audiences, strategies, responsibilities, timeline and costs, keeping in mind that success may take more time than you think. Start small and build on your successes. You can learn a lot from small road trips.

Let's look at an outline of a marketing plan.

Name It:

Give the plan a name and make it fun!

Chapter Analysis:

Your plan should include a current analysis of your chapter, which will help you to determine your goals for your recruitment and retention activities. For example, make a list of any significant increases/decrease in membership, the level of chapter participation in award programs or the need for more diverse programs. Identify all roadblocks that can discourage potential members from enrolling in agricultural education and joining FFA. In addition, don't forget to make a list of all those roadblocks that make current members drop out of agricultural science education and FFA. The more you put into this section, the better your plan will be.

Take a look at this example:

Spring Mill High School FFA Chapter

Spring Mill High School FFA Chapter was started in 1994 with two FFA advisors, one teaching assistant, 10 FFA Alumni supporters and 26 original members, totaling 10 freshmen, seven sophomores, six juniors and three seniors.

Today, the chapter boasts a membership of 126 members with 48 freshmen, 40 sophomores, 26 juniors and 12 seniors members, two FFA advisors and 35 active FFA Alumni supporters, and total student enrollment in agricultural education is 186. However, in the last three years, FFA membership has been flat, enrollment in agricultural science education is down, FFA members are dropping out by their senior year and involvement FFA chapter programs has dropped by 50 percent.

Spring Mill High School along with the other schools in the district has suffered from school funding cutbacks. These cutbacks resulted in the elimination of two agricultural education classes, the teaching assistant and funding for various FFA activities such as traveling to state and national FFA conventions. Spring Mill has also experienced an increase in the number of Hispanic students representing 30 percent of the school total enrollment up from 10 percent just one year ago.

Setting the Goals — Remember, don't go overboard; use **SMART** objectives and set your goals based on your chapter analysis. For example, given the current situation at Spring Mill High School, your recruitment and retention goals might be as follows:

During the 2006-2007 school year, the Spring Mill High School FFA will:

1. Increase FFA membership by 20 percent with at least 5 percent Hispanic members. (This translates to a total of 25 new members with five members from the Hispanic community.)
2. Increase enrollment in agricultural science education courses by 13 percent. (This one is a giveaway because if you increase members by 25, agricultural science education enrollment automatically increases by 13 percent.)
3. Retain 100 percent of FFA members who are currently freshmen and sophomores. (This means retaining 88 members who will become sophomores and juniors.)
4. Retain 96 percent of FFA members who are currently juniors and seniors. (This translates to keeping 36 members out of the current 38 junior and senior members.)
5. Improve member participation in program activities by 30 percent. (This translates to encouraging 19 members to get actively involved in various programs.)
6. Raise \$3,500 for next year's recruitment and retention efforts and convention trips for 10 students.



Audience—*The Spring Mill FFA chapter touches these people:*

Your chapter and its activities influence the following audiences 186 agricultural education students, 125 FFA members, two FFA advisors and FFA Alumni/Supporters, FFA sponsors, the Spring Mill community and the local media.

Spring Mill High School total enrollment is currently 746 students and 53 teachers with two of them involved in agriculture-related programs. The Spring Mill Junior High enrollment is 587: 245 in seventh-grade and 342 in eighth-grade.

The Spring Mill community is made up of small businesses with a number of business owners heavily involved in the community. In the last few years, the community has acquired a large car assembly plant and a large agricultural processing plant.

The media consists of the Spring Mill Democrat; Channels 8, 16 and 5 news (Channels 5 and 8 are from neighboring Center City, which is the county seat; channel 16 is local) and WTYU-AM and WQFT-FM.

Explain How to:

I. Increase Membership

The 20 percent goal of increased membership can be achieved by reaching out to agriculture and non-agriculture students, staff and community.

A. Generate Awareness

1. Post a "Did You Know?" page on the school website all about the benefits of FFA—don't forget to include all of the fun things like field trips, state and national convention.
2. Kick off your recruitment drive during National FFA Week with a special schoolwide activity — "Free FFA Breakfast and Ag Open House". (Make sure the selected

activity has broad appeal.)

3. Make FFA posters and signs to announce the events.

B. Push the Message Out to the Public

1. Create a media list of local editors — those interested in special features, agriculture or education.
2. Provide FFA background and event information to all the local media — print, radio, television and web for Spring Mill Chapter and for the National FFA Organization. (Make sure to reference www.ffa.org. It has lots of great information about FFA, former FFA members and new FFA programs.)
3. Write and distribute press releases to the media as they relate to events sponsored by Spring Mill FFA.
4. Create a special "Did You Know? FFA Trivia Challenge" for the local radio during drive time. Prizes can be items donated by FFA such as four hours yard work from two FFA members.
5. Create posters featuring your events for local churches, banks and businesses to display.
6. Ask local churches and businesses to include a mention of your recruitment and retention activities in their weekly newsletters.
7. Keep a list of successful strategies and all friendly media contacts for use next year.

C. Publicize Your Chapter's Achievements and Activities

1. Buy or barter for advertising space in the school newspaper or school yearbook.
2. Build a recruitment display for use in public areas such as the town square or local shopping mall.
3. Advertise or put on a special program during a sports event.

II. Organize Fundraisers –

To ensure a successful event split up the

workload up by assigning responsibilities and teams to work on various stages of the project. Each of these smaller events should have a plan with a timetable using this same format as the overall marketing plan.

A. The 2006 Carwash

and Ag Machine Detailing Event

1. Alan Dickens—Chairman
2. Leslie Worth and Frank Masters—Co-chairmen
3. James Ford—Site procurement
4. Lyndie Shaffer—Publicity
5. Ann Spencer—Budget

B. The 2007 Spring Mill H.S.

FFA Cookbook

1. Sally Lunden—Chairman
2. Paulette Jones and Phil Pinegar—Art Production and Copy
3. Bill Smith—Print Production
4. Lyndie Shaffer—Publicity



DID YOU KNOW?

FFA members are more likely to complete college than other high school students.



DETERMINE THE BUDGET

Marketing the benefits of FFA to others is an investment well spent.

Do you have the cash to make the journey?

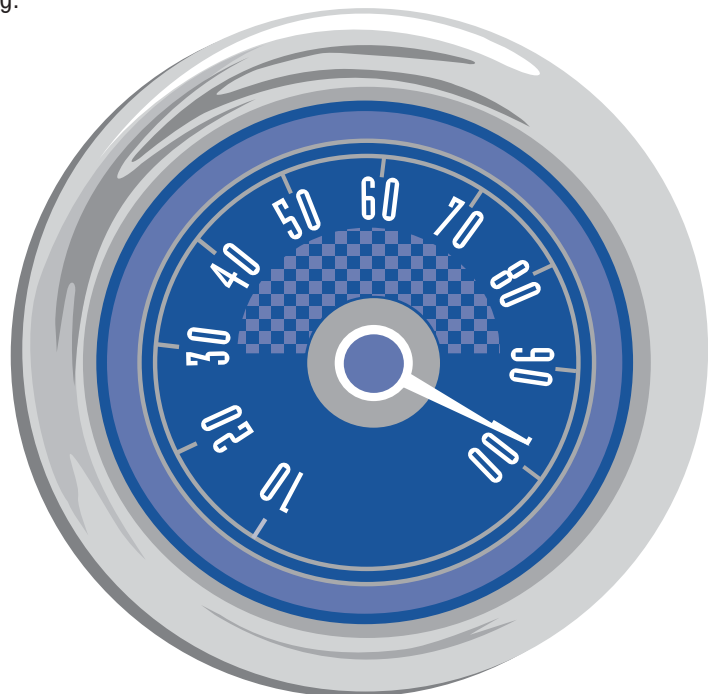
Determine your budget.

Take stock of what money your FFA chapter has. You should include how much money you anticipate from your fund-raising events. Your detailed budget will act as a guide, not only for how much you will need for your event, but as a running total of what has been spent. If money goes out, subtract it. If it comes in, add it. Assign the budget to someone who likes numbers and details and is responsible. Make sure to keep them informed of any changes as the changes could have a negative effect on the budget.

Your budget should list all items, even if the services or products were donated. These donated items are called in-kind funds or donations. For example, if a program printed for your annual banquet and the local printing company offers to print it for free, this is an in-kind donation. This has a dollar value placed on it. Companies offering in-kind donations should be listed as sponsors, and they may be able to use the donation as a tax deduction. Keeping accurate records will provide information for future events and budget planning. It will also be an excellent reminder of whom you need to thank when your event is over.

Here are some tips for developing your budget:

- Be realistic during the planning stages and plan only what can be accomplished. Make a list of potential donors—those who are willing to provide services or funding or who might barter goods in exchange for work done by your chapter. **Explore all your funding options.**
- Make a list of items that your chapter will have to buy; research costs and shop around for the best price.
- Always add \$100 to cover miscellaneous costs.
- Appoint someone to keep accurate records of estimated costs and actual spending.
- Record the donors who provided funding and/or services or bartered for goods and services for future reference. Thank these donors promptly!
- Keep all records for future budgeting and planning.





DID YOU KNOW?

Three of the largest FFA chapters are located in Chicago, Philadelphia and New York City. FFA has chapters in 15 of the 20 largest cities in the United States.



DID YOU KNOW?

More than 70 percent of all FFA members come from urban and suburban areas.

**Determine the Budget —**

The budget includes income and what it's all going to cost:

2006 Spring Mill FFA Chapter Recruitment Budget

FFA Recruitment Web Page Development	
Photography processing and electronic conversion	\$25.00
Page layout volunteered by webmaster at no cost	0.00
FFA Recruitment Posters	
20 Posters @ \$15.00 each, printed at Kinko's	\$300.00
FFA Recruitment Flyers	
500 @ \$.10 each	\$50.00
FFA PowerPoint Presentation	
Convert to DVD for continuous play in booth	0.00
Spring Mill Media House bartered bedding plants	0.00
Staff time paid hard cost only	\$25.00
FFA Recruitment PSAs	
No charge—bartered yard work at Station WSMB	0.00
FFA Recruitment Ads – Newspaper	
No charge—space donated by the Jaycees	0.00
FFA Pancake Breakfast Cost	
Pancake mix, syrup, milk, sausage, orange juice/Costco	\$250.00
FFA Recruitment Booth for Shopping Mall	
Supplies donated by Spring Mill Lumber Yard	0.00
Volunteer Recognition Plaques	
30 plaques @ \$2.00 each	\$60.00
FFA Volunteer T-shirts	
30 T-shirts donated by Spring Mill Silk Screening	0.00
Contingency Money	<u>\$100.00</u>
Total Spending	\$810.00
Current Chapter Funds	\$510.85
Monies Needed	\$299.15

At this point, you are short \$299.15 and it's time to begin looking for further funding. This also illustrates the importance of accurate planning and record keeping.

Events Calendar —

Keep track of what's going on when—then you can plan your chapter activities for maximum effect. This will change and evolve over time, and as new events arise, you may have to adapt some of your plans.

Sample Event Calendar**August**

- 15 Back-to-School FFA Chapter Teacher Appreciation
- 20 Soap Box Derby Saturday – Alumni fund-raiser
- 22 First day of school/Welcome new FFA members chapter meeting
- 29 RFD-TV FFA Live Back-to-School Special

September

- 3 Labor Day Parade – FFA agriculture float and tractor parade
- 10, 18 FFA Road-to-Convention Carwash – Annual fund-raising

October

- 8, 15 FFA Road-to-Convention Carwash – Annual fund-raising
- 26-29 National FFA Convention

**Planning Calendar —**

Specific events should also have a planning calendar that will include more details on the event and when deadlines must be met. Planning calendars are used primarily by those closely involved with the event and are similar to event calendars but go into more detail and include 'to-do' lists.

Sample Planning Calendar**Recruitment and Retention Plan****November**

- 1 First planning meeting/brainstorming session/assign committee
- 14 Finalize plan
- 16 Review plan with Mr. Smith, FFA advisor
- 18 Revise and incorporate changes

December

- 2 Committee reports and finalize budget
- 12 Finalize all volunteer and in-kind donations
- 13 Review media plan, flyer and poster copy
- 16 Posters to printer

January

- 16 Pick up posters and flyers
- 23 Begin media contacts
- 30 Distribute posters and flyers

February

- 4 FFA Recruitment Rally
- 10, 17 FFA recruitment booth at shopping mall
- 20 FFA Week – Pancake Breakfast/Press conference with mayor



Marketing plans require a number of steps, but none is more important than setting goals. This section will give you guidance on how to set goals and develop budgets.

**A goal properly set
is halfway reached.**

— Abraham Lincoln



DID YOU KNOW?

The National FFA Foundation has raised more than \$130 million during its sixty-year history. More than \$24,000,000 in scholarships has been awarded in the last 22 years.

You've no doubt heard the phrase, "every journey begins with a single step," but what a good marketer will tell you is that a journey doesn't start with a step—it starts with a destination. In this case, the destination means your goals. The marketing plan is your map to reach your goals.

Some tips for goal setting are:

- **Make a list of everything you want to accomplish—the big picture.** You want the most successful FFA program in the state, with the most increase in membership and a budget that lets you buy custom-made chocolates for the entire senior class. Go ahead and write it down; write it all down. Be creative! Don't limit yourself. Dream big.
- **Your big dream is identified, now it's time to pare it down.** Think in terms of your audience. What will be most effective in meeting your goals? Would the senior class appreciate the chocolates? Yes? Okay, but is the senior class the audience

you need to reach in order to grow your chapter or would it be better to reach out to the freshmen?

- **Narrow your goals** to the top few that matter most to your audience and your program's success. Chances are your goals will be related to membership, awareness of your FFA chapter, obtaining media exposure and community outreach.
- **Use the SMART system to stay on track.** Your written goals should be **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, and **T**imely (**SMART**).

Under the goal umbrella, you should develop tactics. These are the steps to take to reach your goals. The goal is to increase membership. The tactic is the custom-made chocolates for the freshman class—or whatever you determine to be the appropriate tactic.



A TICKET, A TASKET. PUT SOME TACTICS IN YOUR BASKET.

Before you brainstorm ideas on ways to reach your goals, consider all of the resources available to your group.

These resources include:

- Money
- Time
- Personnel – Parents, alumni, supporters
- Community Partners/Sponsors

Then consider ways to get to your audience. Remember, tactics should appeal to the audience you're trying to reach. Put yourself in their shoes when thinking about ways to catch their attention.

Prioritize!

You've laid the groundwork and have your destinations or goals in mind; but how do you decide which roadside attraction to visit first? Prioritizing goals comes next. Sometimes this is already set, as when your FFA plans coordinate with school events such as homecoming. If your FFA chapter is planning on building a homecoming float to increase awareness of the chapter, you don't have any choice of when this takes place.

Other times, priorities are dictated by budget. For example, in the sample marketing plan earlier in this guide, you'll notice that if the Spring Mill High School FFA was to proceed with the tactics for increasing membership, they would have easily spent their entire leftover funds from the previous school year and be in debt just under \$300.00. Holding fund-raising events before or in between paid events would keep the group from going into debt.

Remember to take it slow. Start small and don't feel bad if you can't do everything at once. A few well-planned and well-executed events will have greater impact on your chapter than a bunch of poorly implemented ones.

Let's talk a little about the media and how to get them in the passenger seat.

It's my ambition to say in 10 sentences what other men say in whole books.

— Friedrich Nietzsche

You have an audience. You have a plan. You have a product—FFA. Now it's time to tell the world about it.

But, how? It's actually quite simple. There are two different ways to get the general public to notice you. One is advertising and the other is what is known as earned media. Advertising means you pay a media source—TV, radio, print (magazine, newspaper, outdoor or billboard) — to advertise your product. You create the advertisement and pay a placement fee that is determined by how popular the space is that you want to buy. This can be extremely expensive and there are literally thousands of variables to consider when buying advertising.

On the other hand, most marketing professionals (at least the ones worth their road salt) will tell you that the best way is the earned way. Earned media can come in a couple of forms. For example, in the days before TV, radio and even newspapers, people depended on word of mouth accounts to promote a product. If Mrs. Smith found a certain type of soap to be better than another, she would most likely tell a friend, who in turn would tell another friend. This earned media is an endorsement and it carries a lot of weight, especially if the people making the recommendations are well liked or well respected.

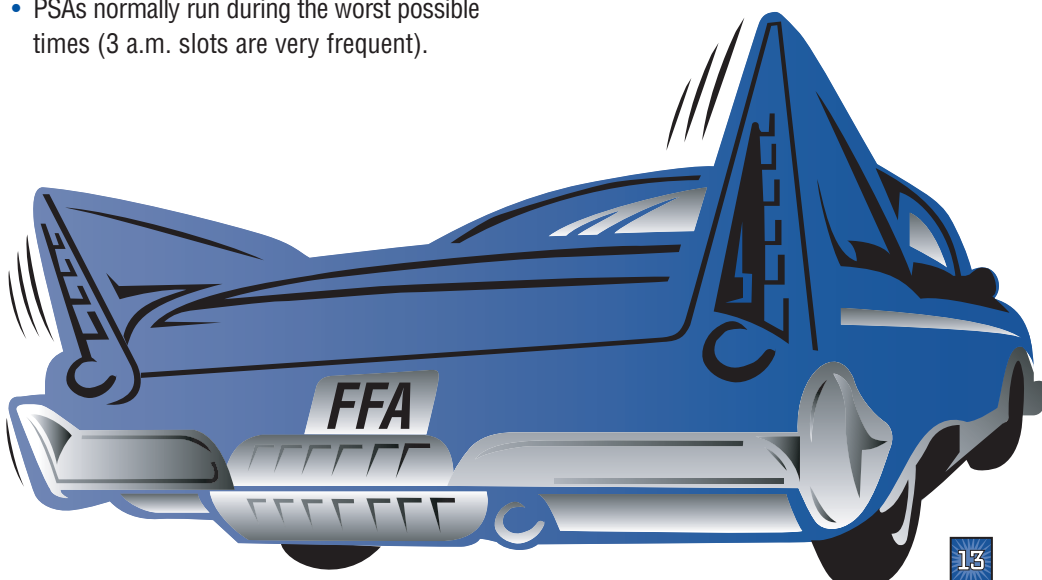
The other earned media is through editorials. An editorial is an account or story written by a journalist or reporter. You can't buy this type of exposure, which is why it's better than advertising. Don't think so? Then consider this—a TV spot for a new pair of Nike basketball shoes claims that the shoes will make anyone play like a pro. Do you believe it? Now, what if you read an article in the newspaper that said those same shoes are worn by the entire Lakers

basketball team; are you more likely to believe the claim?

Another option that can be helpful for groups such as FFA chapters is the PSA or public service announcement. All TV and radio stations are required by the government to offer a certain amount of time for public service announcements to support not-for-profit organizations such as the Juvenile Diabetes Research Foundation or the American Red Cross—or your FFA chapter! The main rule is that you can't sell anything, but you can talk about your FFA chapter, why FFA is important, or about your next fund-raiser. Often a local television or radio station would prefer to run public service announcements about local groups and events rather than national charities. You have that in your favor!

There are drawbacks to the PSA, however.

- PSA time is very limited.
- Radio and TV stations will rarely, if ever, offer additional PSA time to anyone for any reason. They will sell every moment of commercial space they can.
- PSAs normally run during the worst possible times (3 a.m. slots are very frequent).





DID YOU KNOW?

FFA members are technology savvy, with more than 90 percent having access to computers and the Internet. Thirty-six percent access it on a daily basis.



GET THEM TO WRITE ABOUT YOU

How to get the media to listen and tell your story.

It's a funny thing about journalists and reporters...they're people just like you. They have feelings, emotions and senses of humor. They also have good days and bad days. And just like you, they hate being lied to and kept waiting when they're busy. And, they're always busy.

Talking to the media and getting them to hear your story is easier than it might seem when you remember they're human and pressed for time.

Here are a few tried-and-true hints:

- **Target the right reporter.** If you're hoping to have a story printed about an FFA event and it doesn't include something sports-related, don't contact the sports reporter.
- **When making your pitch (telling your story), be polite and get to the point.** If the reporter says, "No, thank you," then say, "Thank you for your time" and leave it at that. Burning bridges is a very bad idea.
- **Make sure you know your own story.** Have stats, figures or details of events you want to get across memorized and be prepared. Collect the most interesting statistics. Make the story sound interesting.
- **If you do forget a fact or are asked something you don't know, tell the reporter the truth** and ask if you can get the answer and call them back.
- **If you promise something at a certain time, deliver.** Reporters have deadlines to meet and if you neglect to call them back in a timely manner, you'll have a very difficult time getting them to write something about you, ever.

- **SAY THANK YOU!** Write a note thanking a journalist anytime you get something published. As an added bonus, write a thank you letter to the reporter's boss as well. Let them know how much you appreciate that reporter's hard work.
- **Keep in mind that there is a lot of job turnover**—in the newspaper business especially. Writers will frequently move from one publication to another. A good relationship with a journalist may lead to coverage in their current publication and in future ones as well. Never neglect the small town or suburban weekly newspaper. Every publication has some readership. It may be better to be a page two story in a small weekly paper than a paragraph buried on the back page of a major daily paper. Try for both!



MEDIA RELEASES

Writing a press release is as simple as answering, who, what, when, where and why in as short a space as possible. We've talked about how busy reporters are, and one of the reasons they are always pressed for time is that they are bombarded on a daily (and in some cases hourly) basis with press releases. The who, what, when, where and why questions may not all be answered and may come in a different order depending on relevance to your topic, but if you want a reporter to take note, they better happen quickly. Most reporters will tell you they only have time to read the first two sentences of a release. If it doesn't capture their attention or get to the point quickly, it's bound for the trash.

Here are a few things anyone writing press releases should keep in mind:

- **Keep it short, sweet and to the point.**
Never send out a release that's more than two pages in length. Only send out more than one page if it's completely necessary to your story.
- **Find out how a reporter likes to receive releases.** Some prefer fax, others e-mail and there are the occasional few who like information the old-fashioned "snail mail" way.
- **When e-mailing a release to more than one reporter, be sure you use the BCC (blind carbon copy) address option.** This protects the journalist's e-mail and gives them the impression that you targeted them for the news. Even though you may have sent the release to 100 people, the reporters will never know.
- **Send out each press release two times.** If your chapter is hosting an event, plan to send the first release three to four weeks before your event and send a second release one to two weeks prior to your event. Don't forget your contact information.
- **Follow up with media two or three days after they have received your release.** Do this by e-mail or voice mail if possible. For example, "My name is John Brown from Spring Mill FFA, following up on the press release I sent you last week. We would greatly appreciate it if you would consider writing an article about our upcoming car wash. If you have any questions, you can reach me at 555-5555."
- **While it's not necessary to do so, if you can find an interesting way to engage the reporter,** he or she may be more apt to do your story. Rather than saying, "The Spring Mill High School FFA will hold a car wash on Saturday, April 2," try saying, "Do you how many gallons of water it takes to wash a John Deere combine? Members of the Spring Mill High School FFA are sure to find out when..."



MEDIA ALERTS

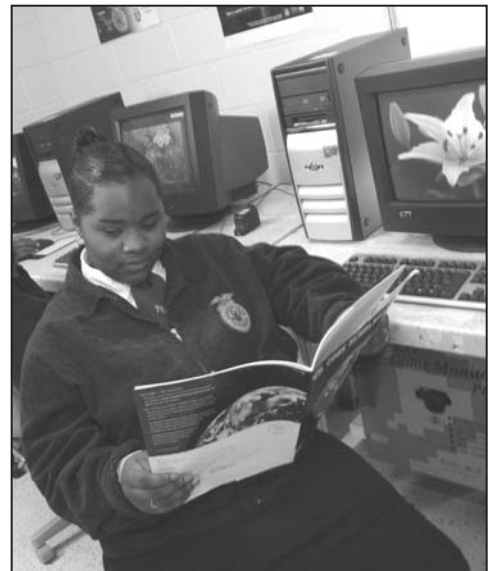
A media alert is similar to a release because it answers the questions, who, what, where, when, why, but it does it in a simpler manner. The goal of a media alert is to inform the press of an event that you would like them to attend.

Media alerts literally say:

- WHO:** (Who is holding the event)
WHAT: (What the event is)
WHEN: (When the event is being held)
WHERE: (Where the event is)
WHY: (A brief explanation of the purpose of the event)

These can be used as an invitation to an event for the press or just to inform them of something that is happening in case they are interested in more information. If you're hoping to have the media attend an event, you can call them to make sure they received the media alert. For a newspaper reporter, you can call a few days prior to the event. For TV, however, schedules for camera crews are normally not set until the day before or, in some cases, the day of a story. Tell the reporter what the alert was for as well as the date, time and location of the event when you call.

Reaching out to the media takes time, patience and practice. Public relations professionals spend their entire careers developing their skills at writing press releases and communicating effectively with the press. Just remember to be friendly and respectful of a journalist's time and you'll build solid relationships that will benefit your FFA chapter.





BEST PRACTICES

Ideas to get you rolling!

Need some excellent ideas on how to promote or raise money for your FFA chapter? Here are some simple and fun ways to get the gas money and spread the word about your FFA journey to students, teachers, parents and your community.

Ideas are like rabbits. You get a couple and learn how to handle them, and pretty soon you have a dozen.

— John Steinbeck



HOP IN, STRAP UP AND GET YOUR FFA GROUP ROLLIN'!

Get a Web presence. Create an inexpensive website for your FFA chapter. Check out the Internet for places that will host sites free. Some will even help you build and host a site for minimal time, skill and effort. A web presence is an important way to keep information updated for members, prospective members, advisors, parents and the public. **Remember:** Keep your website current—nothing reflects more poorly on an organization than an out of date website!

Create a Booth. If your FFA chapter doesn't already have one, work with your advisor to create a trade-show type of booth. This will be very handy for traveling exhibits, fairs and events where your group will have a presence. If you're building a booth from scratch, consider using a material that Velcro can adhere to. You'll be able to change the look of your booth by removing or switching photos and messages simply and easily.

Work with Shopping Malls. Meet with the mall manager of your local shopping center and ask if there is an opportunity at the mall to have an FFA presence. Many shopping centers make "space for lease" available to nonprofit organizations as a community service. While this will not be a permanent arrangement in most cases, your FFA chapter can utilize this space to pass out information, sell fund raising items or promote its events.

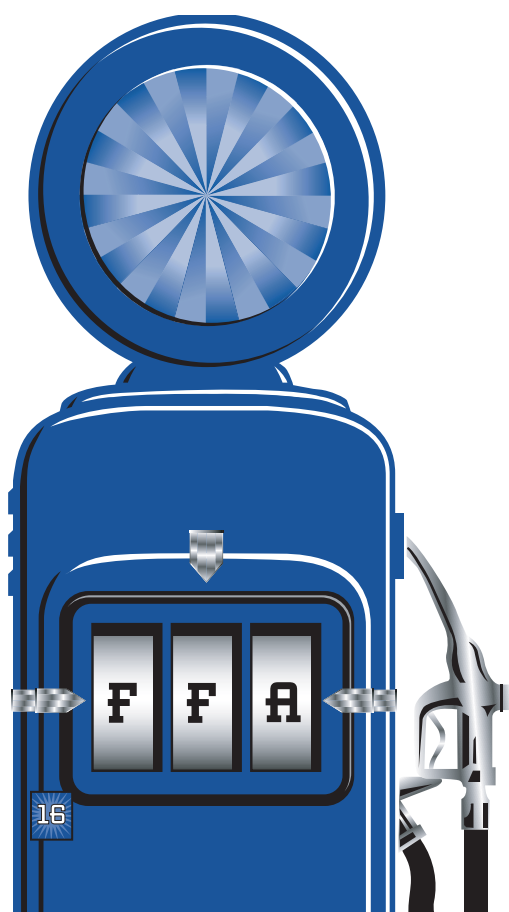
Get Airtime. On your school radio station or a local broadcast station, get your message out. Pitch your idea to the program manager and see if you can get a brief weekly time

slot free. Come up with special drive time FFA trivia during FFA week and have local advertisers sponsor the prizes. Or you can ask local businesses to sponsor your FFA minute and mention your sponsor on air. By law, public service announcement times are available on all broadcast radio and television stations. Public service announcement time is free to you, but you will be responsible for the creation of the ad that will run in most cases. Most radio stations would prefer to use local announcements like yours, but they must be sensitive to how their stations sound, too, so they will use the most professional sounding messages. Ask if you can submit a script and have a disc jockey record the message for your group.

Celebrate Holidays...big, small and just plain odd. One exciting way to get your message out in a fun way is to take advantage of the many holidays that are on (and in many cases left off) the calendar. Nearly every day of the year is the official holiday for something. For example, November 17th is National Homemade Bread Day, and the first Sunday of August is Friendship Day. Conduct a little research to find the holidays that would be appropriate for your chapter and organize some of your FFA events around fun and unusual holidays. Don't forget to tell the media.

Here are some fun websites that may help:

www.brownielocks.com/january.htm
www.madmanmike.com/us_events_dates.html
www.eskimo.com/~cjh/esl/book1/chap2.html
www.kidscastle.si.edu/newsletters/calendar/calendar_crazy_holidays.html





BEST PRACTICES

Ideas to get you rolling!



GET YOUR NAME OUT THERE PROMOTIONAL IDEAS

Traveling Science Fairs. Take exhibits on the road to elementary schools. Build volcanoes, show plants grown in different lighting and how it affects the growth, and any other project that gets children's minds fired up. Work with your advisors and teachers at local elementary schools to secure a little time during the class period and be sure to ask the elementary teachers what kids are learning so your FFA group can provide a science project that relates to the lesson plan.

FFA Games. Hold annual FFA games. Work with school administration to allow a couple hours of school time on the track field. Have students (and even willing teachers) compete in tug-of-war, bean bag toss, milk chugging, bale toss relay, sack race, ear corn throw/relay and straw stacking competitions.

Basket Raffle. Pull together items to make baskets for different holidays that come from your FFA chapter such as flowers, produce and smoked meats. Raffle off the baskets to students, teachers or the public at events where your FFA group has a presence. For Valentine's Day, include flowers, chocolates, gift certificates for dinner and stuffed animals. For Mother's Day, include flowers, herbs, teas, bath oils, perfumes and gift certificates to a spa. Ask local retailers to donate products and services for your baskets and make sure to give them credit.

Make raffle tickets to reflect the theme of the basket and sell them for a very reasonable amount, especially if items were donated. The idea is to get the word out about your chapter and make a little profit. Charging less for a ticket will get you more entrants. Make sure to get the name and contact information for people who enter the raffle so you can contact them as soon as you have your drawing.

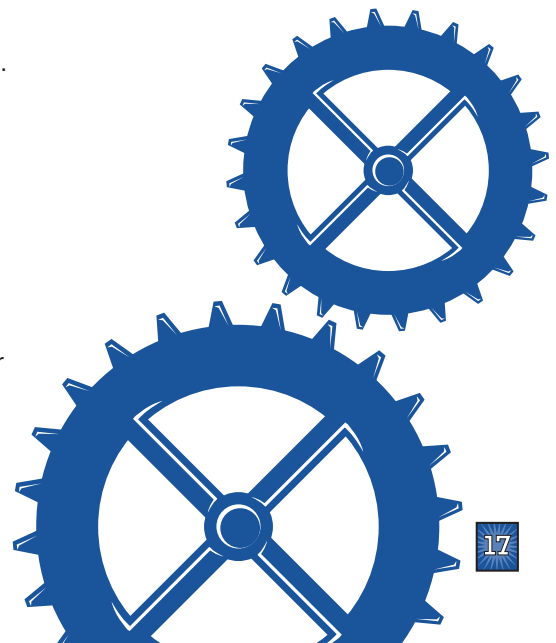
Create a Town Calendar. Create your own town calendar and sell advertising as a means to raise money. You can make money from selling ad space to local merchants and then sell the calendar to the public. You can sell individual calendar dates (squares) to recognize individual birthdays, anniversaries or other special events for \$3 to \$5 each. This will create additional sales for those who want to see their "event" on the calendar. Make your calendar a special "school year calendar" highlighting all of your FFA chapter and schools activities. Use FFA photos or volunteer artwork to feature in the calendar. Photos of town landmarks or a collage of pictures from Founder's Day, Fourth of July or Christmas parades, or other local events make good choices. Select a theme related to FFA, town or school to guide you in choosing the pictures or artwork.

Check out www.ffa.org for the fundraising calendar program or work with a local printer to produce the calendars (they may do this at a reduced cost in return for an ad!). Once printed, sell the calendars for \$10-\$15 at sporting events, school functions, and door-to-door. Try to get local bookstores, banks, drugstores and restaurants to display the calendars for sale.

The amount of money you'll raise depends entirely on the sales effort of your volunteers. Many community members won't hesitate to support a good cause!

Be sure when selling the calendars to let people know how the proceeds will be spent.

Bagging for Bucks. Have members bag groceries for FFA at local grocery stores for tips. Place a coffee can at the end of the checkout and be sure members have some basic bagging lessons beforehand...no bread on the bottom, etc. It's a great time and the donations can be very generous.





BEST PRACTICES

Ideas to get you rolling!



Make a flyer to hand shoppers at the door when they walk in. Explain that FFA is there to bag and carry groceries free of charge. If they choose to make a donation, please feel free to drop money in the decorated coffee cans provided at each register.

Kiss a pig! Each member of your FFA group and even advisors, principals and teachers can participate by decorating a jar with his or her picture on it.

Students, teachers and administration staff “vote” for the winner by placing a donation in the jar of their choice. Next, count all the money. At a large school, town or city event, the winner (or unfortunate big money earner) kisses a pig.

Your FFA chapter will be responsible for getting the pig and transporting it safely. Donations can go to your FFA chapter or a local charity.

Get Cooking. Get the whole school involved — ask teachers, lunchroom staff, moms, dads, aunts, uncles, grandmothers and students for their special recipes and then produce an inexpensive school cookbook sponsored by your FFA chapter. The cookbook can be online if you have a web savvy member or have the books printed and bound inexpensively.

Goblin Insurance. Your FFA group can earn funds and have a great time around Halloween selling “Goblin Insurance.” Here’s how it works. Using a computer and a printer, design and produce a special Halloween Insurance Policy. You offer this special Halloween Insurance Policy to your neighbors and businesses for a fee or premium. The insurance policy states that your FFA group agrees to clean up any Halloween trickery such as “toilet papered houses” or “soapy windows.” You might offer to collect and dispose of the old Jack o’Lanterns that have served their purpose.

Here is the good part—your expenses are low. You just pay for the ink and paper to print the policies.

Swap Meet. With the permission of your school, hold an FFA Swap Meet. Invite students to bring items (limit the number of boxes they can bring) and trade, buy and sell things from other students. Be sure to advertise this event with flyers and send out a release to your newspaper’s community calendar.

Outdoor Cleanup. If your city or town doesn’t already hold one, sponsor a neighborhood cleanup event. Your chapter members, with trash bags in hand, can make a huge impact. If your city holds a yearly cleanup, be sure your group is involved. Make special T-shirts for your organization to show your pride.

Restaurant Takeover. Volunteer your FFA group to serve as dishwashers, bus persons and buffet servers at a local restaurant. Negotiate an amount the restaurant owner would donate for the volunteer services. Owners may also allow your group to inform the general public of your volunteer status and set up a donation box by the cash register for additional contributions.

Pet Parade and Pet Portraits. Work with local authorities to find or create an interesting route. Make sure the path is big enough for a number of people to walk side by side with their animal. Be sure to invite people with “interesting” animals as well—horses, goats, even goldfish in a bowl and pulled in a wagon. You can offer a prize to the most “interesting” animal. At the end of the parade have a local photographer donate their time to take pictures of the proud pet owners with their pets. This is especially popular during the holidays.





BEST PRACTICES

Ideas to get you rolling!

FFA Road Rally. When the weather is nice, plan an FFA Road Rally. Have participants sign up and take the odometer reading of the team's car. Give each team a list of clues and a question about specific locations across town that cannot be answered without visiting the location. You can include photos that hint at a location without giving it away. The goal of the rally is for teams to determine the mystery locations, answer the questions and arrive at the rendezvous with the fewest miles added to their odometer.

Each team would have a sponsor with a donation going to the FFA. The winning team should receive a prize. Publicize the event well and get as many teams to join as possible. Ask teams to be creative and dress up, have mascots, etc. This event can be held annually and build great excitement and anticipation! You might want to consider having an FFA Tractor Rally!

Scavenger Hunt. Similar to the Road Rally, the Scavenger Hunt has sponsored teams who must find specific items on a list. You can do a photo hunt or the more traditional hunt by collecting items. The photo hunt is the easiest with the use of a disposable camera. Each team is given a list of items to photograph or be photographed with such as landmarks, objects, street signs and people. When the team completes the list, the cameras are turned in, photos are developed and the prize is awarded to the group that has all of the items on the list photographed. In the event of ties, the team that was first to turn in the camera is the winner.

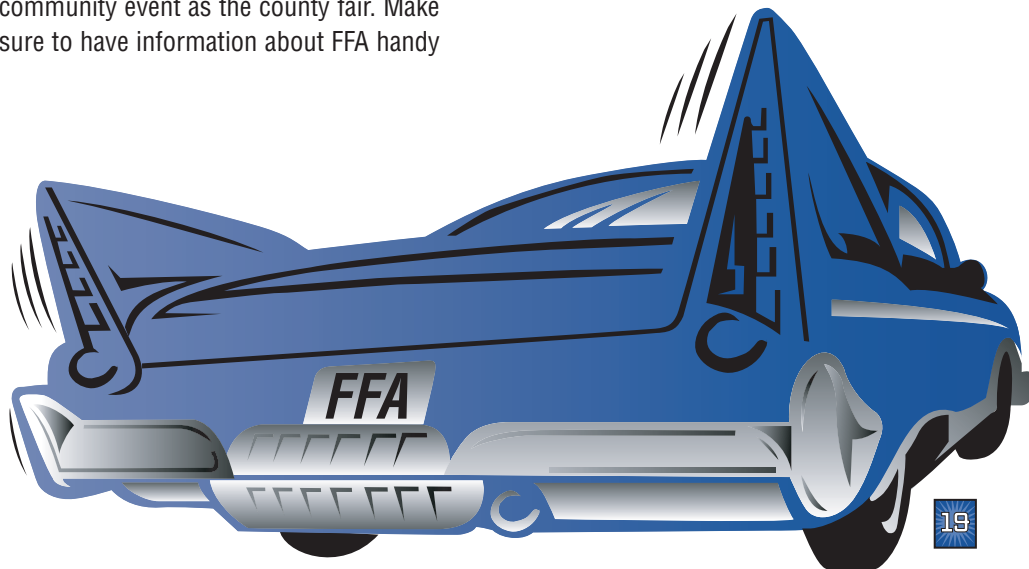
Fall Bulb Planting. Volunteer your FFA chapter to help beautify your community by planting spring bulbs in parks, neighborhoods and churches or offering to plant spring flowering bulbs for residents. Accept donations but do not demand payment for this service. Residents can have the opportunity to buy bulbs from your FFA chapter as part of the fundraiser or you can offer to plant their own

bulbs. Make sure to get the word out early and sign up as many customers prior to the actual event so you can plan how long it will take and what you will need. On the day of the event, make sure members wear FFA T-shirts, hats or other identifiable items so your customers know those doing the planting are with FFA.



**AT YOUR LOCAL FAIR OR
MALL OR OUTDOOR EVENT...**

Critter Photos. Kids of all ages love to have their photos taken with animals (usually the more exotic the better, but who can resist puppies and kittens), and parents have a hard time resisting because they love pictures. If your members have any animals that love people and are patient enough for a day of photographs with strangers you can generate some funds for your chapter. You can ask a local photographer, (a talented teacher or relative will also work) to donate their professional services but be prepared to pay for film or developing if digital photograph is not available. If digital is available, you will have to pay for the photo paper you use to print the pictures. You can set up your photo booth at a mall or a community event as the county fair. Make sure to have information about FFA handy





BEST PRACTICES

Ideas to get you rolling!



for people to read about all your chapter's achievements while they wait to be photographed. FFA members handle the registration and collection of funds to keep the line moving smoothly. Collect payments before the photograph is taken. In addition, have sample photos on hand to help spur sales. It would also be a good idea to keep a true animal lover around to handle anything that gets unruly.

If using a digital camera, have a separate pickup area set up with a computer and printer to produce the prints. (A digital camera that prints to floppy discs would be ideal, and such a setup would allow you to sell duplicates/multiples of the really good shots.) Don't forget to arrange for folders or other packaging for your photos. If using a digital camera, you could include a contact number for reprints within a certain time limit. In that case, make sure to store the original discs safely for the allotted time limit. Be sure to have plenty of film or discs available. You can return unopened film packs after the event.

Pet Adoption.

You could ask the local humane society to join you in a special pet adoption day—resulting in some adoptions as well! Arrange for several animals including parrots or toucans if possible to attract more attention and assure the animals don't get too flustered. Be sure to plan for food, water and shade for the animals (as well as shovels to clean up after them). Don't forget a good garbage can with a tight cover can help keep the odor down.

Cow Bingo. Experience the “sweet smell of success” while hosting a cow pie fund-raiser during a county fair, rodeo or other event. A cow is turned loose on a fenced-in area that has been marked off in 500 three-foot, numbered squares. The cow determines the winner by making the first “deposit” on one of the squares. Chances on each square are sold for \$5. The winner receives a percentage

of the proceeds such a 20 percent of total proceeds or \$1.00 per square. Kids and adults will both love this fun event.

Make sure that the animal is well fed on the day of the event to assure a timely “deposit” and sell the squares prior to “turning out” the cow. A line judge is required for close calls. Set out clear rules to avoid problems and assure impartiality. If possible, choose a field with stands for the ticket holders to wait and watch for the big moment or in this case, moovement. An off-season football or soccer field might be used if fenced or you have enough volunteers to keep the animal on the grid.



WINTER / HAPPY HOLIDAYS

Snowman (snow building, snow animal, etc.) Building Contests. Register teams and hold the event on school grounds or at a local park. Provide hot chocolate and blankets. If possible get a local celebrity to judge the winner.

Adopt a Family. During the holiday season, many large charitable organizations provide lists of items that specific families are in need of. Have your FFA chapter sponsor a family. Use any of these ideas to raise money and then as a group, go out and shop for coats, clothes, toys and other items the family you're sponsoring has listed on their wish list. Helping someone else have a merry Christmas is a sure way to have one of your own.

Santa Letters. Get a supply of holiday-themed stationery and spread the word that your FFA group will supply letters from Santa to the children of your town or city. Send letters home with elementary students and invite parents to participate by calling or e-mailing in their address, child's name and even the big gift items the child will be opening on Christmas day. Your FFA chapter





BEST PRACTICES

Ideas to get you rolling!

can then “be Santa” and write to the child. The cost to your chapter is only the price of the stationery, a stamp and a little time. The joy it brings to kids is immeasurable.

Wrap it up! Get in touch with a store or mall in your area and ask about setting up a gift-wrapping booth for their customers for Valentine’s Day, Mother’s Day, Father’s Day and/or Christmas. Your group will need to invest in boxes, tape, wrapping paper and bows. Accept donations, or charge a fee per gift (depending on size, etc.). Usually the store will even let you make announcements advertising your services over their intercom and place posters in various departments—free publicity! Make sure you have enough people on hand to staff the booth and expect to be busy during peak times. Remember that your “Wrap Staff” are representing your FFA group and the cooperating merchant, so they should act and dress appropriately.



ADD ONS

Y.C.J.C.Y.1.D. Are you asking yourself, “What do these letters stand for?” Guess what, so will everyone else when they see these initials on T-shirts or buttons. When they ask, tell them it will cost \$1 to find out what it means. When they pay, tell them it means, “Your Curiosity Just Cost You One Dollar” and explain the money will go to support your FFA chapter.

Your FFA public relations activities are conducted to promote a positive image and inform students, parents, school officials and the community about chapter and member accomplishments. Good planning and creative thinking can lead to great publicity for your organization, maybe even some profit, and get your FFA chapter and its members zipping down the road to success.



None of us has gotten where we are solely by pulling ourselves up by our own bootstraps.
We got here because somebody bent down and helped us. — Author Unknown



EVENT RELEASE

**News Release****FOR IMMEDIATE RELEASE**

September 1, 2005
Contact: John Smith, 317-555-5555

National FFA Organization
6060 FFA Drive
P.O. Box 68960
Indianapolis, IN 46268-0960
Telephone: 317-802-6060
Fax: 317-802-6061
FFA website: www.ffa.org

**FFA CHAPTER AT HAMILTON SOUTHEASTERN HIGH SCHOOL
TO HOLD ANNUAL FALL FESTIVAL
PROCEEDS TO BENEFIT FFA STUDENT EDUCATION FUND**

FISHERS, IN — The Hamilton Southeastern High School FFA chapter will hold their annual fall festival on Saturday, October 16, from 10 a.m. to 5 p.m. in the high school gymnasium. The festival, themed "Autumn Rocks," will feature live entertainment, children's games and refreshments. Admission to the event is \$5 for adults and FREE for children ages 12 and under. Money raised at the fall festival will go towards the FFA Student Education Fund.

Festival chairperson John Tomlin, a junior at Hamilton Southeastern High School and a four-year member of FFA, is proud of the hard work his committee has put into the event. "Our goal is to raise \$2,000 for the FFA Student Education Fund," says Tomlin. "This event brings awareness of FFA and showcases the positive work our chapter has done in our community."

FFA is a national youth organization of 476,732 student members preparing for leadership careers in the science, business and technology of agriculture. There are 7,223 local chapters in all 50 states, Puerto Rico and the Virgin Islands. FFA strives to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural science education. For more information visit www.ffa.org.

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FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.



AWARD RELEASE

**News Release**
FOR IMMEDIATE RELEASE

May 5, 2006
Contact: John Smith, 317-555-5555

National FFA Organization
6060 FFA Drive
P.O. Box 68960
Indianapolis, IN 46268-0960
Telephone: 317-802-6060
Fax: 317-802-6061
FFA website: www.ffa.org

**LEBANON HIGH SCHOOL STUDENT WINS
NATIONAL FFA SCHOLARSHIP AWARD**

LEBANON, IN — Rebecca Jones, age 17 and a junior at Lebanon High School, was honored recently with a \$3,000 National FFA scholarship award. Jones, a three-year member of FFA, will attend Purdue University in the fall of 2006 to study agricultural business management.

Lebanon High School FFA advisor Mike Highland is thrilled with Rebecca's achievements. "Rebecca has demonstrated strong leadership skills, designed the chapter website and has participated in an agricultural internship program. She is a great inspiration to other FFA students in our local chapter and throughout the state," Highland says.

Jones joined FFA in 2002 and has excelled in her chapter. She has been Treasurer and helped to recruit an additional 20 new FFA members in the past year. Rebecca has a 4.0 grade point average and currently ranks number one in the senior class at Lebanon High School.

FFA is a national youth organization of 476,732 student members preparing for leadership careers in the science, business and technology of agriculture. There are 7,223 local chapters in all 50 states, as well as Puerto Rico and the Virgin Islands. FFA is a diverse organization, operating in rural, urban and suburban schools. Students aged 12-21 and enrolled in agricultural science education programs are eligible for membership. For more information on FFA visit www.ffa.org.

—1—

FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.



RECRUITMENT RELEASE



News Release

FOR IMMEDIATE RELEASE

September 1, 2005
Contact: John Smith, 317-555-5555

National FFA Organization
6060 FFA Drive
P.O. Box 68960
Indianapolis, IN 46268-0960
Telephone: 317-802-6060
Fax: 317-802-6061
FFA website: www.ffa.org

NATIONAL FFA HOLDS STUDENT MEMBERSHIP OPEN HOUSE AT GREENWOOD COMMUNITY CENTER ON TUESDAY, OCTOBER 19, FOR AREA SCHOOLS

GREENWOOD, IN — Planning for the future may seem overwhelming when you are 14 years old, but to many students who are interested in the field of agriculture and are active members of National FFA, their future careers look promising and profitable.

On Tuesday, October 19, at 6:30 p.m., National FFA will hold an open house and membership drive at Greenwood Community Center. FFA students and advisors from area schools will be available to answer questions, display student projects and review upcoming FFA events and activities. Light refreshments will be served.

Regional FFA advisor John Owen, who is hosting the open house, is encouraged with the increase of student members throughout the United States and is excited about the potential membership for the Greenwood area. "There are more than 40 FFA local chapters within a 200-mile radius of Greenwood. A wonderful and remarkable aspect of the ag industry is the wide variety and high-paying career opportunities available. Our college graduates who are FFA members are receiving amazing job offers," says Owen.

Students aged 12-21 and enrolled in agricultural programs are eligible for FFA membership. FFA is a national youth organization of 476,732 student members preparing for leadership in the science, business and technology of agriculture. There are 7,223 local chapters in all 50 states, as well as Puerto Rico and the Virgin Islands. FFA is a diverse organization, operating in rural, urban and suburban schools. For more information visit www.ffa.org.

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FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.



PARENT LETTER 1



<Date>

<Bill and Becky Brown>
 <100 Main St.>
 <Your City, State Zip>

Dear <Mr. and Mrs. Brown,>

Welcome back to <your schools'> chapter of the National FFA Organization. As you already know, the National FFA Organization concentrates on agricultural opportunities encompassing science, business and technology in addition to production farming. We have enjoyed having <student name> in our dynamic organization and look forward to even more accomplishments this year. <Student Name>'s experience will be an asset to our continued growth and outreach to other students.

Please come visit our FFA room soon to see some of the many varied projects our students have worked on recently. <Student Name>'s project on <student's topic> will be on display. You should be very proud. Involvement in FFA, as you know, is good training for <student name>'s future, whether it be in agricultural marketing, processing, communications, education, horticulture, production, natural resources, forestry, agribusiness or other fields.

Continuing <student name>'s membership in FFA will provide <him or her> with leadership training and life skills such as extemporaneous speaking, working successfully in teams, character building, relationship building, vision, awareness and decision making. These skills, coupled with FFA fellowship and fun, contribute to your child's growth and a successful future.

We have a full slate of activities for <student name> to help lead and enjoy and we look forward to seeing <student name> often. If you have any questions, please call or e-mail me, <phone and e-mail address>.

Sincerely,

FFA Advisor
 "Learning to Do; Doing to Learn; Earning to Live; Living to Serve."



PARENT LETTER 2



<Date>

<John and Jane Thomas>
 <100 Main St.>
 <Your City, State Zip>

Dear <Mr. and Mrs. Thomas,>

Welcome to <your school's> chapter of the National FFA Organization! <Student's Name> will be learning competence, dedication, trustworthiness and a strong work ethic while having fun with friends and learning valuable skills. Our motto is "Learning to Do; Doing to Learn; Earning to Live; Living to Serve." I think <student's name> will excel in FFA.

The National FFA Organization concentrates on opportunities encompassing science, business and technology. Our students are preparing for careers in marketing, processing, communications, education, horticulture, production, natural resources, forestry, agribusiness and other fields. Members may enter the workforce after high school or pursue higher degrees through technical schools and four-year universities.

Membership in FFA provides your child with leadership training and life skills such as extemporaneous speaking, working successfully in teams, character building, relationship building, vision, awareness and decision making. These skills, coupled with FFA fellowship and fun, contribute to your child's growth and a successful future.

We have a full slate of activities for <student name> to get involved in and look forward to seeing <student name> often. If you have any questions, please call or e-mail me, <phone and e-mail address>.

Sincerely,

FFA Advisor



ADDITIONAL MATERIALS AVAILABLE TO CHAPTERS

For more assistance with your FFA program, check *The Core* resource catalog for the following publications and videos. You can also call the National FFA Organization at 888-332-2668 or log on to www.ffaunlimited.org/ed-resources.html

Agriculture Teacher's Manual

Discover World Class Opportunities in FFA

FFA: Building Tomorrow Video

FFA Guide to Recruitment and Retention

FFA Official Manual

FFA Student Handbook

FFA Student Handbook – Advisor's Guide

FFA Quick Facts Pocket Cards

LifeKnowledge Version 2.0

Local Program Success Guide

Local Program Resource Guide

Make It Happen...Join FFA Video

Make It Happen...Student Video

Make It Happen...Teacher Video

New Professional Kit

Opening Doors Brochure

Open Door Brochure – Agricultural Careers

Partners in Active Learning Support (PALS) CD-ROM

SAE Experiencing Agriculture Handbook

SAE: Experiencing It! Video

The Faces of FFA Video

Today's FFA...It's You Video



FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.

Agricultural education prepares students for successful careers and a lifetime of informed choices in the global agriculture, food, fiber and natural resources systems.

The National FFA Organization is a resource and support organization that does not select, control or supervise state association, local chapter or individual member activities except as expressly provided for in the National FFA Organization Constitution and Bylaws.

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