



KANSAS FARM BUREAU®
The Voice of Agriculture®

CONSUMER ENGAGEMENT SERIES: TRAIN-THE-TRAINER WORKSHOPS

OBJECTIVE: PROVIDE TRAINING ON A VARIETY OF AG-BASED, HANDS-ON LEARNING LABS.

OVERVIEW

This workshop is designed to offer accurate agricultural lesson plans to volunteer educators such as county Farm Bureau agricultural education volunteers, Cooperative Extension presenters, Conservation District managers, youth presenters and teachers.

Prior to planning this event, please review the Steps to Professional Program Planning resource located on the KFB Intranet.

TIMELINE

Months in Advance

- Choose a theme based on current issues facing agriculture
- Determine your focus group: elementary, junior/high school students or both
- Identify relevant lesson plans and resources
- Using a free program such as Canva, create a promotional graphic closely tied to your theme
- Select program date(s) and location(s), then block those dates off on your calendar
- Find and schedule presenters
- Develop an agenda, registration form and save the date email using your promotional graphic
- Secure meeting space (request a certificate of insurance if workshop is not in a KFB building)
- Select a caterer (request a certificate of insurance if they are not a “brick and mortar” business)
- Determine expenses / set registration fees / secure workshop resources
- Email workshop confirmations to registered attendees verifying dates, locations, etc.
- Distribute lesson plans to presenters

Two Weeks Prior

- Registration closes
- Confirm catering menu
- Secure any IT equipment you’ll need

One Week Prior

- Send reminder email
 - Include instructions attendees may need prior to the workshop such as your contingency plan in case of inclement weather and an emergency phone number
- Confirm participant count with caterer
- Confirm meeting space details (room rental fees, key for room, wifi password, presenters, etc.)
- Round-up workshop resources

One Day Prior

- Print final roster / name tags
- Set up workshop space (if possible)

Immediately Following the Workshop

- Tear down / clean up location
- Pay room rental, caterer, etc.
- Send a “thank you” email to presenters and participants

INVOLVING YOUR COUNTY LEADERS

Opportunities for your county leadership team and other motivated volunteers of all ages!



Volunteer Projects:

Any of the tasks listed in the timeline above may be organized in the following volunteer positions: event coordinator, budget coordinator, volunteer coordinator, presentation/equipment coordinator, materials coordinator and publicity coordinator.

Micro-Volunteering Opportunities:

For volunteers who don't have much time or for those who have a specific interest, any of the projects listed above may be broken down into smaller duties.

PUBLICITY

Early in the planning process, think about how you might promote information to local media outlets.



Tools to Help Cover Your Event:

- Media Alert – an invitation designed to inform the media about your event and entice them to attend.
 - Provide event details: who, what, where, when and why.
 - Keep it short, no more than one page.
 - Most media outlets prefer to receive alerts via email.
 - Send the alert at least 24 hours prior to the event.
- Post-Event News Release
 - A concise summary of the event sent to the media.

SOCIAL MEDIA CAMPAIGN

Social media event invitations are free and are an easy way to spread your message quickly.



Pre-Event Push

- Create an event.
- Promote the event in advance and entice people to attend.
- Highlight the basics: who, what, when, where and why.

Realtime Sharing

- Post photos, live-tweets, Facebook Live, commentary, etc., as the event unfolds.

Post-Event Follow-Up

- Provide information about the event such as total number of participants, quotes from attendees and what was unique or educational about the event.

KEY MESSAGES/THEMES

Encourage the incorporation of accurate agricultural information into standard based lesson plans.



- STEM is a national initiative to improve access to **S**cience, **T**echnology, **E**ducation and **M**athematics resources and programs for students of all ages and all socioeconomic backgrounds.

OTHER

Take into consideration these special additions/items as needed:



- Commodity groups often have free resources, reach out to see how you can work together to provide their resources to attendees.
- This is a great time to promote White-Reinhardt mini-grants which are competitive \$1,000 grants offered to state and county Farm Bureaus for K-12 ag literacy projects. The grants are used to create new ag literacy projects or expand existing ag literacy efforts.
- Promote KFB Foundation for Agriculture Excellence in Teaching Awards, too!
- Teachers may receive credit for attending.
 - To be evaluated for credit, educators will need to present the workshop agenda and copies of the lessons to their local professional development board.

ADDITIONAL RESOURCES

[American Farm Bureau Foundation for Agriculture](#) - Excellent resources and educator guide options to build a workshop around.

[AFBF General Store](#) – Farm Bureau products and educational offerings. Some items are free!

[KFAC Teacher of the Year / KFB Excellence in Teaching Awards](#) – Five Kansas teachers will receive their choice of funds for classroom supplies or funds to help them attend the National Ag in the Classroom conference.

[National Agriculture in the Classroom](#) – Increase ag literacy through K-12 education.

[White-Reinhardt Mini-Grants](#) – Competitive \$1,000 grants. Applications accepted twice each year.

[How to create a Media Alert](#)

[How to Write a Press Release](#)