Mandan FFA Chapter
Agricultural Communications 2014

Media Plan
for
Farmstead Fixer-Uppers

Communications Committee
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“Don’t let hard times ruin your day,
be sure to call the FFA!”
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Executive Summary

The goal of our media plan is to utilize numerous media tactics to reach out to ranchers, farmers, and small-scale livestock producers in our community who have fallen on hard times. This could include natural disasters, physical accidents, loss of mobility, or family losses. We want to assist the most deserving candidates by fixing up and/or repairing their farmsteads. As the chapter’s communications committee, we believe it is our responsibility to find an efficient way to connect with struggling agriculturalists that would benefit from this service project.

To accomplish our objectives and communicate our key messages to our audience, we will utilize multiple media sources. To begin, we will set up a booth at the USDA Friends and Neighbors Day where we will educate our agricultural audience about our program. We will communicate that even though they have experienced a hardship, their operation does not have to suffer. Ultimately, our goal is to have 55 people apply for assistance. After this, we want to show just how instrumental the FFA can be in the community. To do this, we will take advantage of the ties the Mandan FFA already has with local agricultural businesses by placing applications, flyers, and brochures in these businesses for possible applicants (appx. i, iii, and v). Then, we will take advantage of our community’s free and paid advertising outlets such as television advertisements, radio airings, paper articles, webpages, and a broadcast news story to spread the word about our program (appx. vi, vii, and viii). Finally, social media such as Facebook and Twitter will be utilized to reach out to younger struggling agriculturalists (appx. x and xi).

All of this media will be accounted for in the budget. The time of release for the advertising mediums is essential for a productive media plan and will be discussed in greater detail in the timeline. Additionally, an evaluation will be given out with each application to see which means of advertisement was most effective and which should be used in future years.
Introduction and Overview

Introduction

Agriculture ranks as one of the most hazardous industries in the country. Farmers, ranchers, and even small-scale livestock producers are constantly at risk of fatal and non-fatal injuries. According to Accident Facts, published by the National Safety Council, “Farm accidents and other work-related health problems claim as many as 1,300 lives and cause over 120,000 injuries a year.” Our audience only receives one income at one time in one year: when they sell their annual crops and/or livestock. Disturbances to their job will affect the income farmers and ranchers collect in a year. Because of this, it is also vital for our farming and ranching community to take necessary precautions in preparation for natural disasters like drought, flooding, and other situations that could alter a farmer’s, rancher’s, and/or a small-scale livestock producer’s lifestyle. If precautions against disasters like insurance, sand-bagging, barricading, controlling fires, etc. are not taken in advance, farmsteads will suffer.

Unfortunately, there are many other examples of situations that can hinder the productivity of agriculturalists. According to the United States Department of Labor, farmers not only handle a variety of agricultural chemicals and other toxic substances, but they are also exposed to dust, intense sunlight, brash noise, and many other farming health hazards. In addition to these hazards, farmers, ranchers, and small-scale livestock producers also face many threatening situations related to machinery mishaps. According to National Safety Council’s Accident Facts, tractor overturns account for 44 percent of all tractor deaths and the majority of farming accidents. The National Safety Council also stated that in 2010 alone, 476 farmers, ranchers, and employees died from a work-related injury, resulting in a fatality rate of 26 deaths per 100,000 workers. Furthermore, agriculture relies on the weather, climate, and water availability to thrive, making it an easy and vulnerable target for natural disasters. Every year,
natural disasters such as hurricanes, floods, fires, earthquakes, and tornadoes, challenge agriculture production, for it is not uncommon for numerous problems to occur on farming and ranching operations. Seeing as farmers and ranchers rely on the weather to furnish their income, it is vital that their operations withstand any disasters that may occur.

