



CALIFORNIA FARM BUREAU FEDERATION

2020 County Activities of Excellence Award Application

[Return to awards@cfbf.com](mailto:awards@cfbf.com)

Please name document: 2020.CAE.CountyName (Example: 2020.CAE.EIDorado)

CFBF administers an awards program to recognize county Farm Bureaus for outstanding achievements on the local level. The following is a breakdown of the package of awards offered to CFBs based on the newly formatted application process.

This process provides the opportunity for maximum recognition of the significant program of work undertaken by county Farm Bureaus in California. Under this structure every county Farm Bureau can potentially be recognized for their achievements and hard work.

Structure: This award package is similar to the structure and format used for the American Farm Bureau Federation awards program allowing for consistency, efficiency and ease of understanding as we submit applications for recognition at all levels of Farm Bureau.

Categories: Counties have been placed into classes based on agriculture membership numbers and will be judged relative to other CFBs of similar size. (See page 3 for breakdown)

Judging: Determination of award allocations will be made by an independent panel of judges from within the Farm Bureau family.

Staff Contact: Please direct all questions to:

Stephanie Younger
Program Director - YF&R and Leadership Farm Bureau
Member Advocacy Division

(916) 561-5590 Direct
awards@cfbf.com

Deadline: All award applications must be **received electronically by 4:00 p.m. on September 1, 2020** with a document name of 2020.CAE.CountyName (ex: 2020.CAE.Napa). Please do NOT give your application to your field representative. Submit applications **via email** to: awards@cfbf.com.

CALIFORNIA FARM BUREAU FEDERATION

County Activities of Excellence Award Application

County Activities of Excellence Awards: Every county Farm Bureau can submit an application for the County Activities of Excellence in each of five categories: Member Services, Policy Implementation, Leadership, Ag Education/Promotion or Public Relations. Every county can receive an Activities of Excellence Award in each category in which they submit an application and meet minimum levels of participation.

Please consider the following guidelines and recommendations as you complete your application. These items are not comprehensive and are in no way intended to limit the type of information you should include. Please simply use them as a recommendation when determining where your unique activities and events fit within the written application categories. **NOTE: ALL WRITTEN RESPONSES ARE LIMITED TO 75 WORDS FOR EACH SUB-SECTION. ADDITIONAL PAGES OR INFORMATION WILL NOT BE CONSIDERED.**

Membership

- Retention: Please include items such as direct outreach to current members, phone calls, letters.
- Recruitment: Please include items such as a membership drive, campaign or specific outreach efforts to reach new members.
- Communication: Please include your CFB website highlights, newsletters, e-news blasts or other communication methods you use to communicate with your current members.
- Member Service: This section should include items such as county specific benefits or discount programs, safety, media, pesticide, regulatory or other trainings offered by the CFB or specific services provided to members through their membership in your CFB.

Policy Implementation

- Fostering Relationships with Elected Officials: In this section you should include items such as legislative tours, a campaign school, and candidate forums.
- Outreach to service and regulatory agencies: This section is intended for items such as work with an irrigation district, RCD, and any regulatory agency at any level of government.
- Influencing Policy: Items such as Farm Team, Farm PAC fundraisers and any effort to support or oppose legislation, initiatives or ordinances would be included in this section.
- Outreach to other organizations and associations: Policy work including networks and coalitions with other organizations and associations such as Citrus Mutual, the Chamber of Commerce, local commodity groups, etc would fall into this section.

Leadership

- Board of Directors: Please include items such as orientations, board of director training, strategic planning sessions, goal setting initiatives and other efforts that directly impact the leadership skills and abilities of the board of directors.
- Member Engagement and Involvement: In this section, please include ways you directly engage your membership to become involved in the organization. Items such as special

CALIFORNIA FARM BUREAU FEDERATION

County Activities of Excellence Award Application

events or programs, committee work, and fundraisers that engage a volunteer base should all be addressed.

- **Development:** In this section the leadership development efforts for your broad membership should be addressed. These can include YF&R programs and activities, county leadership initiatives or trainings, mentoring programs, etc.
- **Involvement in CFBF trainings and opportunities:** In this section please address the efforts your CFB makes to engage in CFBF activities, conferences trainings and programs. This can include, but is not limited to YF&R Leadership Conference, Policy Recommendation Committees, Commodity Advisory Committees, Leaders Conference, Leadership Farm Bureau, etc.

Ag Education and Promotion

- **Consumer Education:** This section should include education efforts directed toward the community or consumers including organizing or staffing a booth at a local farmers market, farm tours (not legislative), speaking at Rotary, Lions or other civic organizations.
- **Student Education:** This section should include education efforts directed specifically towards students such as Ag in the Classroom programs, scholarships, guest lectures at a high school or college, etc.
- **Community Partnerships:** In this section, please include those community partnerships that help to promote agriculture in the local area such as work with the library, county fair, etc.

Public Relations

- **Media:** In this section, please discuss your efforts relative to sharing the message of agriculture through the mainstream media. These can include news articles, tv and radio interviews, Letters to the Editor, press releases, etc.
- **Social Media:** In this section, your outreach efforts on social media should be discussed. Facebook, Twitter, You Tube, LinkedIn, etc should all be included.
- **Community Involvement:** In this section you should include efforts to promote Farm Bureau through community involvement such as sponsorships or partnerships with the local community that are not specific to an ag education message.

County of the Year: This award will be judged from the County Activities of Excellence Award application and announced at the CFBF Annual Meeting. **You do NOT need to submit an additional application.** Three County of the Year awards will be given – one in each membership class.



CALIFORNIA FARM BUREAU FEDERATION

County Activities of Excellence Award Application

Membership Classes

Class A 1-499 Members	Class B 500-799 Members	Class C 800 Members and Up
Alameda Amador Calaveras Colusa Contra Costa Del Norte El Dorado Humboldt Inyo-Mono Lake Lassen Los Angeles Madera Marin Mariposa Modoc Monterey Nevada Orange Plumas - Sierra San Benito	San Bernardino San Mateo Santa Barbara Santa Clara Santa Cruz Shasta Siskiyou Solano Trinity Tuolumne	Glenn Imperial Kern Kings Mendocino Napa Placer Riverside Sacramento San Luis Obispo Tehama Ventura Yolo
		Butte Fresno Merced San Diego San Joaquin Sonoma Stanislaus Tulare Yuba-Sutter

****Based on FYE October 31, 2019 Agricultural Membership Numbers****

County Name: _____

Competition Class (A, B or C) _____

Name of person completing this application: _____

Contact Phone Number: (____) ____ - ____ **Contact email:** _____

Total number of staff in Co. Farm Bureau office: _____

Number of part-time employees: _____

Number of full-time employees: _____



CALIFORNIA FARM BUREAU FEDERATION

County Activities of Excellence Award Application

1) Membership

Please describe your CFBs best practices and highlights relative to **RETENTION**.

Please describe your CFBs best practices and highlights relative to **RECRUITMENT**.

Please describe your CFBs best practices and highlights relative to **COMMUNICATION**.

Please describe your CFBs best practices and highlights relative to **MEMBER SERVICES**.

In the space provided please share any **additional** information regarding your membership program of work that was not already addressed above.



CALIFORNIA FARM BUREAU FEDERATION

County Activities of Excellence Award Application

2) Policy Implementation

Please describe your CFBs best practices and highlights relative to **FOSTERING RELATIONSHIPS WITH ELECTED OFFICIALS.**

Please describe your CFBs best practices and highlights relative to **OUTREACH TO SERVICE AND REGULATORY AGENCIES.**

Please describe your CFBs best practices and highlights relative to **INFLUENCING POLICY.**

Please describe your CFBs best practices and highlights relative to **OUTREACH TO OTHER ORGANIZATIONS AND ASSOCIATIONS.**

In the space provided please share any **additional** information regarding your policy implementation program of work that was not already addressed above.



CALIFORNIA FARM BUREAU FEDERATION

County Activities of Excellence Award Application

3) Leadership

Please describe your CFBs best practices and highlights relative to the **BOARD OF DIRECTORS**.

Please describe your CFBs best practices and highlights relative to **MEMBER ENGAGEMENT AND INVOLVEMENT**.

Please describe your CFBs best practices and highlights relative to **DEVELOPMENT**.

Please describe your CFBs best practices and highlights relative to **INVOLVEMENT IN CFBF TRAININGS AND OPPORTUNITIES**.

In the space provided please share any **additional** information regarding your leadership program of work that was not already addressed above.



CALIFORNIA FARM BUREAU FEDERATION

County Activities of Excellence Award Application

4) Agricultural Promotion & Education

Please describe your CFBs best practices and highlights relative to **STUDENT EDUCATION**.

Please describe your CFBs best practices and highlights relative to **CONSUMER EDUCATION**.

Please describe your CFBs best practices and highlights relative to **COMMUNITY PARTNERSHIPS**.

In the space provided please share any **additional** information regarding your agriculture education program of work that was not already addressed above.



CALIFORNIA FARM BUREAU FEDERATION

County Activities of Excellence Award Application

5) Public Relations

Please describe your CFBs best practices and highlights relative to the **MEDIA**.

Please describe your CFBs best practices and highlights relative to **SOCIAL MEDIA**.

Please describe your CFBs best practices and highlights relative to **COMMUNITY INVOLVEMENT**.

In the space provided please share any **additional** information regarding your public relations program of work that was not already addressed above.