

South Dakota Farm Bureau 2009

“Awards for Excellence & Program Review”

Purpose

- To recognize county Farm Bureaus for outstanding achievements in meeting their member's needs
- To provide a means for county Farm Bureaus to share great program ideas
- To help county Farm Bureaus evaluate the county Farm Bureau activities

Awards Program

There will be **two** levels of awards. The first level is an **Award for Excellence** and the second level is a **McNenny Award**. Awards for Excellence shall be given for each program area that the judges deem deserving of recognition. McNenny Award designations shall be given to the most outstanding entry in each membership category for all five activity areas.

Counties may submit their entries in any/all of the five activity areas. These activity areas represent areas in which county Farm Bureaus should conduct programs in order to achieve the organizations mission. The five activity areas are:

- Policy Implementation
- Public Relations/Information
- Education/Agriculture Promotion
- Leadership Development
- Member Services

When deciding what area a program or activity should be entered, the decision should be based on the goals and/or objectives for the initiative. County Farm Bureaus may describe a given program or activity in more than one activity area.

There will be one McNenny Award presented in each of two membership categories for the counties with the highest combined score for all five activity areas. The Award for Excellence will be awarded to the county with the highest score in each activity area and using innovation, uniqueness, use of resources-volunteer, and impact/results in meeting members' needs.

Copies of all programs receiving the McNenny Award designation shall be printed on a CD and made available to county Farm Bureaus.

Up to three programs receiving the Award for Excellence designation will be chosen each year to be invited to display at the next SDFB State Convention. SDFB staff shall make the selections. SDFB will provide exhibit space, county Farm Bureaus will provide all related materials and all travel expenses.

Awards for Excellence and McNenny Awards will be presented to county Farm Bureaus during the SDFB Annual Convention.

Membership Categories

There shall be two membership categories with as equal a number of counties as possible. The categories shall have stated ranges of membership

Rules

1. Award application must be submitted by email, mail or fax to the SDFB
2. Award application must be submitted by November 1st
3. Applications shall be limited to no more than three one-sided pages per activity area when additional information is provided.
4. Applications may include printed images and highlighting
5. County Farm Bureaus should provide as much statistical detail as possible to support their applications
6. Font size should be a minimum of 10 points. Pages should have a minimum of 1/2 inch margins on all sides.
7. The county Farm Bureau must achieve membership quota to qualify to be considered for a McNenny Award designation.
8. It will be the prerogative of the judges to disqualify any entry that violates these criteria.

POLICY IMPLEMENTATION

1. Did your county participate in the grassroots programs, such as:
 FB ACT? Yes _____ No _____
 SDFB ALERT? Yes _____ No _____
 Please describe how the program is working and how many members participate in each:

2. Did your county participate in legislative visits and activities on the:
 Local _____ State _____ National _____
 Please describe:

3. Do you participate in a candidate canvassing activity before elections?
 Local _____ State _____ National _____
 Please describe:

4. Please describe your county policy development process (#of meeting; # or % of members involved; county, state, and national resolutions; methods used to involve members) :

5. Did your county attend Legislative Day in Pierre? Yes _____ No _____
 Number attending _____

6. Does your county participate in a letter writing or email campaign to elected officials, candidates for office, and letters to the editor? Yes _____ No _____
 Please describe:

7. Does your county have commodity committee activities related to policy development and implementation activities? Yes _____ No _____
 Please describe:

8. Does your county participate in legal or court case involvement? Yes _____ No _____
 Please describe:

9. Is your county involved in coalition work with other organizations? Yes _____ No _____
 Please describe:

10. Please describe any other policy activities.

PUBLIC RELATIONS/INFORMATION

1. Does your county have a county newsletter or another publication (print or electronic) provided to your members? Yes _____ No _____ Number of issues _____
2. Does your county Farm Bureau provide any radio or television spots, advertising in the print media, promotion at rodeos and local events, or email information or face book? Yes _____ No _____ If yes, please describe:
3. Has your county Farm Bureau issued news releases, letters to the editor, personal visits with editors, call news conferences, etc.? Yes _____ No _____ If yes, please describe:
4. Does your county Farm Bureau hold spokesman recruitment and/or training events? Yes _____ No _____ If yes, please describe:
5. Does your county Farm Bureau do media work in a coalition with other groups? Yes _____ No _____ Please describe:
6. Does your county Farm Bureau give awards or recognition to businesses, organizations or individuals? Yes _____ No _____ Please describe:
7. Evaluate your county's public relations/information efforts? Poor _____ Good _____ Excellent _____ Describe how it can be improved:

MEMBER SERVICES

1. Are the county and state Farm Bureau member services helping with retention of existing member and recruitment of new members? Yes _____ No _____ Please describe:

Which services are used by your county? FB Ins _____ Agristar _____ FB Bank _____
GM Rebate _____ Grainger _____ Hotel Discount _____ fbcountry.com _____
Clear Value Hearing _____ Scriptsave _____ Theft or Arson Reward _____
Heartland _____ Accidental Death & Dismemberment _____ Stroke Detection Plus _____

2. What percent of your county Farm Bureau membership is involved with the insurance services? _____%

3. Does your county Farm Bureau offer specific needs programs? Please describe:

- a. Workshops
- b. Legal assistance
- c. Commodity marketing programs
- d. Market information programs
- e. Environmental services
- f. Other

LEADERSHIP DEVELOPMENT

1. What leadership development/training opportunities were offered to your membership including county board members, women, and YF&R? This may include policy development training, political education efforts, Ag in the Classroom, commodity programs, etc.

2. Does your county Farm Bureau have an active committee system or adopted the Modernize you County FB program? Yes___ No___ Please name the committees used (resolutions, policy implementation, commodities, annual meeting, etc) :

3. Does your county Farm Bureau have an active Women's Leadership Team/? Yes___ No___, YF&R committee? Yes___ No___. Are the chairperson of the Women's and YF&R committees voting members of the board of directors? Yes_____ No _____

4. Are the Women and YR&R involved in the policy development and policy implementation process? Yes___ No___ Please describe:

5. Did your county YF&R participate in:
 - a. Discussion Meet Yes ___ No___
 - b. Achievement Award Yes ___ No___
 - c. Excellence in Ag Award Yes ___ No___
 - d. National leadership conference Yes ___ No___
 - e. Summer Event Yes ___ No___

6. How does your county Farm Bureau surface and involve new members?

7. What technology does your county Farm Bureau employ to meet the needs of your members (use of email, websites, conference calls)?

8. Did your county Farm Bureau conduct a strategic planning program? Yes ___ No ___ Please describe:

9. What programs did your county Farm Bureau implement this year to support Farm Bureau's mission or goals/objectives?

EDUCATION /AGRICULTURE PROMOTION

1. Did your county Farm Bureau promote agriculture to the general public, including any promotions of commodities and an understanding of Farm Bureau? Yes____ No____
Please describe:

2. What technology applications is your county Farm Bureau using to meet the organization's efforts to inform the public about agriculture?

3. What coalitions has your county Farm Bureau built with other groups to promote agriculture?

4. Describe your county activities for the following
Ag in the Classroom/Farm Bureau in the Classroom activities:

Farm City and Food Check-Out Day activities:

Mall, store, fair or winter show activities:

5. Describe any farm tours, agri-tourism activities, or farm safety activities your county was involved in:

6. Did you involve the media in your activities? Yes____ No____ Please describe:

7. Does your county Farm Bureaus education and promotion activities increase membership involvement and awareness? ____Yes ____No
Please describe: