

MEMBERSHIP

WHY JOIN COLLEGIATE FARM BUREAU?

Collegiate Farm Bureau is a unique agricultural student organization because membership during college is only the beginning. Here are some reasons to get involved:

- FB covers all of agriculture so there's something for everyone.
- Opportunities to attend events that enhance your education, like the state Young Farmers & Ranchers Leaders Conference with more than 500 young people involved in agriculture.
- A jumpstart to building your network of mentors and peers across the state.
- Provides a built-in community after college - FB will connect you to others in the county or state you land in post-college and give Kansans a free year of regular membership.
- Opportunities to build personal leadership skills.
- Get a taste of involvement in pieces of the industry you want to connect with in low-risk ways and build the skills, knowledge and relationships now to help you be successful when you're out of college.

TIPS FOR RECRUITING & RETAINING MEMBERS:

RECRUITMENT

- Ask the college admission office to include Collegiate Farm Bureau marketing material in mailings to new and potential agriculture students.
- Take advantage of campus club fairs, prospective student events and other opportunities to share the club with a large number of students.
- Plan the first meeting to be mostly social. Include free food to help get people in the door, then help students get to know each other and have fun.
- Be clear about what a membership costs and includes. Be sure your "sales pitch" for the chapter is something you believe yourself.
- Speak to the three kinds of people who engage: those who are there to add to their resume, those who see it as a social outlet and those who believe in the mission.

RETAINING MEMBERS

- Make sure your meetings and activities have a transparent purpose and that each one fulfills its purpose.
- Keep the fun going all year. Plan social events, help members connect with others who have similar interests or backgrounds and give people things to look forward to.
- Post information where your members already are - use flyers or white boards in classroom buildings, create social media accounts that are relevant to your chapter members and keep them updated with exciting and attractive messages.

HOW DOES ONE BECOME A MEMBER?

In the fall, Collegiate Farm Bureau chapters should take the following steps:

- Chapters will receive an online payment form to send to members to complete their membership information and pay their dues online.
- Members should be encouraged to complete their membership before September 25 and they will receive a free collegiate farm bureau t-shirt.
- Members of chapters that pay AFBF dues (\$5 per member) will be able to access their membership card and benefits through the FB Benefits App or online.
- Collegiate membership expires on September 30 of following year (i.e. members who join in the 2020-2021 school year will have memberships that expire September 30, 2021).

HOW MUCH ARE DUES AND WHAT DO THEY GET ME?

Chapter dues rates are set by the officer team and typically range from \$10-\$30. Chapters also determine how dues are used and this can vary from chapter to chapter. Most include at least some amount of chapter activity costs and many include a chapter t-shirt or other memorabilia.

Dues have changed to an all online format for the 2020-21 school year unless otherwise noted by your chapter. Chapter officers, advisors, county coordinators and district administrators will have the link to complete your online membership dues. Chapters are encouraged to include \$5 per member for American Farm Bureau Federation dues (\$5.00). Paying these dues allows member to be considered full associate Farm Bureau members. The differences are outlined below:

- Full members have access to all Farm Bureau benefits listed at <https://www.kfb.org/Benefits>. This includes access to all Farm Bureau Financial Services products, like renters and auto insurance policies.
- Full members have access to their account information online and in the KFB policy and benefits apps.
- Transitioning from a collegiate to regular membership becomes more seamless for the member, County Farm Bureau and Kansas Farm Bureau.
- Full members may be counted by their County Farm Bureau and Kansas Farm Bureau for recognition purposes.