

# Mobilizing Volunteers Toolkit

A step-by-step guide to recruit, train, and retain effective volunteers for National Ag Day



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### Introduction

The most successful organizations and campaigns are driven by motivated volunteers and surrounded by engaged supporters. Not every volunteer's experience is the same, and everyone has different skills to contribute. This toolkit will help you recruit a diverse group of volunteers for National Ag Day, prepare them for a variety of volunteer experiences, and retain their support for years to come.

### Frequently Asked Questions

#### What is National Ag Day?

It's a day to recognize and celebrate the abundance provided by agriculture. Every year, producers, agricultural associations, corporations, universities, government agencies, and countless others across America join together to recognize the contributions of agriculture.

#### When is Ag Day?

Ag Day is celebrated every March during National Ag Week. The actual dates vary from year to year.

#### Who Hosts Ag Day?

The Agriculture Council of America hosts the campaign on a national level. However, the awareness efforts in communities across America are as influential – if not more – than the broad-scale effort. This year, the Ag Day Mobilizing Volunteers Toolkit has been created to help communities and organizations more effectively host Ag Day events.

#### What is Ag Day all About?

Ag Day is about recognizing and celebrating the contribution of agriculture to our everyday lives. The National Ag Day program encourages every American to:

- understand how food and fiber products are produced,
- value the essential role of agriculture in maintaining a strong economy, and
- appreciate the role agriculture plays in providing safe, abundant, and affordable products.

#### Why Celebrate Agriculture?

Agriculture provides almost everything we eat, use, and wear on a daily basis, but too few people truly understand this contribution. This is particularly the case in our schools, where students may only be exposed to agriculture if they enroll in related vocational training. By building awareness, the Agriculture Council of America is encouraging young people to consider career opportunities in agriculture. Each American farmer feeds more than 166 people – a dramatic increase from 25 people in the 1960s. American agriculture is doing more and doing it better. As the world population soars, there is an even greater demand for the food and fiber produced in the United States.

#### What Can I Do to Help?

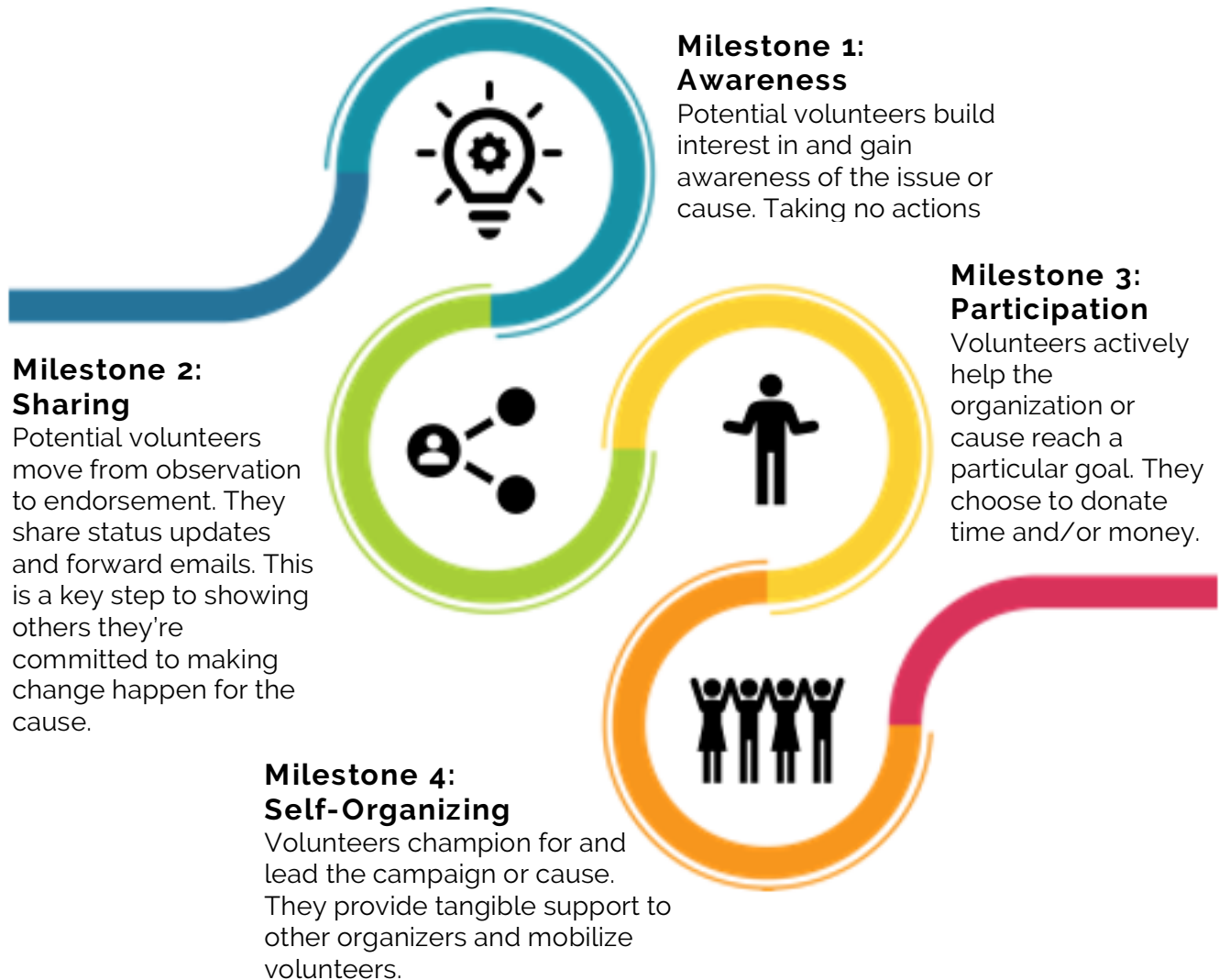
Put simply, get involved! Your participation in Ag Day is critical in helping us spread this positive message about agriculture. Use this toolkit to mobilize effective volunteers for National Ag Day.

#### Where Can I Find More Information?

Visit [www.agday.org](http://www.agday.org) to download additional resources and to learn more.

### Volunteer Engagement Pathway

To effectively engage volunteers, design programs that adhere to the four major milestones of engagement and movement-building in the Volunteer Engagement Pathway. Not everyone will reach every step, but this pathway provides a clear blueprint for increasing engagement.



### Types of Volunteers

Having volunteers in all roles is key to your agricultural literacy program's success. As you engage your volunteers, think of how you can best prepare them to make your event successful while also providing them with a sense of fulfillment and meaning because of their actions.

#### 1. One-time Event Volunteer

- **Level of Involvement:** One-time Event Volunteers help with day-of responsibilities at individual events.
- **Recruitment Techniques:**
  - Ask people you know from other community events, organizations, and activities.
  - Think of people beyond who "comes to mind" initially – this way, you can avoid over-utilizing some volunteers and under-utilizing others.
  - Emphasize that you are not looking for a large time commitment – just an hour or two.
  - Think about the benefits of volunteering at a one-time event. Share why you've continued to volunteer.
- **Engagement Examples:**
  - Read to local elementary students for a class period.
  - Meet with legislators during a Day at the Capitol.

#### 2. Returning Event Volunteer

- **Level of Involvement:** Returning Event Volunteers have helped with the same events many times – this could be a recurring yearly service opportunity or multiple events in a shorter span of time as part of a special program.
- **Recruitment Techniques:**
  - These volunteers can be easier to contact for events because you already have their contact information and you have previously established a relationship.
  - Remember not to over-utilize these volunteers. Don't make an ask every time you have an event, and be sure to express your gratitude when you see them at the events to which they donate their time.
  - If you have had one-time event volunteers who enjoyed their experiences, consider inviting them back to another event.
- **Engagement Examples:**
  - Volunteer at several County Farm Bureau events hosted throughout the year.
  - Partner with the local FFA chapter to run an agriculture literacy program each spring.

#### 3. Planning Committee Member

- **Level of Involvement:** Planning Committee Members are volunteers who helped plan the details of the event, often volunteering more time prior to the event than at the event itself.

- **Recruitment Techniques:**
  - If you have a planning committee for an event – or less formally, a group of volunteers who are most involved in the planning of an event – it can be challenging to fill an open role in that committee. First, look to other volunteers who have been involved with the event or similar events in the past. They will have valuable experiences and perspectives to contribute.
- **Engagement Examples:**
  - Use your expertise as a County Farm Bureau board member to help plan a county event.
  - Volunteer for a committee that is planning an event.

#### 4. Key Organizer/Coordinator

- **Level of Involvement:** Key Organizers and Coordinators are the people most involved with the planning and execution of an event. They often help to organize other volunteers, plan out responsibilities, and are the “go-to” person for any questions or decisions.
- **Recruitment Techniques:**
  - Most likely, key organizers and coordinators were involved with this event at another step prior to leading. They may have started at any step of this pathway, gotten involved, and decided they wanted to continue volunteering at a more engaged level. Sometimes, these volunteers also work for the organization which is running the event, and this is a part of their job. Look at the involved volunteers at other steps in this pathway for your event to find someone who may be a good candidate to become the next key organizer or coordinator.
- **Engagement Examples:**
  - Organize an ag literacy event and coordinate volunteers for it.
  - Coordinate with the local school to organize agriculture programs for their students.

### Best Practices for Organizing Volunteers

Many events need a lot of volunteers – or even just a few – to run successfully. As you organize volunteers for your next Ag Day, here are a few best practices to keep in mind.

#### A Larger Mission: Creating Purposeful Work for Volunteers

- Identify a key mission or message that guides your event or organization.
- How do your volunteers fit into the larger picture of that mission?
- How can you effectively share with them how their role contributes to that mission?

#### A Cooperative Community: Ensuring Volunteers Feel Utilized

- Volunteers come because they want to be involved. Make sure you have the right number of volunteers – too few, and it could cause stress; too many, and they may leave wondering if they were even needed. To avoid this, think about how many people you will need for each part of the event. For example:
  - 1 person reading in each classroom x 5 classrooms = 5 volunteers each class period
  - 2 people visiting each representative x 40 representatives / 4 visits each = 20 volunteers
  - 1 person for each type of food being served (6) + 2 people to replenish food + 2 people to clean tables = 10 volunteers
- Make it easy for volunteers to sign up or schedule themselves to work. Consider your target demographic of volunteers and what the best method of signing up is for them (online, over the phone, etc.).
- As volunteers arrive, make it clear where they should report to get instructions for how to help. This could be in the form of large signage or in communication prior to the event.
- Create a welcoming environment for new volunteers and returning volunteers alike and be sure to thank them for their time before they leave.

#### A Positive Outcome: Benefitting Your Cause and Your Volunteers

- What is your ideal outcome for the event? For the volunteers?
- Who benefits from your event?
- Consider collecting feedback on the experience and contact information from volunteers so that you can improve future events and include volunteers again.

Keep in mind how you can create a larger mission, a cooperative community, and a positive outcome for your volunteers. This way, you can ensure that volunteers leave your events feeling fulfilled and looking forward to staying engaged with your mission, community, and organization.

# 10 Tips for Building Your Ag Day Committee

A key ingredient to successful volunteer-driven events is finding the right volunteers! Without effective and motivated volunteers, it can be difficult to accomplish your goal. Recruiting volunteers may seem like a daunting task, but it is a critical component of accomplishing your goals. Here are ten tried and true tips to build a committee for your National Ag Day programming.

Your committee is the heart of hosting a successful event. Here is some advice on how to build and keep your Ag Day committee on track.

## 1. Find a Diverse Group of Participants

"Variety is the spice of life," the old adage goes, so make sure your committee is comprised of individuals from different backgrounds and different skill areas. Contact different associations and organizations with interests in agriculture and ask for their participation. Below are some potential committee members you may enlist:

- Farmers and ranchers
- Business and trade associations
- Service, fraternal, and youth groups
- Religious and educational groups
- Health, safety, and environmental groups
- Government
- Media
- Women's organizations
- Merchants

## 2. Start Early

Don't wait until the last minute to form your committee. Begin at least two to three months in advance so members can get to know each other and have time to prepare. See our timeline suggestions on page 18.

## 3. Identify Responsibilities Early

It's helpful for every member of your committee to know their specific role. If you have time, jot down the key responsibilities and expectations of each member to avoid confusion or duplication of efforts. Talk one-on-one with each member about what you expect from them.

## 4. Begin Meetings with a Fresh Perspective

Keep committee members enthused about Ag Day celebrations by starting each meeting with a memorable thought or quote that underscores the overall mission of the effort.

## 5. Keep Meetings on Track

Meetings that are too long or go off subject can be draining to committee members. To prevent this, prepare an agenda in advance with a start and stop time and make a commitment to keep to it.

## 6. Plan Ahead

Provide a list of meeting dates and times in advance so members can plan their



schedules accordingly. Meeting participation will be greater, and you won't have to track down everyone with a new meeting time.

### **7. Recap Action Items**

It's easy to get lost in the details, so it's helpful to be proactive in remembering what needs to be done. Keep a record of "action items" for each committee member and regularly check back in on their status.

### **8. Celebrate Successes**

When members of your committee make progress, be sure to recognize it at meetings and in person. Positive accolades are an inspiration to the entire committee.

### **9. Go Easy**

Leading a volunteer committee can be challenging at times. Approach your leadership with a sense of humor and understanding.

### **10. Get Commitments Right Away**

If you'd like to host an event next year, talk with committee members immediately following your event when enthusiasm is highest to seek their commitment. If you need to raise funds to hold an event or require other donated resources, a diverse committee from several organizations may be able to help in your endeavor.

### Getting Started: A Checklist

Effective planning in advance will help you coordinate your volunteer team or committee in the most efficient way. Use the checklist below and cross off these tasks before you begin training your volunteer team for the event.

#### Determine Your Key Message

What is the single most important point that you'd like to be able to communicate through your event? Is it the importance of quality ingredients (to a successful recipe or article of clothing)? The value of sound nutrition? The financial impact of agriculture in your community? The contribution of agriculture to renewable fuel resources?

The more specifically you can focus on - and demonstrate - your message, the more likely it is to be remembered!

#### Identify Your Audience

Decide who you want to reach most with your message. Consider individuals who are least aware of the benefits of agriculture or can influence others. Some possibilities include:

- Consumers (general public)
- Children and teachers
- Business Leaders
- Parents
- Media contacts
- Government leaders

#### Form a Strong Committee

Once you have a general idea of whom you'd like to reach, begin enlisting support from others who share your enthusiasm for agriculture. By joining together, you can expand creativity, lend credibility to your celebration, and cut down on costs. Potential committee members may include:

- Farmers and ranchers
- Business and trade associations
- Service, fraternal, and youth groups
- Religious and Educational Groups
- Health, safety, and environmental groups
- Government
- Media
- Women's organizations
- Merchants

#### Select an Event or Activity

One of the first steps in choosing your event may be to find out what other groups in your community, state, or industry are doing to celebrate Ag Day. This is a good opportunity to enlist their support, thus enhancing each other's efforts. Work with your committee to host an event that keeps to the mission of Ag Day, but also brings exposure to involved members and organizations.

### Training 101

#### Set SMART Goals

It is important to equip your volunteers with the tools they need to be successful. As a group, consider setting SMART Goals. This will ensure the foundation of all volunteering efforts is specific, measurable, attainable, realistic, and timely. Use the chart below to guide your team as well as hold each committee member accountable throughout the process.

<b>S</b>	Specific	Who, what, when, where?	
<b>M</b>	Measurable	Will it be possible to measure success? It should be!	
<b>A</b>	Attainable	Be realistic about what can be achieved.	
<b>R</b>	Realistic	Focus on achieving real, meaningful change.	
<b>T</b>	Timely	When will this volunteering effort happen by?	

#### Facilitation Best Practices

Some volunteers are more comfortable in front of groups than others. It's our hope that the tips we share with you will help anyone feel more comfortable with their audience. Here is the facilitation formula for success. It's a simple four-step process to help craft your time in front of your audience. This is perfect for conducting an informative event or visiting a classroom!

##### Step 1: Hook 'em!

Hook your audience into the content you are about to share. Leave your audience wanting more about the topic.

##### Step 2: Meet 'em!

The second step is to meet your audience! Depending on the size of the group, you can have participants share their connection to agriculture. Regardless of their responses, be sure to help the audience see the correlation of their purpose for being there and what you are about to share and how it can benefit them.

### Step 3: Engage 'em!

This step is arguably the most important step for successful facilitation. We must engage our audience! Rather than thinking about it as teaching them, have the mentality that you are learning alongside your audience and continuing to discover more and more about agricultural literacy with them. Share real experiences or admit that you might not have all the answers, but make it clear you are committed to helping them learn more. The more real you are with your audience, the better! A good measure of engagement is the amount of questions that are asked. We do our best to write our resources with this mentality in mind!

### Step 4: Connect 'em!

The final step is to connect them! Once you have concluded your presentation, connect your audience to resources and places where they can continue to learn more about the subject. Whether it is directing participants to the AFBFA website ([www.agfoundation.org](http://www.agfoundation.org)) or giving out a local Farm Bureau member's contact information, find a way to keep the engagement with agricultural literacy happening.

## Engaging the Audience

Reflection is powerful. This is how we ensure that our message was clearly received!

### What?

In this phase, we ask our audience, "What?" to start this reflective process. Possible questions include:

- "What happened?"
- "What did you learn?"
- "What did you feel from this experience?"

### So, what?

The second phase of this reflective practice is asking your audience, "So what?" This is the theoretical and conceptual phase. Possible questions include:

- "So, what is the importance of this?"
- "So, what is the significance to you?"
- "So, what more do I need to know about this?" These questions will help us continue to process the importance of the experience.

### Now what?

At this final phase, we consider other ways of thinking or acting and what we can do now to be proactive in the future. This step encourages participants to think about the next steps in using the knowledge gained from the experience. Potential questions include:

- "Now what should I do?"
- "Now what is my plan of action based on the information I have been given today?"

### Event and Activity Ideas

There are a variety of ways you can get involved and spread awareness during National Ag Day. You can host events, contact legislators, or reach out to a local elementary school to educate students. There are endless opportunities, so you can pick what fits your schedule, skills, and passions! Providing different options to fit each unique volunteer is a great way to successfully advocate during National Ag Day.

**Looking for an easy way to get started? Here are some "tried-and-true" ideas that have worked well for celebrating Ag Day!**



### Day by Day Activities for Ag Week

<p><b>Sunday</b> Make a farm-to-table meal with your family.</p> <p><b>Monday</b> Volunteer at your local school and plan an activity with a classroom to teach kids about the importance of agriculture. (Examples: <a href="#">make a compost bin</a> for them to observe in their classroom, or do this <a href="#">egg shell seed growing experiment</a>.)</p> <p><b>Tuesday</b> Share what agriculture means to you in a photo on social media - whether it's the ingredients for your dinner, a rural field, or a busy market. Use the hashtag <a href="#">#FoodforLife</a></p> <p><b>Wednesday</b> Contact your legislator and remind them of the importance of supporting farm initiatives.</p>	<p><b>Thursday: National Ag Day!</b> Research agricultural issues affecting your region.</p> <p><b>Friday</b> Throw a cook-off party with friends. Try to incorporate ingredients your state is known for, i.e. pork, apples, almonds, beef, corn, etc.</p> <p><b>Saturday</b> Check out local farms or dairies in your area that offer tours. Visit with friends or family, and learn how they produce, sell and market their food.</p>
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### Additional Ideas

Below are list of potential events and activities for Ag Day. Find additional details about each idea at [www.agday.org/planning-an-event](http://www.agday.org/planning-an-event).

- Community service event
- Farmer's market
- Library display
- Ag Day panel/talks
- Fair
- Pizza party
- Mall exhibit
- Point of purchase exhibit
- School lunches
- "Bring a farmer to work" day
- Thank a farmer initiative
- Ag literacy booths
- Film screenings
- Dash for ag 5K walk/run
- Petting zoo
- Adopt a legislator
- Ag Day reception
- Essay/story writing contest

### Educational Resources

#### Helpful Websites

Don't know where to start? There are many great resources available for your use. Check out the link below for learning resources you can use at your next ag literacy event.

[www.agday.org/helpful-websites](http://www.agday.org/helpful-websites)

#### American Farm Bureau Foundation for Agriculture

The American Farm Bureau Foundation for Agriculture (AFBFA) has a variety of free K-12 educational resources to use in the classroom. The resources are also aligned to learning standards. Use a lesson plan and interactive activity or read the Book of the Year to a class!

[www.agfoundation.org](http://www.agfoundation.org)

#### The Ag Lit Catalog

The Ag Lit Catalog is a "one stop shop" for free agricultural literacy resources for learners of all ages. A project of AFBFA, the online catalog makes resources easier to find to fit your outreach needs. This searchable, sortable, and listable database will help you find the right resource.

[www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)

#### Accurate Agriculture Books

Below is a curated list of books which accurately portray agriculture – ideal for taking into classrooms and reading to students. Check out the full list at

[www.agfoundation.org/recommended-pubs](http://www.agfoundation.org/recommended-pubs).

- [\*The Tree Farmer\*, by Chuck Leavell and Nicholas Cravotta](#)
- [\*Seed Soil Sun\*, by Cris Peterson](#)
- [\*How Did That Get In My Lunchbox?\* By Chris Butterworth](#)
- [\*The Guardian Team\*, by Cat Urbigkit](#)
- [\*The Beeman\*, by Laurie Krebs and Valeria Cis](#)
- [\*The Apple Orchard Riddle\*, by Margaret McNamara](#)
- [\*First Peas to the Table\*, by Susan Grigsby](#)
- [\*Sleep Tight Farm\*, by Eugenie Doyle](#)
- [\*John Deere That's Who\*, by Tracy Nelson Maurer](#)
- [\*Right This Very Minute\*, by Lisl H. Detlefsen](#)
- [\*Full of Beans\*, by Peggy Thomas](#)

## Classroom Visit Planner

School Name:

School Address:

Teacher Name:

Teacher Phone:

Teacher Email:

Grade Level:

Number of Students:

Core Content to Reinforce (Circle top preference)

- English Language Arts
- Health
- Math
- Science
- Social Science

Agricultural Topics of Interest (Circle all that apply)

- Agriculture is Everywhere
- Careers in Agriculture
- Farmers Care for Animals
- Farmers Feed the World
- Farmers Steward the Land

Visit Date:

Start Time:

Length of Visit:

- Projector
- Computer

- Student Computer
- Other

A/V equipment available (Check all that apply):

Call/Email Log		
Date	Items Discussed	Follow Up Actions





## Planning Your Visit

Agriculture Topic(s) Selected:

Core Content Area Identified:

Amount of Time I Have with Students:

**Step 1:** Based on the information provided, identify potential games, lesson plans, activity sheets, and relevant resources.

Games	Lesson Plans	Activity Sheets	Other

**Step 2:** Review the amount of time allotted for your presentation with the students and map out your plan here.

- ✓ Opener:  
*Introduce yourself, your connection to agriculture, and your purpose for visiting the students' class.*
  
- ✓ Body:  
*List game, lesson plan, and/or activity sheet selection here. List any key questions or points you want to make.*
  
- ✓ Conclusion:  
*What will I challenge students to do differently? What can I leave students with to take home?*

### CLASSROOM VISIT EMAIL TEMPLATE

Hi **Name of teacher, administrator, librarian, etc.**,

I'm **Your FirstName LastName** and I am a **Your title, position, company, etc.** in **City you live in**. Every March, producers, agricultural associations, corporations, universities, government agencies, and countless others across America gather to recognize and celebrate the abundance provided by American agriculture during National Ag Week. During this time, local members of the agricultural industry, like me, love to spend time with the community sharing how agriculture plays an integral role in ensuring a safe and secure food supply.

I would like to visit with your school and discuss the importance of agriculture with your students on **March 24<sup>th</sup>, 2020** – National Ag Day. Specifically, I'd like to schedule a 45- to 60-minute presentation with one Kindergarten to 5<sup>th</sup>-grade classroom. During the presentation, I will:

- **Play one of the educational games** on the site as a fun, engaging, whole-classroom activity.
- Conduct a **hands-on educational activity** that teaches students about how agriculture affects their lives.
- Leave students with an **educational activity to take home** and additional information about how to access the site on their own.

I'd like to ask your permission to photograph portions of the visit for promotional purposes should I choose to do so. (If permission request forms are required, please let me know beforehand, and I will be happy to provide them.)

Thank you for considering having me speak with your students about agriculture. Please let me know if you have any questions, and if you would be interested in having me visit with your students on National Ag Day.

Best regards,

**Your FirstName LastName**  
**Your Phone Number**

### Timeline and Checklist

Here is an event timeline and checklist you can customize to ensure you are hitting your target!

#### Two to Three Months in Advance

- Identify audience and message: Decide on whom you'd like your event to be focused.
- Contact organizations/groups with whom you'd like to partner or visit.
- Begin assembling committee members.
- Develop preliminary budget and ideas for achieving the budget (fundraising/donations).
- Hold your first committee meeting and identify what type of event you'd like to host. Assign responsibilities that need immediate attention.
- Make arrangements with necessary facilities or locations.
- Sign any necessary contracts or paperwork to formalize your plans.

#### One Month in Advance

- Check in with your committee on their progress. Assign additional tasks as needed.
- Confirm your plans with participating groups and site location personnel.

#### Two Weeks in Advance

- Remind committee members and other volunteers of the event place and time.
- Assign someone to photograph the event. See our example photography release form.
- Prepare – and send – materials to local media. Follow up by telephone with key editors to ensure placement.
- Start learning the lesson plan and gather supplies as necessary.

#### One Week in Advance

- Confirm details with classroom teacher, guest speakers, etc.
- Double check numbers and A/V equipment availability.

#### One Hour to 30 Minutes in Advance

- Arrive on site and set up/check A/V equipment.
- Prepare any necessary supplies and set up for the visit/event.

#### Hold Event and Enjoy!

#### Following the Event

- Send additional press releases/photos to media contacts.
- Seek commitments from committee members for next year's event.
- Send recap/clipping to the Agriculture Council of America.
- Send thank you notes.

### Build Relationships with Volunteers After the Event

After you've successfully worked with a committee and conducted your National Ag Day event, your work is not over. Building relationships with your volunteer team will keep them coming back and help grow your team in the future.

Here are a few tips and tricks to keep your volunteers coming back.

- Provide meaningful experiences.
- Highlight the volunteer team's impact and share the importance of their work! For example, post "Volunteer Spotlights" on social media, websites/blogs, or in newsletters.
- Create a community of volunteers.
- Understand each volunteer's motivation, strengths and weaknesses, talents, and ways they want to contribute to the cause.
- Ask for honest feedback. Send surveys after volunteer efforts so folks can share what went well and what can be improved for the future.
- Share your gratitude and thank them!

### Thanking Your Volunteers

It is important to share your gratitude with those who volunteer and those with whom you coordinated to make the event happen. A handwritten thank you note or email is a kind gesture, and one that is often overlooked once volunteering is complete. It is important to cultivate positive relationships with your volunteers for future years and events to follow. Thanks can come in the form of a phone call, handwritten note, or typed letter, but all forms should include the following:

- The volunteer's name – keeps your expression of thanks personal and helps you avoid seeming scripted
- The name of the event they helped with
- The impact of their help
- An allusion to looking forward to working with them in the future
- A final note of thanks/well wishes

Below is a sample thank you note you can customize for a volunteer on your committee.

Dear VOLUNTEER NAME,

Thank you so much for your hard work and dedication to the mission of agricultural education in our youth! We sincerely appreciate the time you took out of your busy schedule to read an accurate agriculture book to the local elementary school students on National Ag Day. Your efforts are helping to plant the seeds for your community to be informed about the agriculture industry. We hope you are able to continue advocating and educating in any way you can.

Thank you,

YOUR NAME

### Social Media Toolkit

Share on social media to get the word out about Ag Day 2020!

**Social Media Cards:** [www.agday.org/social-media-cards](http://www.agday.org/social-media-cards)

#### Social Media Posts

Get the word out! Use the social posts below to spread the word about Ag Day. Click on the links below to download images for your social media accounts.

- **Social post #1**
  - Food brings everyone to the table. Visit [agday.org](http://agday.org) to learn more about the importance of American agriculture and how to get involved with National Ag Day – March 24, 2020. #AgDay20
  - <https://www.dropbox.com/s/pr90vhmk6lftfi/socialpost%20%231.png?dl=0>
- **Social post #2**
  - National Ag Day is the perfect time to thank American farmers for all they provide for us. On March 24, and every day, let's celebrate how food brings everyone to the table. Find out more at [agday.org](http://agday.org). #AgDay20
  - <https://www.dropbox.com/s/5wuxwo20gilkjeo/socialpost%20%232.png?dl=0>
- **Social post #3**
  - Food brings everyone to the table, thanks to American ag. National Ag Day on March 24 is the perfect day to tell your local farmer you appreciate what they provide for your community and the world. [www.agday.org](http://www.agday.org). #AgDay20
  - <https://www.dropbox.com/s/7o8n41zqgushey5/socialpost%20%233.png?dl=0>
- **Social post #4**
  - The average American farmer feeds approximately 166 people worldwide! Their food brings everyone to the table. On National Ag Day – March 24, 2020 – let's recognize our farmers. Find out how at [agday.org](http://agday.org). #AgDay20
  - <https://www.dropbox.com/s/euxraqbpi9555sk/socialpost%20%234.png?dl=0>
- **Social post #5**
  - Food brings everyone to the table – thank our farmers on National Ag Day, March 24. Visit [agday.org](http://agday.org) to learn more about the importance of American ag and how you can spread the word. #AgDay20
  - <https://www.dropbox.com/s/i068id77m0d97cw/socialpost%20%235.png?dl=0>
- **Social post #6**
  - "Cultivators of the earth are the most valuable citizens."  
– President Thomas Jefferson
  - Our food brings everyone to the table. Celebrate American ag on March 24 for National Ag Day. Find out how at [agday.org](http://agday.org). #AgDay20
  - <https://www.dropbox.com/s/zxvzvpmgvlov8hw/socialpost%20%236.png?dl=0>
- **Social post #7**
  - Do you know where your food comes from? Most of it is from American ag, the world's top food exporter. At home and abroad, our food brings everyone to the table. Visit [agday.org](http://agday.org) to learn more for National Ag Day. #AgDay20
  - <https://www.dropbox.com/s/o5hk5fxyyqicur8/socialpost%20%237.png?dl=0>

### Posts and Tweets

1. Ag Day is a historic event that promotes recognition of and appreciation for all those involved in American agriculture. #AgDay20
2. Use #AgDay20 for all your posts this year! We can't wait to see what you have to say about Ag Day this year in D.C. [agday.org](http://agday.org).
3. The events surrounding National Ag Day mark a nationwide effort to tell the true story of American agriculture. #AgDay20
4. Ag Day wants to help young people acknowledge and consider career opportunities in the agriculture, food, and fiber industries. #AgDay20
5. The ACA would like to thank all the sponsors of Ag Day 2020. Without them it would not be possible! #AgDay20
6. Agriculture is essential to everyday life. Celebrate the individuals who dedicate their lives to feeding the world on Ag Day. #AgDay20
7. There are many events associated with Ag Day — not only on the national level but in communities and schools across the country. Get involved at [agday.org](http://agday.org). #AgDay20
8. Even if you won't be joining us on the national level, you can still get involved in your local community! For more info, visit [agday.org](http://agday.org). #AgDay20
9. Only two weeks until National Ag Day! Get involved and help celebrate American agriculture. Learn how at [agday.org](http://agday.org). #AgDay20
10. There are over seven billion people in the world today — that's over seven billion mouths to feed every day. #AgDay20
11. The ACA is continuing the Ag Day Declaration Event again this year, where the Essay Contest winner will be honored! It will be held on March 24, National Ag Day, in Washington, D.C.! #AgDay20
12. The Agriculture Council of America invites you to celebrate National Agriculture Day on March 24, 2020. To find out more about the message behind National Ag Day, visit [agday.org](http://agday.org). #AgDay20
13. National Ag Day recognizes and celebrates the abundance provided by American agriculture. Join us on March 24, 2020, to show your appreciation to all those in the agriculture industry. Find out more at [agday.org](http://agday.org). #AgDay20
14. There are over seven billion people in the world today — that's over seven billion mouths to feed every day. Show your appreciation for the individuals that make this feat possible on Ag Day. The 2020 Ag Day will take place on March 24. #AgDay20
15. The Agriculture Council of America will bring 100 students to Washington to deliver the message of Ag Day to the Hill. Find out more on how to get involved with Ag Day at [agday.org](http://agday.org). #AgDay20
16. This year's Ag Day theme is "Food Brings Everyone to the Table." Learn how to get involved today - visit [agday.org](http://agday.org). #AgDay20
17. The ACA would like to thank all the sponsors of Ag Day 2020. Thanks for supporting American agriculture! #AgDay20
18. Have you registered for #AgDay20 events in Washington, D.C.? See what's going on at [agday.org](http://agday.org).

### Press Release Template

**Contact:**

First Name Last Name

Telephone

Email Address

**National Ag Day: Volunteers educate local elementary students about agriculture**

**LOCAL TOWN, DATE** – Volunteers from the (organization/group name) recently visited local students in teacher's name / grade number class to promote agriculture in celebration of National Ag Day. They utilized the American Farm Bureau Foundation for Agriculture's (AFBFA) resource name/book name.

National Ag Day is organized by the Agriculture Council of America (ACA). ACA is a nonprofit organization composed of leaders in the agricultural, food, and fiber community, dedicated to increasing the public's awareness of agriculture's role in modern society.

This year, National Ag Day was held on Month Day. Volunteers across the country engaged in different events to educate and inform the public about where their food, fiber, and fuel comes from.

The AFBFA, in partnership with the ACA, worked to promote their educational resources and National Ag Day efforts. The AFBFA mission is to build awareness, understanding, and a positive public perception of agriculture through education.

Founded in 1973, National Ag Day encourages every American to understand how food and fiber products are produced; appreciate the role agriculture plays in providing safe, abundant, and affordable products; value the essential role of agriculture in maintaining a strong economy; and acknowledge and consider career opportunities in the agriculture, food, and fiber industry.

Learn more and register for events at [agday.org](http://agday.org).

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## Video and Photography Consent and Release Form

I irrevocably grant to the **Agriculture Council of America** (hereinafter together referred to as the Released Party) and the Released Party assigns, licensees and successors, the right to use, copyright, transmit, display, publish and record my image, name and/or voice in all forms and in all media, for all purposes.

Without limiting the foregoing, my image, name and/or voice may be copyrighted, used and/or published individually or in conjunction with other photography, video works and records, in any medium, including without limitation, print publications, public and private broadcasts and websites, for any lawful purpose, including without limitations, trade, exhibition, illustration, promotion, publicity, advertising and electronic publications of any/all types.

I waive any right that I may have to inspect or approve the Released Party's use of my image, name and/or voice in any medium that may be used in connection with the use and/or publication of my image, name and/or voice.

I release the Released Party and their assigns, licensees and successors from any claims that may arise regarding the use of my image, name and/or voice, including any claims of defamation, invasion of privacy, or infringement of moral rights, rights of publicity or copyright.

I have read this consent and release prior to the signing of this document. I am over the age of 18 and I am fully authorized to, and freely enter, into this consent and release contract on my own behalf, or, if applicable, on behalf of the minor identified below.

Printed Name of Recorded Party:

Signature:

Printed Name of Signatory:

Relationship to Minor (if applicable):

Date:

Address:

Witness Signature: