

7 Steps to Starting a YF&R Program

Step 1

Meet with your County Farm Bureau Manager, President, and other board members. Ask for their support for the program and in finding prospective YF&Rs.

Step 2

Obtain the following:

- State YF&R Membership List
- County Farm Bureau list of members who have indicated an interest in YF&R
- County Farm Bureau list of members under the age of 35
- County Farm Bureau Business membership list
- List of friends, acquaintances, colleagues who you think would be interested in YF&R
- High School Agriculture alumni list
- High School Ag department senior lists
- JC/College Agriculture Department list
- County Farm Bureau board members list

Step 3

Create a contact list from the names you have gathered from step 2.

Step 4

Create a core group of interested individuals (could be as few as two). Call people from your contact list to see if people are interested.

Step 5

Plan an introductory event. Set date, time, and location. Invite County President, Manager, and other interested Board members.

Step 6

Send invitations to the event, including information about what a YFR program does. Send at least 2-3 weeks in advance. Make sure to

include contact information for yourself or County Farm Bureau office.

Step 7

2-4 days before an event call your mailing list and remind people to come. Give them a special invitation to be there and that you are looking forward to meeting them.

Helpful Hints and Suggestions

Refrain from calling your first gathering a “ meeting,” it may discourage people from attending.

You may have people under the age of 21 attend. Keep this in mind when planning your events.

Keep the meeting portion of the event brief and fun.

Have former YF&R members present to give testimonials about the program.

Follow-up: Thank you letters, phone calls, etc.