

# A Young Farmer and Rancher Guide to Membership Development

## Our Potential Members Are:

- 4-H students / Alumni
- Agriculture professionals: production & business
- Agriculture educators
- Ag organizations: commodity groups / assoc. / water dist.
- Ag service industry - chemicals, Ag business, engineering
- Ag Commissioners / county fair boards / county offices
- Ag media - 18 -35 yrs
- Alumni associations of Ag fraternity
- FB members/farmers and their families
- College students
- Co-op, produce packing house
- Current Board members / Board members and their families
- Current volunteers - (community)
- Environmental groups? (Soil Conservation Service, etc.)
- Equine industry
- Existing state/local membership rosters
- Fair managers & staff
- Farm workers FFA alumni Former students / FFA / 4-H alumni / Grange members Former classmates
- Friends
- Future Agriculturists
- Governmental Agencies
- Graduating High School FFA student
- High school graduates
- High school / Jr. College agriculture students
- Individuals interested in becoming involved in agriculture
- Individuals from agriculture related business
- Individuals from related organizations
- Insurance servers that provide for the agriculture industry

- Legislative aids; local government aids
- Loan officers/Ag lenders
- Local politicians and staff members
- Media
- Neighbors
- New young people in the area
- New Agriculture or non-Agriculture teachers
- Non-Agriculture majors who have agriculture backgrounds
- Non-traditional agriculture servers (forestry, aquaculture)
- Other farm org. (C.W.A., Young Cattlemen's, etc.)
- PCA's
- Peers
- Regulators - ASCS, RSA, USDA, water district
- Resource representatives
- Rodeo/horse owners/cattle owners
- Scholarship applicants
- Super market managers
- Trade industry people (chemical companies, etc.)
- Young people not involved in agriculture
- Young married couples in agriculture
- Young agriculturalists
- Young farmers & ranchers, dairy producers

### **The Profile of Our Membership Should Be:**

- Inclusive of non-agriculture background participants
- 18 - 35 years of Age
- Active in other activities
- Active members - levels of commitment
- Ag related - interest
- Diverse: ethnically, socially, educationally, etc.
- Enthusiastic
- Flexible
- Goal orientated
- Imaginative

- Interest in agriculture / common thread
- Leadership qualities – develop potential leaders
- Like to have fun
- Local agriculture industry representation
- Lots of "life" experience
- Mature–responsible; willing to offer some commitment
- Mix of production & supporting business & commodity groups
- Service providers
- Versatile
- Willing to work and willing to adapt to industry upgrades
- Young families

### We Provide Value to Our Members By:

- Social interaction, leadership opportunities, networking, professional & educational opportunities, personal growth, providing an identity.
- Leadership conferences, encouraging leadership participation.
- CFBF resources, CFBF benefits (Insurance discounts, Dodge rebate, etc.), development.
- Ag related publications, political support, and personal reward.
- Serving as a unified voice on issues pertaining to agriculture.
- Activities–safe, friendly environment, and potential employment opportunities – all of these enable individuals to be more efficient & productive in their individual capacities.
- Access to leaders in the local community and in California
- Provide information and strengthen support among members.
- Community service, idea exchange, providing and identifying benefits.

### These Things Add Spark to Our Meetings:

- Opportunity to socialize
- Guest speakers on current issues and education
- Door prizes

- Vary the locations
- Ice breakers
- Tour – go see things
- Hot topics/controversial topics
- Refreshments
- Activities that involve everyone
- BBQ's & dinners
- Activities – games
- Brainstorming on activities and meeting ideas
- Networking opportunities within the agriculture field
- Workshops
- Interaction between counties
- Beer & wine tasting
- Interaction w/ County Board, babysitting, fun locations, participation in annual events
- Participation
- Provide an atmosphere that promotes individual leadership
- Social activity mixed in with business activities to promote friendships and networking Organized!!!

### We Can Promote and Market YF&R By:

- Give YF&R presentation to senior FFA members
- Word of mouth
- Newsletters, newspapers, Annual BBQ
- Personal contacts
- Offer scholarship to high school senior attending J.C.
- Linking up w/chamber of commerce
- YF&R column in FB paper
- Flyers for meetings/events
- Business / community sponsorship
- Participating in visible events & activities (fairs, etc.)
- Telephone calls
- Road shows
- Use YF&R at FB events

- Promoting/speaking about program (to 4-H, FFA, etc.)
- Business cards for county presidents
- Membership Olympics /membership drive with prizes
- Active in local events
- Visits to community and state colleges
- Progress, achievement
- Matching fund/grant programs like Ag in the Classroom
- Interacting in other Ag community groups
- YF&R business cards
- Promotional video/state & local level
- California Country segment
- Cooperate with service clubs such as Lions
- Community service projects
- Ambassador program

### **Members Get Involved When:**

- When you provide them with information they can use (& financial assistance if needed).
- Invited to participate in activities that enhance interpersonal skills and meet other Farm Bureau members and ag industry professionals.
- They are having fun, they have responsibility: feel committed, when they make personal progress & foresee a benefit, when activities are designed to force interaction.
- They feel needed, serve a purpose, and benefit from membership.
- When they are asked.
- When the benefits are made clear and the meetings and activities are worthwhile.