
THE COMPLETE RECRUITER

COUNTY FARM BUREAU

MEMBERSHIP YEAR

July 1 to June 30

**A planning and execution guide
for annual county Farm Bureau® member recruiting.**



Revised November 28, 2011

Massachusetts Farm Bureau • 249 Lakeview Ave. • Marlborough, MA 01752 •
508.481.4766

Important Contact Information

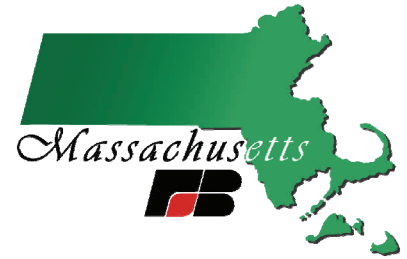
Title	Name/Phone	E-mail
County President		
County Membership Chairman		
County Membership Team Leader		
MFBF Member Relations Director	Cheryl Lekstrom 508-481-4766 x15	cheryl@mfbf.net
MFBF Membership Secretary	Liz Smith 508-481-4766 x12	liz@mfbf.net
MFBF Membership Chair	Ed Lawton 508-446-2070 cell	ncfbed@excite.com

COMPLETE: *Adjective*. Highly skilled and accomplished in all aspects; complete; total: as in to carry out (execute, fulfill) successfully.

MEMBERSHIP WORKBOOK

IMPORTANT CONTACT INFORMATION	2	
TABLE OF CONTENTS	3	
Welcome & Introduction	4	
The Membership Campaign - New Members and Renewal Members		5
Membership Recruiting Cycle	6	
MFBF's 2012 Campaign Awards & Incentive Programs		7
Membership Planning & Execution Calendar	8 & 9	
Setting Your Membership Goal	10	
Your Membership Plan of Action	11	
Choose Your Membership Team	12	
Membership Team Roster	13	
Recruiters/Workers		14
Team Member Contact Journal	15	
Plan Your Budget		16
Your First Team Meeting Sample Agenda	17	
Your Second Team Meeting Sample Agenda	18	
Hold A Kickoff	19	
Organize Your Kickoff	20	
Checklist		21
Showcase Your Accomplishments	22	
MARKETING YOUR COUNTY FARM BUREAU® & MFBF	23	
PROMOTIONAL MATERIALS	24	
SAMPLE LETTERS	25	
Sample Prospect Letter #1 for Membership Day		26
Sample Prospect Letter # 2		27
Sample Prospect Letter #3 to "Country-Estate" Non-Farmers	28	
Sample Prospect Letter #4 to Rural Landowners & Part-time Farmers		29
Sample Prospect Letter #5 to "Sportsmen" Non- Farmers		30
Suggested Letter to People who were members at one time, but not now		31
Sample Letter to Members who have not renewed		32
Phone Call Script for calls to Non- Renewals	33	
Sample "New Member" Letter	34	
NOTES	35	
MFBF OFFICE CONTACT INFORMATION	36	
SAMPLE STATIONARY TO REFLECT YOUR COUNTY OFFICERS	37	
FINDING PROSPECTS	38/39	
MFBF HISTORY	40/41	
FOUNDING PRINCIPLES	42	
1-2-3-4 Ready Set Go	43	

Welcome to the Family!



Thank you for agreeing to be part of our county Farm Bureau's membership campaign. Your personal membership activities are vital to the future growth and financial stability of our organization. Please keep these concepts in mind as you work to develop your program of work:

The new member you enroll today may become a future leader in the organization.

Members asking members to join them in the organization strengthens the organization.

This handbook is designed to provide you with the necessary tools, worksheets, and information to conduct a successful campaign in your county. All you need to do is ask current Farm Bureau members to become engaged in asking their neighbors, friends, and family to join in strengthening the Farm Bureau® organization.

You are on your way to great success.

President, Massachusetts Farm Bureau

Chair, MFBF State Membership Committee

INTRODUCTION

THE PURPOSE OF THE MEMBERSHIP CAMPAIGN IS TO BUILD FARMER INFLUENCE.

The county Farm Bureau Board is responsible for the entire county Farm Bureau program. It delegates the membership responsibility to the county Membership Team Leader. Together with Area Chairpersons who make up the county Membership Team, they plan and carry out the membership campaign.

Planning is the key to a successful campaign. This includes thinking through the many things involved so as to discuss and decide how they are to be handled. It includes knowing your job well so as to be effective as a Membership Team Leader.

Organization is no substitute for spirit and purpose, but spirit and purpose are practically helpless without organization. The inspiration of a large county Kick-Off Meeting—the mass psychology of working together—the emphasis on the importance of farmers working to influence their own destiny can help stimulate the desire to succeed—the desire to reach the goal to build a stronger voice for farmers in public affairs.

This workbook is designed as a helpful reference for the Membership Team Leader and their Team. It contains successful techniques. Following the details will help you insure success.

THE MEMBERSHIP CAMPAIGN



New Members

Your state Membership Committee strongly recommends an intense 2-week membership campaign to move membership fast. This involves becoming highly organized so that all farmers not already members are contacted in a short time period.

Some counties have structured their campaign as a one-day event, where all membership workers visit prospects the same day.

A county can choose to conduct its membership campaign at any time. The State will continue to hold the annual membership campaign in **March**. Counties can choose to hold their own campaign in another month of their choosing (in addition to March).

To make the contacts in only two weeks requires a large number of people who are selected by personal contact—not by phone—and agree to attend the county Kick-Off Meeting and work during the two weeks. A team of two people is recommended for each eight people to be contacted. All Farm Bureau leaders need to be involved in membership work for these two weeks.

Each county needs to select the date of the kick-off carefully so as to secure maximum help in those two weeks.

Essentials of planning a successful 2-week campaign include:

- 1.) A complete prospect list of all farmers in each area/ township/zip code. Use the database prospect list and include additional prospects from recruiters/workers.
- 2.) Detailed planning by the county Membership Team.
- 3.) Area chairpersons on the county Membership Team assume responsibility to ensure that enough recruiters/workers are selected in each of their areas/townships/zip codes.

Renewal Members

Membership bills are sent May 1 for the membership year that begins on July 1st.

During “RENEWAL REMINDER WEEK”, county leaders should conduct a phone-a-thon. Many county Farm Bureaus have found Saturday mornings and afternoons to be effective. County membership recruiters/workers should meet in a central location to make calls. A regional Farm Family office, UMass Cooperative Extension Office, and Farm Credit offices are some suggested places where you might be able to use a number of phones to make your local calls.

A “Non-Renewal Follow-up Phone Call Script” is provided in the sample letter section of this guide.

Second bills will be sent early June, highlighting the member benefits that will be lost [such as the Farm Family Insurance 5% personal auto savings, 3% savings on SFP-10 and Country Estate policies and *News & Views* Farm Bureau publication] if the member does not renew. A third notice will be sent in early October at the Counties request and should be followed up with a phone call by the County representative (President, Membership Chair, Membership Team Leader or Farm Family Agent(s)).

**PUT YOUR COUNTY FARM BUREAU®
ON THE MEMBERSHIP CALENDAR!**

DAYS OF THE MONTH

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

April	
May	-----First Invoice-----
June	-----Second Invoice-----
July	--New Membership Year-July 1--
August	-----Third & Final Invoices---
September	**Membership Committee Meeting — Sept. — MA State Building, at Big E Fair Grounds
October	----County Farm Bureaus Phone-A-Thon Unpaid Members for Renewal & Contact Past FB Members as Potential Member----
November	
December	----State Annual Meeting--- First Thursday & Friday in December **County Awards Recognition
January	----- Hold County Member Team Meeting-----
February	-----Hold a County Membership Kick Off Breakfast or Dinner Meeting-----
March	-----State Membership Drive For New Members----- <i>**New members become a member for current membership year, PLUS the next membership year (4 "Free" Months)</i>
April	
May	-----First Invoice-----
June	-----Second Invoice-----
July	--New Membership Year starts July 1st --
	-----Membership Year Ends-June 30-----

Mass Farm Bureau® 2012 CAMPAIGN **AWARDS & INCENTIVE PROGRAMS**



County Awards & Incentives

20% New Member Award — Counties will receive recognition checks upon achieving 20% new member growth. The 1st county to reach 20% New Member Growth will be awarded \$200. Each county that achieves this goal between July 1 and June 30 will receive \$100.

5% Regular Member Award — This award will be presented to counties that achieve 5% growth of Regular Members. The County Membership Team Leader will be awarded a voucher towards attendance at an AFBF sponsored event. This voucher will be for **\$200**. The voucher could be used by the County Membership Team Leader or designee in attendance at the AFBF Annual Convention, a YF&R or Leadership Development Conference. This award will be sent as reimbursement after the AFBF Event.

Associate Member Gain Award — Counties that achieve Associate Member gain will receive an award. Note: The campaign has special emphasis on Regular Member gain.

“Farm Bureau Trophy” — The county that receives the best ranking on the following criteria will be awarded the rotating “Farm Bureau Trophy” for Membership Excellence: highest numerical gain, highest retention rate, highest % growth objective, highest % new member growth, highest # of membership workers that enrolled new members & highest # Regular member gain. Note: If a County accepts a higher growth objective (quota) than any other county, they get an immediate advantage. (Currently 2.5%).

Individual Awards & Incentives

\$20 Incentive Program — The Membership Recruiter/worker will receive a **\$20** sign-up incentive for each new member he or she enrolls during the membership year with a plan approved by MFBF. (Renewals do not qualify for the \$20 incentive.)

To qualify for this incentive, all membership forms must be sent directly to the MFBF Office. *MFBF Staff and Farm Family agents not eligible for this incentive.*

Impact Club — Write **1 new membership** and MFBF will recognize your accomplishment by awarding you a gift at your county Annual Meeting. Existing member must make the new membership known to the MFBF Director of Member Relations

“MVV” (Most Valuable Volunteer) Club — **VOLUNTEER-ONLY AWARD.**

Enroll **3 Regular new memberships** and MFBF will show its appreciation for your hard work by awarding you a special Farm Bureau jacket. Existing member must make the new memberships known to the MFBF Director of Member Relations, at 508-481-4766, (Cheryl@mfbf.net).

MEMBERSHIP PLANNING &

January 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- TASKS TO COMPLETE:
- Appoint county Membership Team Leader
 - Plan Recruiting Effort

Notes: *New Member Sign-ups on and after March 1 apply to the rest of 2012 and all of 2013.*

February 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

- TASKS TO COMPLETE:
- Assemble Membership Team
 - Divvy up Prospect List; calls & visits, County Membership Drive

2/22 Membership Committee meets in Marlborough

March 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- TASKS TO COMPLETE:
- Hold Victory Party. Conduct post-campaign meeting to gather evaluations and suggestions while still fresh in your minds.

Notes: *Dues renewal notices are mailed from Marlborough early May.*

June 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

- TASKS TO COMPLETE:
- Thank & INVOLVE new members
 - Mail 2nd invoices to unpaid members

Notes: *New Membership Year starts July 1, to June 30*

September 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24	25	26	27	28	29

- TASKS TO COMPLETE:
- Conduct a phone-a-thon to contact renewals to remind them to rejoin.
 - Hold a county membership team meeting.
 - **MFBF Membership Committee Meeting 9/14, Big E**

Revised November 28, 2011

December 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- TASKS TO COMPLETE:
- **Attend Membership Recognition at MFBF Annual Meeting, 12/6 & 7**

EXECUTION CALENDAR

January 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

TASKS TO COMPLETE:

- Hold second county Membership Team meeting

March 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

TASKS TO COMPLETE:

- Conduct intensive two-week campaign
- Hold victory party
- Conduct post-campaign meeting to gather evaluations and suggestions, while still fresh in your minds

May 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

TASKS TO COMPLETE:

- Review evaluations and suggestions, and write a summary report for the next campaign

Notes: Membership Renewal Invoices are sent out early May

February 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

TASKS TO COMPLETE:

- Hold a county membership kickoff breakfast or dinner meeting

Notes: 2/20 MFBF Membership Committee Meeting, Marlborough

April 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

TASKS TO COMPLETE:

- Create a telephone tree or assign Membership Team members to telephone each new member, welcoming them to your county Farm Bureau®

June 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24	25	26	27	28	29

TASKS TO COMPLETE:

- Appoint Membership Team Leader for next turn around the Membership Cycle!

Notes: Membership Year is July 1 to June 30

Revised

SETTING YOUR MEMBERSHIP GOAL

Every promotional group needs objectives to measure progress and provide incentives to greater accomplishments.

A state membership goal is established for each county. **The official Mass Farm Bureau® quota for your county is “2.5% net more members than you had last year.”**

FY2012 Quota Recommendation

	Regular Level (+ Gold)	Associate Level (+Allied)	Total Members	2.5% Quota Recommendation	2007 Ag Census # of Farms	Potential Members
Berkshire					522	
Bristol					777	
Cape & Islands					501	
Essex					531	
Franklin					741	
Hampden					508	
Hampshire					711	
Middlesex					700	
Norfolk					264	
Plymouth					882	
Worcester					1547	

"We must think big if we expect to grow that way."

Your Membership Plan of Action



Tasks	Date By When	Budget	Member Responsible Name of
1. Develop county plan of action with dates to complete task			
2. Assemble membership team			
3. Hold first membership team meeting: <ul style="list-style-type: none"> • Use database to identify workers • Recruit workers • Plan the campaign • Establish goals • Use database for "Prospect Lists" 			
4. Hold second membership team meeting to finalize recruiters/workers, kickoff and victory party details			
5. Hold Membership Kickoff			
6. Conduct short (10-14 day) membership campaign. Develop mechanism for keeping recruiters/workers informed of progress			
7. Hold Victory/ Recognition Party - Invite new regular members			
8. Finalize Budget			

Choose Your Membership Team

Complete the team roster on pages 13-14. This Team will:

1. Draw up a tentative county membership plan, with the help of the MFBF Field Advisor. The plan should be for a short, successful campaign!
2. Submit membership plan to county Farm Bureau® board of directors for approval.
3. Hold meeting to develop and finalize membership plans and assignments and prepare for kickoff and victory party.
4. Promote enthusiasm and a feeling of confidence for a short, successful campaign.
5. Attend the county kickoff. Follow-up to “patch leaks” and keep the drive going full tilt.
6. Get daily reports from workers during the drive and relay results to the Team Leader.
7. Be at “Report Day” headquarters and organize any cleanup that is necessary immediately after victory party.
8. Participate in the victory party/recognition phase of the campaign.



Tell recruiters/workers you expect them to:

- Attend the kickoff meeting to get supplies, information, materials, and area assignments.
- Contact every prospect assigned at the kickoff.
- Re-contact those missed on the first trip until all prospects have been seen. Pass up no one, even if they have said “no” in the past.
- Report your results of all membership contacts (signed and unsigned).
- Turn in money and applications at “report day” or victory party.
- Attend the recognition/victory party.

MEMBERSHIP TEAM ROSTER

Complete this roster with the names, addresses and phone numbers of the membership team.

Membership Team Leader

The Team Leader will select six to eight team members.



--



Team Members

The membership team should include members from different areas of the county to increase member participation.

--

--

--

--

--

--

Plan Your Budget



I. Revenue

County Budget

II. Expenses

Membership Team Leader Expenses:

Telephone

Mileage

Supplies:

Materials

Awards

Postage

Publicity:

Newspaper

Radio

Prospect Mailing

Membership Activities:

Team Leader Meetings

Training & Kickoff

County Membership Update

Victory Party/Incentives

Other:

MFBB Meetings

Meal Costs

Your First Team Meeting



Sample Agenda

Your Meeting Agenda

1. Why have a campaign?

- a. Finances
- b. Growth — an organization must go forward and grow
- c. Build farmer influence

2. Bite size is the key

- a. Assign townships/zip codes/areas

3. Goals

- a. Recruit in your townships/areas

- b. Growth in your townships/areas

4. How to recruit

- a. Job description of recruiters/workers
- b. New people—use database to identify workers
- c. Contact in person
- d. Get the commitment

5. Prospecting

- Use database for "Prospect Lists"

6. Meeting dates

- a. Second team meeting
- b. Kickoff

7. Report on recruiters/workers

- a. Pinpoint problem areas, solutions

8. Plan for kickoff

- a. Responsibilities
 - 1. Decorations
 - 2. Registration
 - 3. Introductions
 - 4. Goals — county, township
 - 5. Materials
 - 6. How to sign a member

- 7. Report dates
- 8. Phone system

- 9. Membership list

Your Second Team Meeting

Sample Agenda Agenda

Your Meeting

1. Roll Call — Team Leader introduces

_____ team.

2. Each team person submits list of recruiters/workers. (All recruiters/workers should be committed at this time.)

3. Discuss townships/areas that need

_____ additional recruiters/workers, and make assignments for contacts.

4. Check list for Kickoff

- a. Be sure each team person knows where, when, what time the

_____ kickoff starts and that each township will sit together.

- b. Be sure each team person has contacted their recruiters/workers to offer them a ride to the kickoff.

- c. Stress the importance of having each

_____ team person see or contact their

_____ Recruiters/workers 24 hours before the

_____ kickoff to encourage their attendance.



_____ be followed each day during the

- d. Explain the phone reporting system to

Hold a Kickoff



At the threshold of the campaign

Getting recruiters/workers to the kickoff meeting

Several counties successfully hold contests between teams of recruiters/workers in townships and on a county basis. Make it necessary for team members and recruiters/workers to attend the kickoff to earn prizes.

Other counties get recruiters/workers to kickoff by inspiring them in terms of the challenges to agriculture. Be sure to send a reminder to the recruiters/workers before the meeting.

Your Kickoff Meeting

All team members and membership recruiters/workers should strive to build a stronger Farm Bureau® organization by their personal efforts during the membership campaign.

The Kickoff is your chance to:

- build a desire to get the job done
- ask every farmer or landowner in the county to join Farm Bureau
- build enthusiasm!
- Up-date team and workers on Farm Bureau accomplishments and policies, and current projects.
- Go over the details of the campaign, distribute kits, answer questions, pull together all loose ends.

Every recruiter/worker is a Farm Bureau representative during the campaign, so be sure they adequately represent the organization. Your recruiters/workers should be ready and equipped to go to work at once.

Organize Your Kickoff

Suggested Kickoff Agenda

Your Kickoff Agenda

10 Minutes

Call to order and explain the purpose of the meeting by Team Leader.

10 Minutes

Introductions— introduce the membership team and ask them to introduce their Recruiters/workers. Have team members give list of all their recruiters/workers to the membership Team Leader.

25 Minutes

An inspirational talk, a question and answer session, or role-play. (i.e. Power Point or video)

5 Minutes

Fun and information activity — get them on their feet. (i.e. “Mixer Activity”)

15 Minutes

Mechanics of drive — distribute and discuss use of material, checking results, contests, etc. - membership Team Leader.

15 Minutes



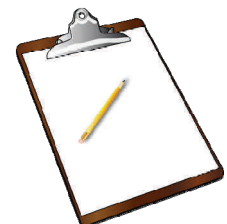
Checklist

When you plan your kickoff:

- _____ Board Approval of Plan of Work
- _____ Decorations
- _____ Funny Money
- _____ Zip code/Township Lists of Regular Members
- _____ Target for the County
- _____ New Member Objective
- _____ List of Last Year's New Regular Members
- _____ Pens & Pencils
- _____ Prizes for display
- _____ Incentives
- _____ Explanation of the cost of County Membership
- _____ Prospect Lists (use database)
- _____ Copy of the Membership Structure
- _____ Map of County Broken Down by Township/Areas
- _____ Facilities for Kick-off and Victory Party secured

When you go out to visit prospects:

- _____ Pen/Pencil
- _____ Rules of the Contest/Incentive Plan
- _____ Regular Member Definition
- _____ Membership Applications
- _____ Brochures describing member services, benefits
- _____ Workers' compensation insurance brochures
- _____ Issue of *News & Views*, highlighting benefits of membership
- _____ Policy Books
- _____ Legislative Accomplishments
- _____ Local Benefits, Issues and Accomplishments



Showcase your Accomplishments

Showcase your accomplishments at the conclusion of the campaign and publicly thank all your recruiters/workers.

Here are some ideas:

- Include a special insert in your county's newsletter that lists the names of all recruiters/workers.
- Write/submit an article on objectives met and members who qualify for recognition programs.
- Write a side-bar with testimonials from recruiters/workers about their campaign experiences.
- Publicize your recruiters/workers.
- Showcase your Membership Team in your county newsletter with photos and short bios of each member or a group photo of the team with one article about the team's makeup.
- If your county has a good relationship with a local radio station, consider working with them to air periodic updates on the campaign. Enlist different recruiters/workers to make the reports.
- Send hand-written thank-you cards to all your recruiters/workers at the campaign's conclusion.

MEDIA SOURCE	PHONE NUMBER	CONTACT PERSON



MARKETING YOUR COUNTY FARM BUREAU® AND MASSACHUSETTS FARM BUREAU

CHECK THE SECTION OF THE MFBF WEBSITE (WWW.MFBF.NET) FOR DETAILED INFORMATION ON MARKETING YOUR COUNTY FARM BUREAU.

INFORMATION INCLUDES:

- **PROMOTIONAL MATERIALS CATALOG**

- **MARKETING YOUR COUNTY FARM BUREAU® & MFBF**
 - Keeping Members You Already Have
 - Acquiring New Members
 - Selling Points: Services & Benefits
 - Selling Points: Political Victories - Advocacy
 - Selling Points: Farm Family Insurance Services
 - Selling Points: Member Benefits, Rebates®, Savings
 - Marketing Services & Tools from MA Farm Bureau

MFBF WEBSITE: www.mfbf.net



Massachusetts offers a wide range of marketing and promotional materials to individuals and county Farm Bureaus. Web site: www.MFBF.net.

Copies are also available from Mass Farm Bureau at 508.481.4766 or by writing:

Massachusetts Farm Bureau
c/o Promotional Materials
249 Lakeside Avenue

SAMPLE LETTERS
your county Farm Bureau® can mail to prospects



The following pages contain “sample letters”
and a
“phone call script for calls to non-renewals”
that can be used during your
membership campaign.

Be sure to personalize these letters to the
prospective member and highlight county
information.

Check to make sure the information in the letter
is current and accurate.

(Member Benefit Programs and
discounts are subject to change.)

SAMPLE PROSPECT LETTER #1 FOR MEMBERSHIP DAY

Dear Prospective Member (personalize this letter):

If you have ever thought, “Why isn’t there an organization that speaks up for landowners and farmers?” Well, there is! It’s called Farm Bureau[®], and you are invited to join!

Soon you will be contacted by a neighbor—a Farm Bureau member—who will explain the awesome array of money-saving features and benefits enjoyed by nearly 6,500 members of Massachusetts Farm Bureau.

But Farm Bureau isn’t just about what you get. It’s also about what you achieve, and what we achieve together as a strong voice for rural Massachusetts and for agriculture.

We look forward to visiting with you.

Thank you.

Sincerely,

Your County Farm Bureau

P.S. Farm Bureau isn’t just for farmers. It’s for all rural people in _____ County.

SAMPLE PROSPECT LETTER #2

Dear _____ (personalize) _____:

You have been suggested by one of our _____ County Farm Bureau® members as someone who would enjoy and appreciate membership in Farm Bureau.

As president of _____ County Farm Bureau, I would like to offer you a special invitation to become a member of Farm Bureau. Join the hundreds of other member families in our county and nearly 6,000 statewide to make your voice heard as we fight for what's right for family farms and rural communities.

Successful Farming magazine listed Farm Bureau as the most effective and influential farm lobby organization in Washington, D.C. Our success in the state capitol is legendary: lower taxes for farmers, special agricultural districts, and financial assistance for farms, rural communities, and agricultural colleges.

Besides being the most effective advocate for rural Massachusetts, Farm Bureau also offers members an awesome array of money-saving benefits:

MEMBER BENEFIT PROGRAMS*:

Grainger—10% discount	GM (\$500) Rebate on Selected New Vehicles
Budget Truck Rental—15%	Access Benefits—175,000 to choose from
Farm Family Insurance Services—	5% Personal Auto Savings, 3% SFP –10
Avis/Budget Truck Rental	Choice Hotels
Farm Bureau Bank	Horseloverz.com pet supplies
10% Tufts Large Animal Services Discount	10% Lands' End Business Outfitters
Horse Farm of Distinction	Prescription Rx Savings
Dairy Farm of Distinction	Gregg Finn Scholarship

NEWS & VIEWS—MA Farm Bureau's publication with news you won't find anywhere else—legislative updates, Farm Bureau activities, and perspective—is sent to all members.

INSURANCE, specially tailored to the unique needs of farmers and rural residents, through the Farm Family Insurance companies, headquartered in Glenmont, New York.

A local Farm Bureau member will be calling on you in the near future to answer any questions you might have and to invite you to become a Farm Bureau member.

Sincerely,

(County President)

P.S. Farm Bureau isn't just for farmers. It's for all rural people in _____ County.

Or (instead)

If you have any questions about Farm Bureau, don't hesitate to call (Name),

**Benefits & discounts subject to change.*

SAMPLE PROSPECT LETTER # 3 TO “COUNTRY-ESTATE” NON-FARMERS

Dear (personalize) _____:

If Massachusetts open spaces, fresh and healthy food, and the wise management of natural resources were under attack, you'd be among the first to protect them wouldn't you? We know you would, because these are issues that affect us all, farmer and non-farmer, urban, suburban, or rural. Well, they ARE under attack, and there is something you can do about it—you can become a Farm Bureau® member. At Farm Bureau, we've been dedicated to preserving and enriching the rural way of life since 1911. Today, we continue our efforts to sustain the values and rights associated with rural living—efforts, which will ensure that our children, and yours, will continue to have room to grow.

We have a solid record of positive action on issues that concern all people from Mass

Protecting the environment—As stewards of the land, we promote environmental responsibility - supporting ideas like recycling, the use of biodegradable products, and funding for solid waste and water quality efforts.

Private Property Rights—We work hard to ensure that landowners' rights to use their land are unrestricted.

A safe food supply—Our support of a scientific approach to pest control has helped reduce pesticide use while maintaining the high quality food supply every family deserves.

Affordable taxes—We aggressively work for fiscal reform, including opposition to new or higher taxes and government overspending.

You don't have to be a full time farmer to join Farm Bureau. Our associate membership is designed for non-farmers who want to stand with farmers. Besides supporting Farm Bureau's advocacy work, your associate status makes you eligible for a wide range of Farm Bureau benefits that save you money, protect your business and/or family, and give you 24/7 access to information that affects your rural community.

Your membership also brings you money-saving discounts on hotels, rental cars, and even new Dodge vehicles, as well as eligibility to apply for a complete line of property and casualty insurance that would cover sheds and barns often not protected under conventional property and casualty insurance.

Join Farm Bureau! Let's work together to ensure a future that supports a way of life that matters to us all.

You will be contacted soon by a **Farm Bureau** member who will be happy to answer any questions you may have.

Sincerely,

County Membership Team Leader

P.S. As a member of Massachusetts Farm Bureau, you will also receive NEWS & VIEWS, our award-winning monthly newspaper—and get one free classified advertisement upon enrollment, great for selling that old tractor or buying hay.

SAMPLE PROSPECT LETTER # 4 TO RURAL LANDOWNERS & PART-TIME FARMERS

Dear (personalize) _____ :

I am writing to ask you to join the fight for family farms in Massachusetts.

As a rural landowner or part-time farmer, you already know the importance of farms and farmers in keeping Massachusetts green and growing.

In a state where less than 2% of the population is involved with agriculture, you and I have our work cut out for us. But it's work worth doing. The future of a rural landscape and the families who farm it is at stake. The capability to feed our nation is at stake.

At Massachusetts Farm Bureau[®], we've been dedicated to the mission since 1911. We have accomplished much: special agricultural districts, property taxation based on farm use, and, most of all, the steady conversation with state legislators that agriculture is a fragile gift to be taken care of.

We have a solid record of positive action on issues that concern all of us:

Protecting the environment —As stewards of the land, we promote environmental responsibility - supporting ideas like recycling, the use of biodegradable products, and funding for solid waste and water quality efforts.

Private Property Rights —We work hard to ensure that landowners' rights to use their land are unrestricted.

A safe food supply —Our support of a scientific approach to pest control has helped reduce pesticide use while maintaining the high quality food supply every family deserves.

Affordable taxes —We aggressively work for fiscal reform, including opposition to new or higher taxes and government overspending.

You don't have to be a full time farmer to join Farm Bureau. Our Associate membership is designed for non-farmers who want to stand with farmers. Besides supporting Farm Bureau's advocacy work, your associate status makes you eligible for a wide range of Farm Bureau benefits that save you money, protect your business and/or family, and give you 24/7 access to information that affects your rural community.

Your membership also brings you money-saving discounts on hotels, rental cars, and even new Dodge vehicles, as well as eligibility to apply for a complete line of property and casualty insurance that would cover sheds and barns often not protected under conventional property and casualty insurance.

Join Farm Bureau! Let's work together to ensure a future that supports a way of life that matters to us all.

You will be contacted soon by a **Farm Bureau** member who will be happy to answer any questions you may have.

Sincerely,
County Membership Team Leader

P.S. As a member of Massachusetts Farm Bureau, you will also receive *NEWS & VIEWS*, our award-winning newspaper—and get one free classified advertisement upon enrollment, great for selling that old tractor or buying hay.

SAMPLE PROSPECT LETTER #5 TO “SPORTSMEN” NON-FARMERS

Dear _____:

If Massachusetts’s hunting opportunities and open spaces were under attack, you’d be the first to defend them wouldn’t you? Well, they ARE under attack, and there is something you can do about it: Become a Farm Bureau® member. Farm Bureau has been dedicated to preserving and enriching the rural way of life since 1911. Today we continue our efforts to uphold the values and rights of sportsmen. This will ensure that our children, and yours, will have places to enjoy wildlife and the outdoors.

We have a solid record of positive action on issues of concern to sportsmen and women:

Protecting Sportsmen’s Rights—advocating lengthening of goose season, lowering of age limits for licenses, increasing availability of hunter training courses, opening of deer season on a Saturday, encouragement of privately owned big-game preserves, and additional landowner liability protection, so as to encourage them to open lands to hunters.

Protecting the Environment—As stewards of the land, we promote good habitat and environmental responsibility, supporting ideas like recycling, the use of biodegradable products, and funding for solid waste and water quality efforts.

Speaking up against animal rights extremists, defending the fundamental right to hunt, fish, and trap.

Standing guard over Private Property Rights.

A Safe Food Supply—Our support of a scientific approach to pest control has helped reduce pesticide use while maintaining the high quality food supply every family deserves.

Affordable Taxes—We aggressively work for fiscal reform, including opposition to new or higher taxes and government overspending.

You don’t have to be a full time farmer—or even a farmer—to join Farm Bureau. Associate membership is for non-farmers—hunters and anglers like you—who want to stand with farmers. Your associate status also makes you eligible for a wide range of Farm Bureau benefits that save you money, protect your business and/or family, and give you 24/7 access to information that affects your rural community.

Membership also brings you money-saving discounts on hotels, rental cars, and even big rebates on many new Dodge vehicles, plus eligibility to apply for a complete line of casualty and property insurance that would cover sheds and barns often not protected under conventional insurance.

Join Farm Bureau! Let’s work together for a future that supports a way of life that matters to us all.

You will be contacted soon by a Farm Bureau member who will be happy to answer any questions that you have.

Sincerely,
County Membership Team Leader

P.S. As a member of Massachusetts Farm Bureau, you will also receive *NEWS & VIEWS*, our award-winning newspaper—and get one free classified advertisement upon enrollment, great for selling that old tractor or buying hay.

SUGGESTED LETTER TO PEOPLE WHO WERE MEMBERS AT ONE TIME, BUT NOT NOW

Dear _____(personalize)_____:

Did you know your membership in Massachusetts Farm Bureau® has expired?

As passionate about farming, rural life, and preserving the beautiful working landscape as we know our members are, we are guessing you just forgot to renew.

After all, nobody fights for family farms like Farm Bureau does. There is only **one** general farmer-run Organization—**Farm Bureau**—that works to preserve farms and the rural landscape by fighting to advance farm businesses for coming generations.

But maybe you didn't realize the awesome array of discounts and services available to Farm Bureau members.

MEMBER BENEFIT PROGRAMS*:

Grainger—10%	GM (\$500) Rebate on Selected New Vehicles
Budget Truck Rental—15%	Access Benefits—175,000 to choose from
Farm Family Insurance Services -	5% Personal Auto Savings, 3% SFP-10
Avis/Budget Auto Rental	Choice Hotels
Farm Bureau Bank	Horseloverz.com pet supplies—10%
10% Tufts Large Animal Services Discount	10% Lands' End Business Outfitters Logo Apparel

Farm Bureau offers Workers' Compensation coverage for employers.

**Benefits & discounts subject to change.*

NEWS & VIEWS—MA Farm Bureau publication with news you won't find anywhere else: legislative updates, Farm Bureau activities, and perspective is sent to all members. Plus a free classified with enrollment! (Great for selling a horse or buying hay!)

INSURANCE—specially tailored to the unique needs of farmers and rural residents, through the Farm Family Insurance companies, headquartered in Glenmont, New York.

Given all that, Farm Bureau is truly a bargain!

But there is something else, too, something even more important: Mass Farm Bureau needs you. There is strength in numbers. The more members we have, the more that legislators' pay attention to us. Your membership makes Farm Bureau a stronger, more effective voice for rural Massachusetts.

Sincerely,
(County President)

SAMPLE LETTER TO MEMBERS WHO HAVE NOT RENEWED

Dear _____(personalize) _____:

You would think that with nearly 6,000 members, Massachusetts Farm Bureau® wouldn't miss just one individual member, would you?

You'd be wrong about that. We would miss you very much! That's why I'm writing to you today. We haven't received your Farm Bureau renewal for this year, and we really care. We need you, adding your voice to our strong, collective voice for rural Massachusetts.

We want you to continue to be able to get the benefits of Farm Bureau membership: benefits that help you, your family, and your business; benefits that can protect your property and the lives of your family members; benefits that can save you many times the cost of Farm Bureau membership; and benefits that only come with continued Farm Bureau membership.

But as awesome an array of benefits you gain from membership in Massachusetts Farm Bureau, ones that easily pay for themselves many times over, it is the power of your membership that would be missed the most: the added ability of Farm Bureau to make a difference in our towns, counties, and state capitol.

Please take this moment to send us your dues renewal. Our Farm Bureau organization is committed to doing everything in its power to use your dues for the best legislative purposes and services.

You can count on us!! Can we count on you?

Sincerely,

(County President)

PHONE CALL SCRIPT FOR CALLS TO NON-RENEWALS

Hello, is this the _____ residence?
My name is _____, and I'm calling from _____ County
Farm Bureau®.

We noticed you haven't renewed your membership yet, so we
wanted to call to make sure you have received your renewal form in the mail.

Did you receive the renewal form in the mail? [*PAUSE AND AWAIT ANSWER*]

IF "YES"

Will you be sending it in?

IF "YES"

Thank you!

While I have you
on the line, maybe
you can tell us more
about your interest
in agriculture. It
helps us do a better
job of serving our
members.

[WRITE EVERYTHING
DOWN]

Note to Caller:

Remember – Angry people are not your problem. Simply explain that you will be sure the county Farm Bureau president gets the complaint and he/she will try to straighten out the problem.

Remember – This is a courtesy call to remind members to pay their dues. Avoid getting into a long, involved discussion with persons you call. Just note their comments.

IF "NO"

May I send you a new set of
renewal material?

IF "NO"

Were you
disappointed
in some way
by your
membership
last year?

[LISTEN, THEN
GIVE YOUR
BEST SALES
PITCH!]

May I have your address?
(maybe we had an
incorrect address for you.)

SAMPLE "NEW MEMBER" LETTER

Dear _____(personalize) _____:

Congratulations on joining the world's largest voluntary organization of farmers and ranchers!

We are glad to have you as a member of the Farm Bureau® "family" and hope that you will take advantage of some of the many programs and benefits available to you. Some of these are:

- Farmer-members have a voice in state and national legislation through Farm Bureau's policy development process
- 5 % Personal Auto Discount through Farm Family Insurance
- Eligibility to apply for property and casualty insurance through Farm Family Casualty Insurance Company.
- Discounts on a wide range of hotels, rental cars, and trucks
- Grainger supplies, Tufts Vet (Large Animal services only)
- *NEWS & VIEWS*, our award-winning newspaper, and a free classified ad for upon enrollment to sell used equipment or buy hay, etc.

But perhaps far more important, you are supporting the very idea of Farm Bureau: strengthening rural Massachusetts and family farms.

These are just a few of the benefits available to you as a Farm Bureau member. If you have any questions or if we may be of service to you, please feel free to contact our office. In _____ County, our office phone number is _____ and the office is located at _____ (address)
_____.

When you receive your membership card and other information, PLEASE check the information carefully for accuracy. We want to be sure to get your Farm Bureau membership off to a good start by having all the correct information from you. If you have not shared your email address with us, please email it to: info@mfbf.net.

Having email address for all Farm Bureau members allows Farm Bureau to have the best and fastest communications system and the most influential voice of any agricultural organization in the state. (Farm Bureau does not share email addresses with anyone.)

Again, congratulations and thank you for your membership.

Sincerely,

(County President)

Notes

HOW TO CONTACT MASSACHUSETTS FARM BUREAU

State Office

Massachusetts Farm Bureau Federation
249 Lakeview Avenue (Rte. 20)
Marlborough, MA 01752
Phone: 508.481.4766
Toll free: 1-866-548-MFBB (6323)
Fax 508.481.4766
Email: *info@mfbf.net*
www.mfbf.net

Berkshire County Farm Bureau
The Voice of Agriculture



249 Lakeside Ave, Marlborough MA 01752 | Phone: 508.481.4766

SAMPLE

May 1, 20__

**County
Board of Directors**

, President
, V.P.
, Secretary
, Treasurer

Now is the time to renew your Farm Bureau membership and consider making an additional contribution.

We are glad you are a member and hope you are too! We have an increasing membership of just over 6500 paid family members. This number is an indicator of the resources, interests, skills, talents, expertise and finances we have amongst us. The number of members represents our credibility within the community, county, on Beacon Hill and in Washington, D.C.

Directors

This is also our chance to thank you for supporting the Massachusetts Farm Bureau Federation (MFBF) and its many programs and projects. We appreciate your membership as we work on issues that affect all of us. Your renewal helps MFBF continue its work as an independent, refreshingly non-governmental membership organization of farm families and agricultural supporters that believe in a strong local agricultural system here in the Commonwealth.

MFBF is here to promote agriculture, and advocate to governmental entities on behalf of Massachusetts' farmers like you. MFBF members, along with our national affiliate, the American Farm Bureau Federation (AFBF), adopt policies each year on issues that include property rights, water rights, taxes, and energy policies. There are many opportunities to be involved in your organization, so please contact your county leaders and ask them how you can assist and offer your expertise. Many of our programs are designed to acknowledge, take care of and give back to regular family members: such as the Gregory Finn Scholarship, John Ogonowski Award and Dairy and Horse Farm of Distinction Programs.

By continuing your membership with MFBF, you continue to enjoy many benefits beyond our advocacy: Farm Family Insurance services, Farm Bureau Bank services, rebates on select GM vehicles and a wide range of discounts at vendors such as Choice Hotels, Budget truck and Avis/Budget car rentals, Grainger tools and supplies, and Tufts Large Animal Hospital discounts. Your membership card will continue to double as a highly valuable discount card that provides savings up to 50% off at more than 175,000 locations locally and nationwide upon activation.

Renew now! Farm Family Insurance policyholders who stay current members of MFBF will automatically receive a 5% savings on their personal auto policy premium and a 3% savings on the SFP-10/Country Estate special rate plan. Dues must be paid by July 1.

Look for your MFBF newsletter, *News & Views*, or access it on-line at www.mfbf.net and check out all the exclusive benefits you are now entitled to as a MFBF member.

We look forward to serving you for years to come. Thank you, in advance, for renewing your Farm Bureau membership on time and considering an additional contribution!

Sincerely,

President
Massachusetts Farm Bureau

President
County Farm Bureau Federation

Finding Prospects

One question that often arises is how to create a list of farmers or other people who might be interested in enrolling in the Massachusetts Farm Bureau Federation. Although the emphasis of your efforts is on Regular Members (those that derive income from an agricultural commodity), you will also identify Associate Member candidates (must not receive agricultural income). Here are some suggestions.

Start with Farm Bureau member farmers. They are the best resource to find like-minded people. You may want to consider a broad definition of farming representing many (all) commodities.

Contact your county Farm Bureau or the central office of Massachusetts Farm Bureau in Ashland, 508-481-4766, info.mfbf.net for an initial prospect list that has been checked against existing current members.

Get a list from the town assessors' office of people who have farms or forests in Chapter 61 (woodland), 61A (active farmland) and 61B (recreational use).

Contact your regional USDA/NRCS office, to be found at http://www.ma.nrcs.usda.gov/contact/employee_directory.html

Include people involved in aquaculture, both sea and freshwater. "Aquaculture is agriculture – just add water!"

Talk to landscapers who might have nurseries for their own businesses.

Contact people who do forest management, for themselves or commercially. Start at DCR's site for links: <http://www.mass.gov/dcr/stewardship/forestry/>

Create a list of people who provide services or supplies to farmers, say a feed store operator, or a beekeeper that provides bees for pollination.

List people who keep livestock or grow large gardens for their own pleasure. Some people may term these “hobby farmers” or “gentleman/woman farmers,” but in fact, they are often kindred spirits to the needs of commercial farmers. Welcome them for their commitment and to include their perspectives.

Attend your municipal Agricultural Commission meetings, visit www.massagcom.org, About AgComs, MA AgComs.

Reach out to open space advocates. Remind them that viable farms are working landscapes and keep the land free from housing developments.

Contact staffs at Extension <http://www.umass.edu/agland>, or educational institutions that instruct on related topics, like horticulture, at high school, evening school, vocational, or post-secondary levels.

Include craftsmen and businesses that rely on farm products in their work.

Reach out to the garden clubs or beautification committees, nature clubs, hikers and birders, cyclists, and even historical preservationists (farming is part of our culture and history after all). Potential members are everywhere!

The MFBF staff can verify whether your prospect is already a member or not.

For information on MFBF benefits, visit www.mfbf.net, click on “Member Benefits” or contact the Director of Member Relations, Massachusetts Farm Bureau Federation, 249 Lakeside Avenue, Marlborough, MA 01752, 508-481-4766.

History of Massachusetts Farm Bureau Federation

By Greg Finn, MFBF Director of Information 1971 to 1983

The Massachusetts Farm Bureau Federation was organized in November 1921. At that time, there were several county Farm Bureaus in existence, and records indicate that Middlesex County Farm Bureau was the first. As early as 1918, Middlesex County Farm Bureau sold a variety of items, such as Eastern States grain, certified seed potatoes, lime fertilizer, and even wire fencing and posts. Farm Bureau dues were \$5.00 a year then, and a pure-bred Guernsey cal cost \$30.00.

Over the years the emphasis within the Massachusetts Farm Bureau Federation switched from cooperative sales to membership and legislative concerns. Farm Bureau grew from a total membership of around 3,000 in the early 1920's to a high of 6,618 members in 1947.

It's interesting to note that when the American Farm Bureau Federation decided to move its annual meeting out of Chicago where it had always been held, they wanted another city, preferably in the east. Reports from the press at that time indicate that most Farm Bureau delegates to the national convention used to leave the ladies back home on the farm, because the ladies were not particularly fond of Chicago. So they chose Boston as a convention site in the year 1930, and that was the first time there was a separate meeting for the Farm Bureau Women. The women considered Boston a good place to visit, and in 1930 the women met at Faneuil Hall. Because of the tradition of agriculture in the early history of the U.S., farmers in Massachusetts have always felt that deep sense of history which explains why Farm Bureau has not only survived but prospered in the state where the fight for freedom began.

In the years just after World War II, Farm Bureau membership grew rapidly. Government subsidy programs born during the war years were being phased out, and farmers were very concerned over their future in Massachusetts. The focus of Farm Bureau actively shifted more and more toward legislative goals. In the 1950's, the silent persistent loss of farms really began to grow in Massachusetts. This trend continued into the 1960's as cities spread out into rural areas. All that time Farm Bureau was there struggling for the very existence of agriculture in Massachusetts. As the 1970's began, Farm Bureau decided to go to the public with a story of a disappearing industry. It was the decision of the Massachusetts Farm Bureau Federation to develop a comprehensive program designed to elicit public support for an embattled agriculture. And it worked. Farm Bureau membership has grown each year for the past ten years, and Massachusetts has passed more legislation to benefit agriculture in the past ten years than in any time in its history. Farm Bureau is alive and well in Massachusetts.

Greg Finn's son, Jon, was kind enough to share Greg's story with us so that we may all benefit from his legacy. Excerpts follow:

After graduating Suffolk University, Greg took several jobs as a radio personality on local AM radio stations (the most popular radio media in the late 50's early 60's era): WOR, WEEI, WBET and others. On-air, he was a high-energy, host responsible for introducing the latest hit music (mostly Pop and Rock & Roll at the time) as well as news broadcasts, "live advertisements" and on-air interviews with a long list of movie stars, pop-stars and celebrities: Doris Day, Rock Hudson, Perry Como, Frank Sinatra, Jerry Lewis, Bobby Darin and many others.

Later, he began his career in the advertising business. For several years he was VP at Compton Advertising. During this time, he was primarily responsible for the "Drink Milk" campaign in the Mid-1970's. This campaign served as the pre-cursor to the now-famous "Got Milk?" campaign. Greg was the first to assert that "Milk is not only good for you, it's also cool!"

In his personal life, Greg was a central figure in his community. He coached Little League Baseball, served as "The Voice of the Wolverines" (high-school football announcer), put on countless talent shows featuring local talent, and a long list of other activities. He and his wife (my mom), took many trips together. Their favorite destination: Bermuda. He was the best Dad you could hope for. Interested, and passionate about everything I did, but encouraged me to learn and to do things for myself. -continued-

Greg Finn continued

It was his "Milk" campaign that brought him to the Mass. Farm Bureau. He came in as the Bureau's Director of Public Relations during the mid-1970's. As part of that job, he created a monthly newsletter, did many on-air interviews (mostly TV and radio) speaking on behalf of Massachusetts Farmers and their interests. Further, he travelled all over New England to give talks at all local 4-H conventions. His message was always the same: "Farmers are the backbone of America; Humble, yet strong."

Greg's mission with Farm Bureau was two-fold: 1) To make the general public more aware of Massachusetts farmers. 2) To publicly advocate for the best interests of Massachusetts farmers. Probably his most famous contribution was the slogan, "Massachusetts Grown, and Fresher."

Greg understood an important life-principle: Personal fulfillment is achieved by "giving back".

The Greg Finn Scholarship was generously created by the Massachusetts Farm Bureau in his honor, after his untimely death in 1983.

Today he is still remembered.

Thank you for reading this.

Sincerely,

Jon Finn

Professor, Guitar Dept.

Berklee College of Music

Guitarist—Boston Pops Orchestra

Founding Principles

Family Membership

- Issues are important to everyone in a farm family
- Address *family issues* like health and education
- Programs for youth and for women
- One membership covers the entire family (except Student Membership is an individual membership)

General Organization

- Many commodities represented
- Have general ag policies, plus some specific commodity policies

Farmers' and Ranchers' Organization

- Formed to help farmers and ranchers
- Only Regular members can vote on policies and, therefore, decide the direction of the organization
- Only regular members can hold office

Non-Partisan

- Not affiliated with any particular political party
- Develop policies on a non-partisan basis
- Implement policies on a bi-partisan basis

Decentralized

- Each unit is autonomous
- All have own bylaws
- Units are linked by agreements
- County is the most important unit

Voluntary Membership

- People join each year by choice
- Membership is not a requirement for farmers and ranchers

Program Organization

- Proactive
- Don't just say "we don't like it", we say "we don't like it and here's how we should fix it."
- Have many programs including Women's, Young Farmers and Ranchers (YF&R), Political Education, and Promotion and Education

Reprinted from American Farm Bureau Federation® Resource Kit

1-2-3-4

Four Easy Steps to Sign a Farm Bureau Member

1. **Become familiar with the Farm Bureau programs and services.** Ask yourself: How could the prospect directly benefit from these programs and services?
2. **Schedule time to meet for about thirty minutes.** Try to identify their interests and the commodities they grow.
3. **Visit the prospect.** Ask about farm and family—listen to their concerns. Focus on programs and services that address these concerns. ASK them to join you in the organization.
4. **Complete the application** and return to county or state office. Make checks payable to: Massachusetts Farm Bureau Federation. Collect one year's dues. Invite them to an upcoming Farm Bureau event.

Reprinted from American Farm Bureau Federation® Resource Kit

Revised November 28, 2011