

# South Dakota Farm Bureau 2010

## “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.

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 DEVELOPMENT AND IMPLEMENTATION

1. Did your county participate in the grassroots programs, such as:  
FB ACT? Yes \_\_\_\_\_ No \_\_\_\_\_  
SDFB ALERT? Yes \_\_\_\_\_ No \_\_\_\_\_
  
2. Did your county participate in legislative visits and activities on the:  
Local \_\_\_\_\_ County commissions, zoning, drainage, school board, conservation boards  
State \_\_\_\_\_ Legislative district, summer study, Dept of Ag, DENR, other  
National \_\_\_\_\_ Washington, DC trip, local congressional offices, congressional  
candidates or office holders  
Please describe:
  
3. Please describe your county policy development process (#of meeting; # or % of  
members involved; county, state, and national resolutions; methods used to involve  
members) :
  
4. Did your county attend Legislative Day in Pierre? Yes \_\_\_\_\_ No \_\_\_\_\_  
Number attending \_\_\_\_\_
  
5. Does your county have committee activities related to policy development and  
implementation activities? Yes \_\_\_\_\_ No \_\_\_\_\_  
Please describe:
  
6. 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 use social media? 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 \_\_\_\_\_ FB Bank \_\_\_\_\_  
Grainger \_\_\_\_\_ Hotel Discount \_\_\_\_\_ fbcountry.com \_\_\_\_\_  
Clear Value Hearing \_\_\_\_\_ Scriptsave \_\_\_\_\_ Theft or Arson Reward \_\_\_\_\_  
Heartland \_\_\_\_\_ Accidental Death & Dismemberment \_\_\_\_\_ Stroke Detection Plus \_\_\_\_\_  
MyBen Card \_\_\_\_\_ Other \_\_\_\_\_

2. What percent of your county Farm Bureau membership is involved with the insurance services? \_\_\_\_\_% (Farm Bureau staff will fill this out)

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

- a. Local issue workshops
- b. Legal assistance
- c. Commodity marketing programs
- d. Market information programs
- e. Environmental services
- f. Other (non producer programs)

# 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. These programs can be at the county, district, or area level.
  
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 and YF&R committees voting members of the board of directors? Yes\_\_\_\_\_ No \_\_\_\_\_
  
4. Are the WLT 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, and conference calls)?
  
8. Did your county Farm Bureau conduct a strategic planning program for the year? 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/or 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 (social media, radio, print, other)?

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 or Farm Bureau in the Classroom activities:

Farm City and Food Check-Out Day activities:

Mall, store, fair or winter show, rest stop, other 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: