



KANSAS FARM BUREAU[®]
Young Farmers & Ranchers[®]

COUNTY HANDBOOK

2022-2023

WELCOME!

If you are excited about developing your county YF&R program, you are in the right place. Here is what this handbook has, to help you along the way.

Young Farmers & Ranchers 101

- About Kansas Farm Bureau 3
- Young Farmers and Ranchers 4
- YF&R Purpose and Member Testimonials 5

How to get started recruiting members

- Recruiting 101 6
- YF&R County Event Ideas 7-8
- Event Planning 101 9
- YF&R Calendar 10
- State and National YF&R Events 11

Next Level YF&R Involvement

- County vs State vs National 12
- Kansas 2022-23 YF&R Committee 13
- Competitions and Awards 14-15

Resources & Social Media Guide

- Social Media 101 16
- Communicating with members 17
- Design and Print Examples 18-19

Extra Help

- Frequently Asked Questions 20-21
- Tips 22



KANSAS FARM BUREAU[®]

The Voice of Agriculture[®]

ABOUT KANSAS FARM BUREAU

Kansas Farm Bureau is a non-profit advocacy organization established in 1919. Over 100 years later, KFB stands up for its members through leadership development, agriculture education, legal defense, environmental advocacy, farm safety, risk management, rural development and international trade.

Our mission is to strengthen agriculture and the lives of Kansans through advocacy, education and service.

THE COUNTY FARM BUREAU

As a grassroots organization, the basic unit of Farm Bureau is the county Farm Bureau organization, which exists in each of the state's 105 counties. Each county Farm Bureau has an elected board of directors and officers to conduct the organization's business.

THE STATE FARM BUREAU

At the state level, Kansas Farm Bureau is divided into 10 districts, each containing from ten to eleven county Farm Bureaus. Members from each district elect a district director, who serves on the KFB board of directors. That board of directors is comprised of 10 elected district directors and three elected officers: a president, vice president, and the women's leadership chair. The chair of the YF&R Committee also sits on the board as a non-voting member. The KFB Staff is led by the CEO/General Counsel.



Rich Felts
President



Jeff Grossenbacher
Vice President



Terry Holdren
CEO & General Counsel

YOUNG FARMERS AND RANCHERS

The Young Farmers & Ranchers program exists to surface and develop leaders. As an integral part of the Kansas Farm Bureau, it is comprised of hard-working agriculture professionals—on and off the farm—dedicated to developing their leadership skills and empowering others to become actively involved in agriculture advocacy, education, and service.

Programming varies from county to county but likely includes one or more of the following areas:

- **Young Farmers & Ranchers Activities** – counties may host events or activities specifically for YF&R members. These may be educational, social, service-focused, or some combination. Other counties may simply promote YF&R activities at the district, state, and national level. This may include conferences and competitions, or connect young people with opportunities hosted by partner organizations, like K-State Research & Extension or a local young professionals group.
- **Engaging Young Families** – while the above events typically focus on the young adult audience, some county YF&R programs engage young families through activities like a pedal pull or county fair watermelon feed to connect with young parents through kids' programming.
- **Supporting Rising Leaders** – counties may work with youth organizations, like FFA and 4-H, or collegiate programs to invest in future leaders for their community. This may include anything from managing an ag ambassador program or scholarship process to purchasing 4-H livestock.
- **Service Efforts** – from collecting monetary and in-kind donations to giving of time and talent, YF&R programs are encouraged to look for needs in their own community and respond to make a difference locally.

Our staff at the Kansas Farm Bureau is available to assist you should the need arise. We wish each of you a prosperous year.

Janae McKinney, YF&R and Collegiate Programs Coordinator

mckinneyj@kfb.org | 785-587-6124

YF&R SOCIAL MEDIA

Kansas Farm Bureau Young Farmers & Ranchers – Facebook Group

AFBF YF&R – Facebook @FarmBureauYFR, Instagram @AFBFYFR, Twitter @AFBFYFR

YF&R Purpose and Member Testimonials

The Kansas Farm Bureau YF&R program serves the needs of young agriculture professionals (18 – 35) through networking, leadership growth, education, and service.

➤ Networking

YF&R helps young agriculturalists connect across the state through conferences and social events at the county, district, state and national levels. Meet other young agriculture professionals and establish valuable industry contacts and friends!

"YF&R has been many things to my wife and me over the years, learning, training, leading and "networking." Conferences and conventions are designed to help you become better leaders, be better farmers, learn cutting edge technology, and all, but it's the time spent talking at dinners, hanging out in lobbies, and enjoying the after-party that makes the real connection" -John Battenhoff

➤ Leadership Growth

From serving on county YF&R Committees to participating in statewide YF&R events, the program helps passionate agriculturists continue their personal and professional development. Sharpen your skills by competing in the discussion meet or be recognized for your achievements in our awards programs!

"YF&R activities help our next generation of leaders in farming and agribusiness to build practical skills, develop lasting connections and foster confidence for the betterment of their businesses and local communities." - Jackie Mundt

➤ Education

Learn more about the latest trends, practices, issues, and technology affecting the ag industry through state workshops and county level meetings. Use the information you gain to improve your operation or to educate others about the agriculture industry!

"Learning and exploring new ideas is crucial to remain viable in an ever-changing environment. YF&R provides opportunities regionally and locally to gain knowledge on a wide array of topics that help us personally and, in our business" - Laura Haffner, KFB YF&R 2020 Chair

➤ Service Efforts

YF&R education and service programs help you give back and fulfill needs in your community! Efforts around food insecurity can connect to state and nationwide programs:

- Kansas Farm Bureau recently launched the End Hunger campaign to help encourage, support and empower members to act locally to address food insecurity in their communities.
- The American Farm Bureau YF&R Harvest for All program helps end hunger in our country by collecting food items, monetary contributions, and volunteer hours.

Recruiting 101

Perhaps you have just been appointed to your county YF&R committee or you would like to start one. One of the biggest questions for starting a county YF&R committee is how to attract members. Since YF&R is a program of Farm Bureau, there are no additional dues or paperwork—just more opportunities to get involved. Here are some tips on how to attract members, reach out to the community, and plan great events for your members.

TOP 10 REASONS TO ENGAGE TODAY

1. Network with other young farmers and struggling with the same challenges and celebrating the same milestones.
2. Participate in fun contests and awards
3. Develop leadership skills to improve on-farm management and off-farm community engagement
4. Learn to be an advocate for agriculture
5. Get the most up-to-date commodity and industry news in print and online
6. Influence agricultural policy and ensure regulations are reasonable and fair
7. Educate consumers about their food
8. Participate in the State YF&R Leaders Conference
9. Help put food on the table of struggling neighbors in your community
10. Get plugged into leadership in your county through a county YF&R position or committee

BUILD A DATABASE OF POTENTIAL MEMBERS

- Talk to your county coordinator, president, or board and get a list of members who are under the age of 35
- Create a list of friends, colleagues and acquaintances, who you think would be interested in YF&R
- Ask local high schools for a list of alumni or seniors interested in agriculture
- Contact Collegiate Farm Bureau chapters or community colleges or universities for lists of students connected to agriculture in your county

CONTACTING & ATTRACTING POTENTIAL MEMBERS

- Call or Text them to make a personal ask
- Email them and ask
- Send them a letter or YF&R promotional materials
- Social Media is a great tool to raise awareness of YF&R
- Plan and invite them to a YF&R kick-off event
- Sponsor them to attend the Kansas YF&R Leaders Conference

YF&R County Event Ideas

The following are ideas to get you started. Have fun and be creative, but most importantly, plan things that you and others in your county will find value in and enjoy.

➤ SOCIAL IDEAS

- **Ice Cream Social** – Partner with a dairy to provide milk/cream/half & half and have a homemade ice cream contest. Have YF&R members make their favorite ice cream and offer samples alongside ag info at a community event. Have the public vote for their favorite.
- **Local Sporting Event Group Attendance** – Host an event at community college games, state championships, rodeo, car races, etc. Could pair with a tailgate, meeting at a restaurant before/after, cheering section, halftime event, etc.
- **Brews & 'Que** – Provide barbeque and beer for dinner, could have someone come in to talk to attendees about an educational topic, or just have board games, cards, yard games, etc. for a social event
- **Fall Harvest Celebration/Pumpkin Painting Night** – Hold a family friendly night with pumpkin painting for kids, maybe dress up in Halloween costumes or not, provide refreshments or host a potluck, etc.
- **Friendsgiving** – Develop a YF&R tradition connecting to Thanksgiving's roots in the agriculture community – maybe even provide a meal with local products to highlight the YF&R members in your county/district
- **Harvest Meal Exchange** – Consider an event like a holiday cookie exchange. Everyone makes and brings 5 of the same harvest entrees ready for the freezer in disposable containers and takes home 5 of their choice to provide some variety for the crew and lighten the workload at home.
- **Back to School Picnic** – late July/early August get together
- **YF&R Fantasy Sports League or March Madness Bracket Challenge**
- **YF&R Actual Sports League or Team in local league** – bowling, golfing, volleyball, etc.
- **Other Social Ideas:** adult tractor pull, Christmas party with a white elephant gift exchange, ice skating, family game night, shooting tournament, paintball cctivity, summer picnic, barn dance/party

➤ EDUCATIONAL IDEAS

- **Voter Registration Event** – Consider inviting candidates to speak or asking someone to talk about local issues on the ballot
- **Shop Tour** – Visit interesting barn/shop spaces of local farmers so members can learn from each other about how to set up their workspace effectively

YF&R County Event Ideas

➤ EDUCATIONAL IDEAS CONT.

- **Farm Tour** – Highlight two-three farms or agribusinesses in your district or county
- **County Informational Meeting** – Host a couple of speakers on hot topics
- **Presence at Local Events** – rodeos, fairs, ag-related events, places where young parents might be, etc.
- **Ag Film Festival** – Invite the community to a screening of an ag friendly documentary and have YF&R members there to answer questions about agriculture after the movie. Maybe even provide free snacks, like Kansas grown popcorn.
- **Fun Run & Breakfast** – Host a 5k and provide breakfast afterward with Kansas grown eggs, bacon and flour for biscuits or pancakes. Have markers throughout the trail with facts about agriculture in the county/district/state.
- **Grocery Store Stations** – Set up stations in the local grocery store for shoppers to ask questions about their food to YF&R members. Make sure the members are willing to answer with unbiased, factual information calmly and have a simple handout at each station (like “5 facts about your produce”). Some ideas: produce section – conventional v. organic – what are the differences; meat – all you need to know about antibiotics
- **Farm Safety Training** – Invite county youth, emergency personnel, or YF&Rs to a farm safety day to learn about operating farm equipment, dangerous tools, or other safety knowledge.

➤ COMMUNITY SERVICE IDEAS

- **Service project** – Cleaning up a highway, cleaning up after a storm for a community member in need, raking leaves for the elderly, improving the school or a community-building, holding a food/coat/toy/book/school supply drive for a local charity, etc.
- **Holiday Baskets** – Host a get together to pack baskets for families in need and deliver them around Thanksgiving, Christmas, etc.
- **Super Bowl Party / Souper Bowl Party** – Admission is one or more cans of soup for the local food pantry
- **Labor Auction** – Auction off volunteer labor of YF&R members at a local event and give proceeds to local charity or cause

Event Planning 101

Before you start planning an event, think about the needs of your county. What kind of event should you host to fill the major needs? Typically, organizations host events for three reasons:

1. To Learn Something, 2. To Meet Someone, 3. To Help in Some Way.

SAMPLE EVENT TIMELINE

➤ 2 Months Prior- Event type, theme, ideas

- Feasibility - money, time, resources
- Key messages to promote
- How do you reach them?
- Form a planning team
- Arrange speakers, tours, etc.
- Assign tasks
- Acquire needed resources
- Make a guest list
- Develop promotional materials

➤ 1 Month Prior

- Execute promotional materials (print, social media, email) and personal invitations

➤ 1 Week Prior

- Finalize agenda
- Contact speakers and confirm
- Submit final meal count to caterer
- Utilize social media
- Check-in with volunteers and assign duties

➤ Day of Event

- Ask participants to fill out an event feedback survey
 - Survey Monkey <https://www.surveymonkey.com/>
 - Google Forms <https://www.google.com/forms/about/>
 - Sli.do <https://www.sli.do/>
 - Paper Surveys
- Take pictures and post on social media
- Make notes for next event

➤ Post Event

- Ask participants to fill out an event feedback survey if not done onsite
- Make additional posts on social media
- Contact local media for more PR
- Write thank-you's to speakers/venue

YF&R CALENDAR

2022-2023

OCT 1: KFB Photo Contest Deadline

DEC 4-6: Kansas Farm Bureau Annual Meeting

JAN 5: Early YF&R Conference Registration Due

JAN 6-11: AFBF Annual Convention - Puerto Rico

JAN 14: YF&R Discussion Meet Entry Forms Due

JAN 14: YF&R Conference Registration Due

JAN 14: YF&R of the Year/Excellence in Ag Applications Due

JAN 27-29: YF&R Leaders Conference - Manhattan

MARCH 3-7: AFBF Fusion Conference - Jacksonville, FL

TBD: Day at the Statehouse - Topeka

Events to watch for throughout the year:

District Issue Surfacing, County Annual Meeting, District Listening Post, District Training Opportunities, District FFA Discussion Meets

State and National YF&R Events

➤ District Issue Surfacing & Listening Post Events (Spring & Fall)

Each of the 10 Kansas Farm Bureau districts hosts meetings where the area farm bureau members discuss changes or additions to the Kansas Resolutions Book. The policies in the state book determine how Kansas Farm Bureau reacts with lobbying and current legislation.

➤ Annual Meeting (December)

Annual Meeting is a state-wide farm bureau event held in Manhattan for all farm bureau members to attend workshops, network with members from across the state, and vote on new farm bureau policies.

➤ AFBF Annual Convention (January)

Each January, Farm Bureau members gather for the annual convention. The convention is a time to gather with members from across the country as well as can learn and promote the future of agriculture. In 2023, it will be January 6-11 in Puerto Rico.



➤ Kansas YF&R Leaders Conference (January/February)

This conference is focused on professional development in the agricultural industry, delivered via keynote speakers, workshops, a tradeshow, competitive events, tours and social events. This three-day conference typically occurs in late January or early February and is open to both members and non-members who are interested in production agriculture.



➤ AFBF Fusion Conference (March)

The National AFBF YF&R Leadership Conference is the Fusion Conference in 2023, which is held jointly with the Women's Leadership Program and Promotion & Education Committee. The conference includes great speakers, breakout sessions and evening events to network and socialize with other young farmers and ranchers. In 2023, it will be March 3-7 in Jacksonville, FL.



County vs State vs National YF&R Committees

➤ County YF&R Committee

The county YF&R committee is an important piece of Farm Bureau. It is recommended the county Farm Bureau president appoints a YF&R chairperson and may consider a committee of members with the approval of the county board of directors. Often, the county chair is an ex-officer voting member on the county board. Refer to your county bylaws for the appropriate policy and procedures. Responsibilities can include encouraging young people's involvement in Farm Bureau, developing a program of activities to address advocacy, education, or service needs, establishing relationships with FFA, 4-H, and FCCLA members, corresponding with your state YF&R committee representative for district and state planning information, and reviewing and submitting awards.

➤ State YF&R Committee

The KFB State YF&R committee is comprised of ten appointments, an individual or couple from each district in the state. Members are nominated by their district's KFB Board representative and are officially appointed by the KFB President. Committee members serve two-year terms. During odd-numbered years, members from the odd districts are appointed and in even-numbered years, even district representatives join the committee.



The committee takes the lead on surfacing and discussing issues specific to 18 to 35-year-old members, planning programming for the YF&R audience and conducting competitive and recognition opportunities for YF&R members. One member of the YF&R Committee is also appointed to serve as an ex-officio member of the KFB Board of Directors to share the YF&R voice with the greater organization.

➤ American Farm Bureau Federation YF&R Committee

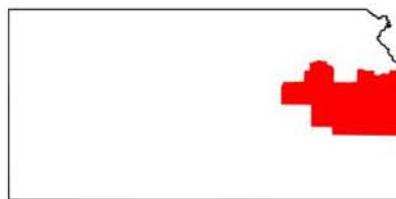
The AFBF YF&R Committee is comprised of 16 positions representing all regions of the U.S. An individual or couple may hold each committee appointment. Committee members are responsible for program planning, which includes the coordination of YF&R competitive events during AFBF's Annual Convention each January and the Harvest for All program. National committee members are nominated by their respective state Farm Bureaus.

2022-23 Kansas YF&R Committee Members



District 1

John and Kinsley Sachse
Leavenworth County



District 2

Jacquelyne Leffler
Lyon County



District 3

Alfred and Taylor Crawshaw
Wilson County



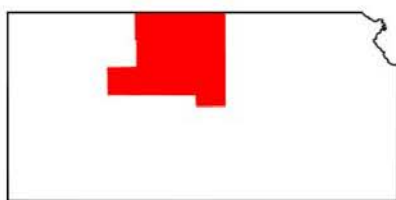
District 4

Austin and Nicole Hiebert
Harvey County



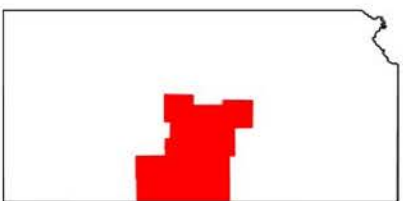
District 5

Darrin and Ashley Jacobson
Marshall County



District 6

Haley and Jason Nelson
Jewell County



District 7

Aaron Baldwin and Melissa Nelson-Baldwin
Barton County



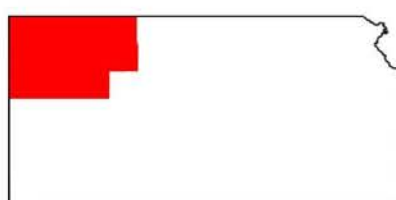
District 8

Caley and Garrett Love
Gray County



District 9

Scot and Kaylee Schwieterman
Hamilton County



District 10

Kellan and Taylor Ziegelmeier
Thomas County

Competitions and Awards

➤ FFA, Collegiate & YF&R Discussion Meets

The YF&R Discussion Meet challenges young Farm Bureau members to analyze agricultural issues and consider solutions that best meet the needs of the industry. The competition is designed to simulate a committee meeting where discussion and active participation are expected from each participant. Contestants build basic discussion skills, develop a keen understanding of agricultural issues, and explore how groups can pool knowledge to reach consensus and solve problems through discussion of pre-selected topics. The Discussion Meet is held on three levels: FFA, Collegiate, and YF&R. For more information and rules: <https://www.kfb.org/YFR/Contests>



- **FFA Prizes:** Medal for top 10 participants in district DM, 1st place chapter \$300, 2nd place chapter \$200, 3rd place chapter \$100, top 2 district individuals go to state DM
- **Collegiate Prizes:** 1st \$500 + paid trip to AFBF Fusion Conf, 2nd \$300, 3rd \$200, 4th \$100
- **YF&R Prizes:** 1st \$500 + paid trip to AFBF Annual Conv, 2nd \$300, 3rd \$200, 4th \$100

➤ Collegiate Ag Quiz Bowl - Enter by Jan. 15, Compete at YF&R Leaders Conference

Sponsored by YF&R, The Collegiate Ag Quiz Bowl is open to teams from the Collegiate Farm Bureau chapters in Kansas. Contestants will demonstrate their knowledge of the following topics relating to Kansas agriculture: agricultural economics, agricultural mechanics, agricultural safety, animal science, current ag events, Farm Bureau, natural resources, and plant science. For more information and rules: <https://www.kfb.org/Article/2018-Collegiate-Ag-Quiz-Bowl>



Prizes

- **First Place Team:** \$50/team member and traveling trophy for 1 year

➤ Excellence in Ag Award - Application due Jan 1, Present at YF&R Leaders Conference

The Kansas Farm Bureau Excellence in Agriculture Award Program is designed to recognize Young Farmers & Ranchers who actively contribute and grow through their involvement in Farm Bureau and agriculture. Participants will be judged on their involvement in agriculture, leadership ability, involvement/participation in Farm Bureau and other organizations. For more information and rules: <https://www.kfb.org/Article/2018-Excellence-in-Agriculture-Award>



Prizes

- **First Place:** \$500 + expense paid trip to compete in national contest at AFBF Annual Convention
- **Second Place:** \$300
- **Third Place:** \$200
- **Fourth Place:** \$100

Competitions and Awards Cont.

➤ **YF&R of the Year Award** - Application due Jan 1, Interview at YF&R Leaders Conference

The Kansas Farm Bureau Young Farmer & Rancher of the Year Award Program is designed to recognize those YF&R members who have excelled in their farming or ranching operations and honed their leadership abilities to superiority. The contestant(s) will be evaluated on a combination of farm operation growth and financial progress, Farm Bureau leadership, as well as leadership outside of Farm Bureau. Specifically, the judges will be looking for excellence in management, scope of the enterprise and self-initiatives that have been displayed throughout the operation. For more information and rules: <https://www.kfb.org/Article/2018-Young-Farmer-Rancher-of-the-Year>



Prizes

- **First Place:** \$500 + expense paid trip to compete in national contest at AFBF Annual Convention
- **Second Place:** \$300
- **Third Place:** \$200
- **Fourth Place:** \$100

➤ **Photo Contest** - Submit photos by Oct. 1

The annual KFB Photo Contest is hosted by the state YF&R Committee. The contest is open to all Farm Bureau members of any county in Kansas. The photo contest is an opportunity to share a glimpse of your corner of the state and life as an agriculturalist. Photos capturing rural life, Kansas scenery and/or Farm Bureau involvement are encouraged. There are no categories this year. We are looking for your favorite photo or memory from the past year. For more information and rules <https://www.kfb.org/Article/KFB-Photo-Contest>



Prizes

- **First Place:** \$300
- **Second Place:** \$200
- **Third Place:** \$100

Social Media 101

The biggest thing to consider when posting on your Facebook Group or social media about your county YF&R program is to be consistent. This means try to post at the same interval (once a month, weekly, etc.) and use the same style image-wise (similar images, colors, fonts) so your message is the focus. Designs with constantly changing colors/fonts are distracting and take away from the point you are trying to convey. Below are a couple of resources to help you with social media:

- **Canva** <https://www.canva.com/>

Make professional graphics using pre-made templates or your own designs online. Canva provides pre-sized graphics to make sure your design fits the space you need. (Twitter, Facebook, Instagram, etc.) Canva is free and you can share your designs with others to collaborate on graphics.

- **Pexels** <https://www.pexels.com>

Free stock photos you can search through and save for your social media/graphics promoting your county YF&R activities.

- **County YF&R Logo**

Kansas Farm Bureau can provide a free logo that has the Farm Bureau logo with your county name on it for your YF&R use.

- **Style Guide (Colors & Fonts)**

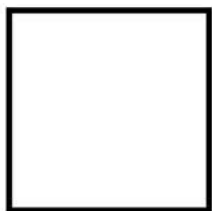
Kansas Farm Bureau creates designs/logos based on a couple of main colors and fonts. We recommend using these as a good starting place when creating posters/designs to appear professional and aligned with the Kansas Farm Bureau.



Red C: 0
R: 218 M: 81 #c6302c
G: 41 Y: 87
B: 28 K: 15



Black C: 0
R: 0 M: 0 #000000
G: 0 Y: 0
B: 0 K: 100



White C: 0
R: 255 M: 0 #FFFFFF
G: 255 Y: 0
B: 255 K: 0



Communicating with Members

Here are some programs to use when communicating with your YF&R members but we always encourage you to ask your members what their communication preferences are and what they respond best to receiving.

- **Mailchimp**

Mailchimp is a mass email system that can help you connect with your members and promote your events. Best of all, it is free! You can also pay for additional marketing functions through Mailchimp if you so desire. <https://mailchimp.com/>

- **Facebook Group**

A Facebook Group is an easy way to connect a large group of people for an organization or business. You can make posts in the group or create events to notify others of upcoming dates. Here's a link to a helpful tutorial on creating Facebook groups <https://www.postplanner.com/how-to-create-a-facebook-group/>

- **Mass Messages**

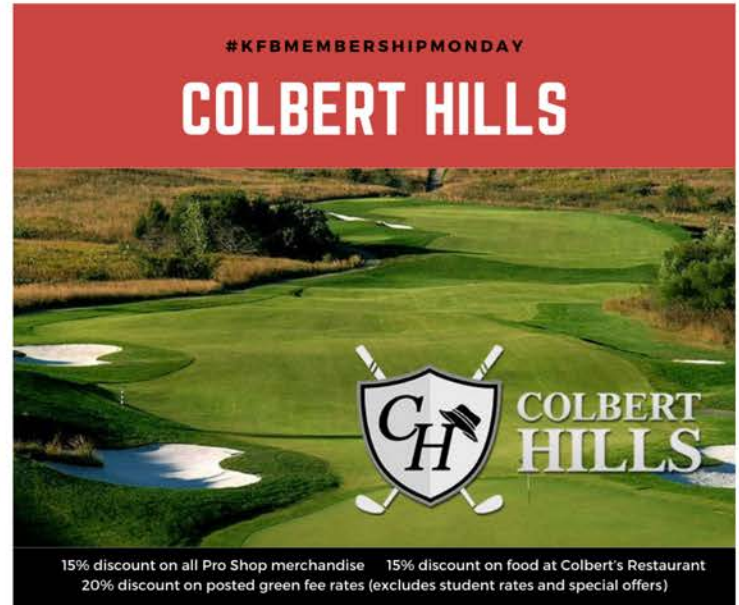
Programs like EZTexting.com and Experttexting.com are great for sending out low-cost messages to a large group of people. Using mass messaging programs can help you reach all your YF&R members to remind them about meetings, important deadlines or farm bureau news.

- **Listserv**

A Listserv is a method of communicating with a group of people via email. You send one email message to the "reflector" email address, and the software sends the email to all the group's subscribers. They can be created through email platforms like Google, Microsoft Office, or Yahoo.

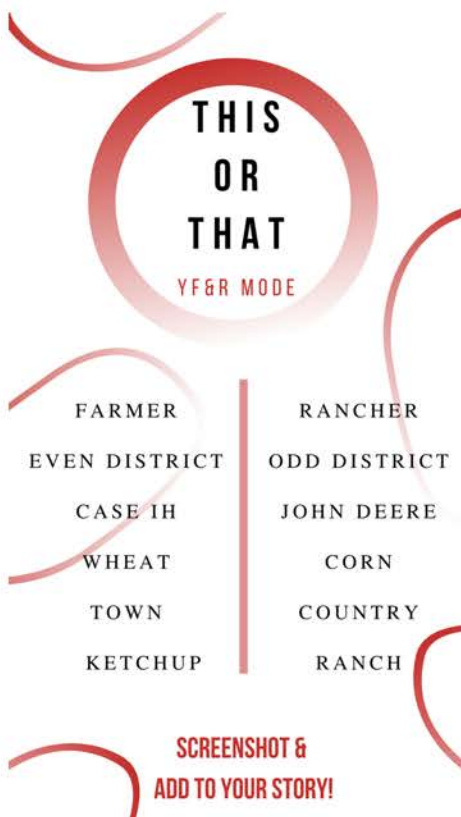
Social Media Design Examples

INSTAGRAM OR FACEBOOK POSTS



Designed with Canva

INSTAGRAM OR FACEBOOK STORIES



Designed with Canva

Print Design Examples

WELCOME!

Welcome to Allen County Young Farmers & Ranchers! Our county is one small part in the Kansas YF&R program.

We can't wait for you to join us at social, educational and service activities this year with other Allen County YF&R's.



Follow us on Social Media!

Allen County YF&R - Instagram

Allen County Farm Bureau - Facebook

Kansas Farm Bureau YF&R - Facebook Group

Kansas Farm Bureau - Facebook, Twitter,
Instagram, Pinterest



20-21 YF&R SCHEDULE

August

AL YFR "Farm Dinner"

September

AL YF&R/KSU Collegiate FB "Back to School Tailgate"

October

KFB Photo Contest Deadline

AL YF&R "Pumpkin Patch Social"

November

District 5 Listening Post

AL YF&R "Friendsgiving"

December

KFB Annual Meeting

YF&R of the Year, Excellence in Ag App Deadline

January

AFBF Convention

KFB YF&R Discussion Meet Entry Deadline

February

KFB YF&R Conference

Day at the Statehouse

March

AFBF YF&R Leadership Conference

May

AL YF&R/KSU Collegiate Farm Bureau
"Graduation BBQ"

July

KFB Summer Summit

AL YF&R/FB Voter Registration Workshop

Postcard to new YF&R members

This postcard could be printed for recruiting new members or providing current members with a schedule throughout the year without needing specific dates. Dates could be sent out via a Facebook Group or email listserv to the county members. This postcard also includes state and national farm bureau events for members who are interested.

Designed with Canva



Welcome cookout invite to recruit YF&R members

Digital or printed invitation to current and prospective YF&R members.

Designed with Canva

If you are interested in using any of these graphics, please contact Janae at mckinneyj@kfb.org.

Frequently Asked Questions

➤ **Who are my best contacts and resources?**

Your county coordinator, president, district YF&R committee representative and district administrator are some of the best people to get in touch with. Reach out to them with your questions and ideas!

➤ **I do not work on the farm or ranch. Can I still engage in YF&R?**

Absolutely! Farm Bureau understands that many young people, whether they hope to work on the farm someday or not, are involved in the industry through off-farm work. As a county leader for the program, be sure to consider ways to engage any member, or potential member, who is interested in agriculture.

➤ **When should a program of yearly activities be submitted to the board?**

Talking with your board president is the best way to know when to submit activities to the board. Note that the fiscal year ends Sept. 30 and the next year starts Oct. 1, so many counties operate around that time frame and that may give you an idea of where to start.

➤ **If I am the County YF&R Committee Chair and I can't make it to the county board meeting, can someone represent me?**

There are lots of options. Check with your county president to see what's best, but here are a few options.

- If you have a vice-chair or another committee member who can attend, send them in your place. This could be a one-time situation or you could consider setting up a rotation of committee members so everyone interacts with the board and it's not a significant time commitment for any one person.
- See if you can join the meeting virtually, even for a few minutes to give your report.
- Provide a written report.

➤ **How long is the term of a County YF&R Committee Chair?**

It depends. Leadership positions and terms are determined by the county Farm Bureau. As a starting point for conversation with your board, the state YF&R committee runs on two-year terms with rotations for when odd and even districts are appointed to ensure there are always experienced people on the committee.

Frequently Asked Questions

➤ What makes a successful event?

Ask yourself why the event is being planned or held and if it achieves that "why." If your answer is "yes," you were successful! There should be a reason why you are allocating time and resources to an activity, whether its social, educational, or service.

➤ Where can we receive funding?

You could start by asking your county Farm Bureau board if they would allocate some of their membership dollars to your committee. Your county YF&R committee could also do fundraisers to help add some dollars to your yearly budget. Kansas YF&R has grants you can also apply for to receive funding to raise participation in your county YF&R activities. Contact Janae McKinney at mckinneyj@kfb.org or 785-587-6124 for more information.

➤ How do I get involved with the State YF&R Committee?

If you want to talk to someone about the opportunity and responsibility, your current district YF&R representative, district administrator or district board member are great resources. If you're ready to officially demonstrate your interest and willingness to serve, you can complete this form: <https://form.jotform.com/70925596260967>. Remember, even-numbered district appointments (2,4,6,8,10) are made in the fall of even-numbered years (2020, 2022) and odd-numbered district representatives (1,3,5,7,9), are appointed in the fall of odd-numbered years (2021, 2023).

➤ Can my county partner with another county YF&R committee to host an event?

Of course! A great way to start building a strong YF&R program in your county is by partnering with another county YF&R. Plus, you can learn to gather tips and ideas for your county.

How can I go to the State YF&R Leaders Conference?

This three-day conference typically occurs in late January or early February. Talk to your local county coordinator or register online on Kansas Farm Bureau's website at www.kfb.org/article/YFR-Leaders-Conference

➤ How many people can be on a county YF&R committee?

Counties determine the number of people on committees. You may only have a chairperson, a small group of two or three, or a larger committee, depending on interest and your county's goals and needs. The Kansas YF&R committee allows people to serve as individuals or couples. You could talk with your county coordinator and Farm Bureau board to get ideas for your own county.

Tips

1. Don't recreate the wheel! There are plenty of existing activities you can plug into without inventing an event from scratch.
2. Don't get discouraged! Getting people to show up is the hardest part. It takes time to build a strong program. And starts by simply being active, even if participation is low.
3. Don't try and do it all on your own. Ask your county and district for help!
4. Know and call your district administrator, county coordinator, and state YF&R committee representative.
5. Understand and use the hot button categories of why people join organizations: learn, meet, and help.
6. Be creative with events! Try new things to get members engaged.
7. Know your budget. It's hard to plan when you don't have a bottom line.
8. Maintain and strengthen relationships with local 4-H, FCCLA, and FFA. They are your future members after all!
9. Find opportunities to connect occasionally with all Farm Bureau, not just young farmers. YF&R members need to see clear opportunity to stay involved in the organization when they "age out."
10. You, and your county, get out of it what you put into it. Take advantage of the unique opportunities you are afforded.
11. Be sure to engage aspiring farmers too. Those who are working off the farm who may or may not have interest in farming in the future can provide valuable insight to your committee or membership.

Good Luck!

Don't forget Janae, your district administrator, county coordinator and county board members are here to support you.

Please reach out if you need any help and we can't wait to see what you will plan for the year!