**Overview**

We as the Mandan FFA Chapter’s Communications Committee have devised a media plan for our community service project, Farmstead Fixer-Uppers, to reach these struggling ranchers, farmers, and small-scale livestock producers. We want to help them accomplish optimal production and ease some of their burdens brought on by disastrous occurrences such as natural disasters, family loses, or physical accidents. Through media resources such as radio, TV, newspaper, social media, websites, flyers, brochures, and business cards (refer to appx.), we can reach out to these struggling agriculturalists and help them improve their production during hard times. Farmstead Fixer-Uppers will not only help the farmers, ranchers, and small-scale livestock producers selected, but it will keep the community strong while advertising the importance of community-oriented organizations like FFA. To add, we feel that it is important to advertise for Farmstead Fixer-Uppers with personal or local means, e.g., a booth at the USDA’s Friends and Neighbor’s Day, community calendar advertising, trade journals, websites, a blog, local radio, and a TV broadcast by KXMB’s agricultural news reporter Sarah Gustin. However, we feel that it is as equally important to advertise with impersonal means like with social media, e.g., Facebook and Twitter. By utilizing both types of advertisements, we will eliminate the possibility of an uninformed audience and expand the involvement with the service project.
**Target Audience**

**Audience One – Ranchers**

**Description:** Ranchers need adequate amounts of advertisement opportunities that will give them multiple chances to be informed of the benefits of our service project. For example, we will target local businesses such as large animal vet clinics, sale barns, and supply stores. Ranchers come into these establishments regularly, so utilizing these businesses would be in the best of our interests. At these locations, we will put flyers out on display (appx. i), and we will set out applications and brochures to further explain the applications and objectives of The Farmstead Fixer-Uppers’ service project (appx. iii, iv, and v). Also, if these businesses were to have a website, we could use this as a form of advertisement and place a hyperlink on their page that would direct their ranching customers to our page (appx. vi).

**Justification:** Ranchers, especially cattle producers, provide society with a substantial amount of beef to the meat industry. If a rancher would get hurt, go through a natural disaster, lose mobility due to age or accident, or experience a family loss, the productivity of their operation, their year’s income, and their livelihood is at risk. Therefore, the Farmstead Fixer-Uppers will do all we can to ease the burden on this audience. We will achieve this by performing various tasks like cleaning out barns, fixing and putting up fences or corrals, cleaning pens, or repairing barns.

**Audience Two - Farmers**

**Description:** We will compose a list of various advertisement options that can be utilized to reach out to this audience. For example, we will target local seed businesses, implement dealerships, fertilizer companies, and grain elevators, as these businesses see heavy traffic from
farmers. In businesses, we will put flyers on display (appx. i), supply brochures for interested farmers to take (appx. v), and set out applications and evaluations for those interested in benefiting from our service project (appx. iii and iv). They will be able to fill out the application and send it back to us with the information provided to them. In addition, if these business have websites, we will place a hyperlink on their page that would direct their farming customers to our page.

**Justification:** If farmers were to get hurt on or off the farm, go through a natural disaster, experience a family loss, or are not able to keep up their farmstead because of age, their farm will suffer. Farmers may need help doing tasks like cleaning out grain bins, fixing granaries, and maintaining equipment. The Farmstead Fixer-Uppers will handle these duties with tact.

**Audience Three – Small-Scale Livestock Producers**

**Description:** Though this audience may be the smallest group that we will reach out to with our service project, they are still an extremely important group. We will advertise at local businesses that are frequently visited like small animal vet clinics, pet stores, supply stores, and large animal vet clinics. Here, we will have brochures available for this audience to take, hang up flyers, and set out applications and evaluations for possible candidates (appx. i, iii, iv, and v). If these businesses were to have a website, we could use this as a form of advertisement and place a hyperlink on their page, directing their customers to our page (appx.vi).

**Justification:** Small-scale livestock producers are responsible for a large array of animals, meaning they must have many unique pens, barns, and other areas. Therefore, these people may have a harder time keeping up all of the landscaping and buildings necessary to have a smoothly running operation. The Farmstead Fixer-Uppers will be able to help this audience with tasks like cleaning small pens, helping with fencing, cleaning aviary coops, and repairing barns.
Strategic Plan

Key Messages

Message One: Although one may be experiencing hardships, they can still maintain a productive farm or ranch.

Drought, flooding, and numerous other problems are all types of disasters that farmers, ranchers, and small-scale livestock producers are wary of in their operations. We as the Mandan FFA Chapter would like to communicate to this audience our hope to achieve stability in spite of these natural disasters. Also, hardships such as loss of a family member, fatal injuries, and loss of mobility can take a toll on farming or ranching operations. During times like this, it is common for these operations to fall behind in simple daily tasks that are crucial to their operation. By fixing fence, cutting grass, pulling weeds, tilling gardens, feeding livestock, replacing rotten wood, and much more, we will help get these stressed or disabled farmers, ranchers, and small-scale livestock producers back on track with a productive operation.

Message Two: The FFA is an organization that is devoted to bettering the community.

“Learning to do, doing to learn, earning to live, living to serve.” This is the FFA motto, and it perfectly describes the purpose of our community service project. Using various types of media tactics we will connect with the community and advertise the FFA’s willingness and devotion to the public. For example, in the past, the Mandan FFA Chapter has hosted numerous German Harvest Supper’s (to raise money for the FFA Alumni), weeded flowerbeds, assisted at Northern Great Plains USDA Research Center’s Friends and Neighbor’s Day, helped at Agri International and at Ag in the Classroom, and much more for the community. This service project will provide the opportunity for another face to face interaction with our community that will help to mold our chapter into the community-oriented organization it always strives to be.
Message Three: The community gives the FFA a substantial amount of media tactics to keep the community connected.

Trade journals such as The North Dakota Stockman, Farm Journal, and Ag Week, The Bismarck Tribune, BisMan, Community Calendars, a KXMB news broadcast by reporter Sara Gustin, radio advertisements, marquees, and billboards are all valuable resources in the Mandan community to employ when targeting our audience (refer to appx.). Besides these informal advertisements, the community also offers many opportunities for public gatherings. Public gatherings like the USDA Research Center’s Friends and Neighbors Day are a more personal way to advertise to the surrounding area. Utilizing all these media resources provided by the community will result in an informed and aware community.

Message Four: Social networking allows us to communicate with a larger audience than just our immediate community.

Facebook and Twitter are two commonly utilized social media sites (appx. xi and xii). It is crucial that we utilize these resources when targeting our audience. These advertising mediums will help us reach our desired audience on a larger-scale. In addition, we will set up a website www.farmsteadfixeruppers.com (appx. vi). This website will be dedicated to providing information to applicants. Also on the website, there will be links to social media pages, participating business websites, the Mandan FFA webpage, and our blog (appx. xii). The blog will provide another method of direct communication with potential customers. Therefore, employing social networking will vastly improve our communication, ensuring efficient advertising for our service project.
Objectives

Objective One: Encourage 55 farmers, ranchers, and small-scale livestock producers to apply for the Farmstead fixer-Uppers program to gain assistance.

In order to execute a successful service project, we need to set attainable goals for ourselves. To receive 55 applications, we must make it easy for applicants to understand the reason for this plan, if they qualify for assistance, and how they can apply. In mid-July, we will be able to set up a booth at the USDA Research Center’s Friends and Neighbors Day to promote our project. Here, our target audience will be able to talk to FFA members directly, pick up informational brochures (appx. v), and get a July application (appx. iii). As an incentive, we will encourage possible applicants by offering a free t-shirt to the first 20 who sign up.

Objective Two: Utilize the resources unique to the FFA to reach out to struggling farmers and ranchers in our area.

The FFA, particularly in Mandan, is an extremely active student led organization, and we have many connections to local businesses in the area. We plan on using this to our advantage by hanging flyers and setting out applications, evaluations, and informational brochures where our target audiences are most likely to do business (appx. i, iii, iv, and v). Also, if these businesses have a website, we could have a link on their web page that would direct potential applicants to our Farmstead Fixer-Upper’s website and blog. Also, we can target agriculturalists by posting information about our project on the Mandan FFA and the North Dakota FFA website.

Objective Three: Use the community’s media resources to connect to the rural community and keep them informed about our service project.

The city of Mandan presents many diverse communication outlets for us to utilize to find people who are truly in need of our services. First, we will address the public through paper advertisement. This includes placing advertisements in trade journals that are very popular with
our audiences such as The North Dakota Stockman, Farm Journal, and Ag Week (appx. vii). We also will utilize the local newspaper, The Bismarck Tribune, to place advertisements about our event for an increase in exposure (appx. viii). Next, we will provide more information on BisMan Online, a highly-trafficked advertising website (app. vii). Utilizing this, along with connecting local supporting businesses’ websites to our own through hyperlinks, we will have a larger advertising presence online. Then, we can utilize our television resources to communicate pertinent dates and information on the Community Calendar that runs daily on our local television stations (appx. viii). This information will also be covered in a news story by KXMB’s Sara Gustin, aired in mid-May. Also, this information regarding dates, deadlines, and much more can also be found on a local billboard we will be renting in the Bismarck area and on Mandan’s advertising marquee (appx. viii and ix). Finally, we will harness our local agricultural radio stations such as 103.3, 105.9, 94.5, and 1130 to get even more coverage in our area (appx. vii).

**Objective Four:** Emphasize the importance of utilizing social networking so that a larger audience can be exposed to our plan.

Social media is one of the most popular and fast-growing means of communication today. Therefore, it is extremely important that we utilize this far-reaching advertisement tool as much as possible. First, we will place links to the Farmstead Fixer-Uppers website on our current Mandan FFA Facebook and Twitter pages. From there, we can generate followers on separate Facebook and Twitter pages that we will create specific to our service project (appx. x and xi). Second, on our website, we will have a link to our blog where people can comment and question directly with FFA members and other agriculturalists (appx. xii). This will help get any questions our audience has answered in a timely manner. Also, it will give us an opportunity to talk to possible applicants on a more personal level to better understand their situations.
Media Tactics and Explanations

**Key Message and Objective One:**

**Friends and Neighbors Day Booth:** We will set up a booth at the Northern Great Plains USDA Research Center’s Friends and Neighbors Day. Here, local farmers, ranchers, and small-scale livestock producers gather to learn about innovative ways to improve their operations. If we are present at this event, we will gain great exposure with the public, which will help us to reach our goal of 55 applicants.

**Key Message and Objective Two:** (appendices i, ii, v, and vi)

**Printed Promotional Items (flyers, brochures, and business cards):** We will utilize many different types of printed materials to get the word out about our service project. This includes printing 75 flyers to put up in local businesses and 225 brochures to set out at Friends and Neighbor’s Day and at local businesses. Also, 150 business cards will be used to keep in contact with our audiences, and these will especially be needed at the Friends and Neighbors Day.

**Websites:** We will place hyperlinks to our website on participating local agricultural business’ webpages and on Mandan FFA’s and NDFFA’s websites. On our website, Twitter and Facebook links, a blog, and applications can be found.

**Key Message and Objective Three:** (appendices vii, viii, and ix)

**Agricultural Trade Journals:** To reach our very select audience, we will utilize The North Dakota Stockmen, Farm Journal, and Ag Week. On the 15th of the month over the summer on three consecutive occasions, we will place an advertisement in each as applications open.

**Newspaper:** Because The Bismarck Tribune reaches out to a large audience, we will be running nine total articles in this paper, advertising our service project. During the two weeks that
applications are open each month, we will place three advertisements in the paper throughout this two week time frame to increase exposure.

**BisMan Online:** Because placing an advertisement with BisMan is free, we will start utilizing this source on May 8. This as well as the other free media outlets will continue until August 1.

**Television Advertisements:** We will begin utilizing our Community Calendar broadcasts on May 8. We will ask that this advertisement be run once a week, increasing to three times a week when applications open. Also, on May 15, the day the first applications open and paid advertisements begin, we will ask KXMB’s Sara Gustin to do a news broadcast on our project.

**Billboard Advertisements:** Similar to the format of the newspaper advertisement, we will put out pertinent information on a billboard on a major road coming into town from rural areas. We will keep this advertisement up for the duration of the project. Also, we will start advertising with the electronic marquee on Main Street in Mandan on May 8, running an advertisement once a week. We will increase exposure to three times a week each time applications open.

**Radio Advertisements:** We will place two 30 second advertisements, one a week during the two weeks applications are open on four country stations, 103.3, 105.9, 94.5, and 1130.

**Key Message and Objective Four:** (appendices x, xi, and xii)

**Social Media:** We will place up-to-date information on our Facebook and Twitter pages as well as a link to our website. Not only can we utilize the Farmstead Fixer-Upper’s pages, but we can also utilize the Mandan FFA and North Dakota FFA Foundation’s pages as well.

**Blog:** On our webpage, we will have a link to our blog that will allow FFA members to keep in close contact with applicants. Any questions they have can be answered efficiently here.
**Timeline**

**May**
8 - Start free advertisements:
  ~ Create blog
  ~ Input community calendar advertisement
  ~ Activate Facebook and Twitter pages
  ~ Set up Farmstead Fixer Upper website
  ~ Insert links to our website on the websites of local businesses, the Mandan FFA, and the ND FFA
15 - Start paid advertisements:
  ~ Input newspaper and trade journal articles
  ~ Place flyers, applications, and brochures in businesses
  ~ Run one radio advertisement on each station during this week
  ~ Implement billboard advertisement
  ~ Applications open
22 - Run one radio advertisement on each station during this week
  ~ Input newspaper article
29 - Input newspaper article
  ~ Run one radio advertisement on each station during this week
  ~ Applications open

**June**
1 - Applications close
5 - Pick first farmstead-majority vote by members
8 - Go to farm and start renovation
15 - Input newspaper and trade journal articles
22 - Run one radio advertisement on each station during this week
  ~ Input newspaper article
29 - Input newspaper article

**July**
1 - Applications close
5 - Pick second farmstead-majority vote by members
8 - Go to farm and start renovations
15 - Input newspaper and trade journal articles
  ~ Run one radio advertisement on each station during this week
  ~ Applications open
18 - Friends and Neighbors Day at USDA Research Center
22 - Run one radio advertisement one each station during this week
  ~ Input newspaper article
29 - Input newspaper article

**August**
1 - Applications close
  ~ All advertising stops
5 - Pick third farmstead-majority vote by members
Evaluation

1) Encourage 55 farmers, ranchers, and small-scale livestock producers to apply for the program to gain assistance.

In order to assure our program is as successful as we would like it to be, we must have a set goal in mind for the amount of people we would like to apply. In order to calculate the number of those who applied for the program, we will evaluate at the end of the three application processes the amount of paper and online applications received (appx. iii). This will determine if we met our goal of 55 applicants.

2) Utilize the resources unique to the FFA to reach out to struggling farmers and ranchers in our area.

Although the FFA’s media is not always immediately seen by our target audience, it is an easy and free means of advertisement for us to utilize. Therefore, at the time we compile the online and paper evaluations (appx. iv), we will review the percentage of people that were actually influenced by this advertising outlet.

3) Use the community’s media resources to connect to the rural community and keep them informed about our service project.

To assure the community’s media resources are an effective tool when targeting our audience, we will ask on paper and online evaluations for participants to specify how they found out about the service project and compare percentages (appx. iv).

4) Emphasize the importance of utilizing social networking so that a larger audience can be exposed to our plan.

Employing social networking will vastly open up our forms of communication. We will evaluate the effectiveness of this form of communication, by monitoring how many guests “like” the Facebook page, and how many Twitter followers we obtain (appx. x and xi).
## Budget

### Media

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<th>Item</th>
<th>Quantity</th>
<th>Individual Cost Per Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboards</td>
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<td>$700 per month for 3 months</td>
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<tr>
<td>Brochures</td>
<td>225</td>
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<td>$540</td>
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<td>Business Cards</td>
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<td>Flyers</td>
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<td>Newspaper</td>
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<td>$113 (for a business card size advertisement)</td>
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<td>Radio</td>
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<td>T-shirts</td>
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<td><strong>Total</strong></td>
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### Supplies

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<td>Wood</td>
<td>Bismarck Lumber</td>
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<tr>
<td>Tools</td>
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<td>Steel</td>
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<td>Paint</td>
<td>Runnings</td>
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<td>Fasteners</td>
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<tr>
<td>Herbicides/Fertilizers</td>
<td>Monsanto</td>
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<tr>
<td>Fencing Equipment</td>
<td>Keller Broken Heart Ranch</td>
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<tr>
<td>Miscellaneous</td>
<td>Mandan FFA Chapter</td>
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</table>
Conclusion

The goal of our media plan is to successfully assist those farmers, ranchers, and small-scale livestock producers within the community that most need our help. Therefore, our key messages highlight the importance of utilizing different media tactics to reach the largest audience in the most profitable manner. In our first message, we strive to communicate to our audience that despite their hardships, the FFA can provide the help needed to achieve stability in their operations. Our goal is to make farmers, ranchers, and small-scale livestock producers aware that we are here to assist them by fixing fence, cutting grass, pulling weeds, tilling gardens, feeding livestock, replacing rotten wood, and much more. The second message stresses the importance of the FFA’s involvement and devotion to the community. Through hosting events like the German Harvest Supper to weeding school gardens, our FFA Chapter has assisted the community in simple manners. However, this community service project will show our FFA chapter working at its optimal potential. Finally, the third and fourth messages outline the important media resources to use within our community and online. Trade journals advertisements, KXMB news broadcasts, newspaper advertisements, Community Calendars announcements, BisMan Online advertisements, marquees, printed promotional items, radio advertisements, and billboards will target those that do not participate in social networking. We will then utilize social networking resources like Facebook and Twitter to prevent having an uninformed audience (refer to appx.).

We believe we have selected the most effective media tools to communicate our messages and achieve our objectives. This media plan will not only promote the service project, but will convince the audience of our FFA chapter’s character. It will also have participants exclaiming “Don’t let hard times ruin your day, be sure to call the FFA!”
References


Appendices

Flyer

Business Card

Farmstead Fixer Uppers Application

Evaluation

Brochure

Website

Advertisements
  • radio
  • BisMan
  • trade journal

Advertisements
  • newspaper
  • Community Calendar
  • marquee advertisement

Billboard

Twitter

Facebook

Blog
Appendix i

Farmstead Fixer-Uppers

What: FFA Community Service Project
When: Applications Open: May 15th, June 15th, July 15th
      Applications Close: June 1st, July 1st, August 1st
Who: Struggling farmers, ranchers, and small-scale livestock producers
Where: Local Bismarck/Mandan Community

Don’t let hard times ruin your day, be sure to call the FFA!

905 8th Ave NW       (701)-223-5645
Mandan, ND 58554      www.farmsteadfixeruppers.com
Appendix iii

Mandan FFA’s “Farmstead Fixer-Uppers” Service Project Application

Applications Open: May 15th June 15th July 15th
Applications Close: June 1st July 1st August 1st

- Name: _____________________________
- Age: _________
- Address: _______________________________________________________________________
- Name of Spouse: _______________________
- Name of Children and Age
  (please note if they live on your farm/ranch):
  ___________________________________
  ___________________________________
  ___________________________________
  ___________________________________
- Occupation: __________________________ Number of Years: __________
- Answer these questions to the best of your ability:

  1. Describe the hardships you are experiencing in your life that you believe qualifies you to receive aid.
2. How long have you been suffering, and do you foresee these problems to continue into the future?

3. What tasks do you find most difficult to do?

4. How has your operation suffered from the hard times that you have been going through?

5. What tasks would you need the FFA to preform to get your operation back to optimal working condition?

Please mail completed applications by the closest deadline indicated at the top of the application to:

Heidi Reiter
905 8th Ave NW
Mandan, ND 58554

For more information, visit our Facebook or Twitter pages, look for our ads in the paper, on TV, or on the radio, or go to www.farmsteadfixeruppers.com.
Appendix iv

Evaluation

1) Did you hear about our program at our booth during Friend’s and Neighbor’s Day?
   Yes  No

   If yes, on a scale of 1 to 5, how helpful was our information provided?

   1  2  3  4  5

2) Did you access our website for more information about our project?
   Yes  No

   If yes, on a scale of 1 to 5, how helpful and easy to navigate was it?

   1  2  3  4  5

3) Did you read about our program in any local media source (i.e. newspapers, trade journals, billboards, community calendar, etc.)?
   Yes  No

   If yes, how helpful was the information on a scale of 1 to 5?

   1  2  3  4  5

4) Did you utilize our social media sites to find out more about our program?
   Yes  No

   If yes, on a scale of 1 to 5, how helpful was it?

   1  2  3  4  5

5) Do you feel that Farmstead Fixer-Uppers program is beneficial and should be continued into the future?
   Yes  No

   If no, what would make it better?

____________________________________________________________________________
Appendix v

Application Dates:
May 15th - June 1st
June 15th - July 1st
July 15th - August 1st

Where to find additional info:
- Facebook
- Twitter
- Blog on our website
- Community Calendar
- Radio advertisements:
  103.3
  105.9
  94.5
  1130
- Local participating agricultural business's websites
- Billboard
- Marquee in Mandan
- Trade journal articles:
  The ND Stockmen
  Farm Journal
  Ag Week
- Bismarck Tribune
- Website

Contact Us:
Phone: 701-223-5645
Web:
www.farmsteadfixeruppers.com
Blog:
www.farmsteadfixeruppers.blog.com
Facebook page:
Farmstead Fixer-Uppers
Twitter page:
@FarmsteadFixers

FARMSTEAD FIXER-UPPERS

“Don’t let hard times ruin your day, be sure to call the FFA!”
Who are we/what are we doing

We are from the Mandan FFA chapter. The Farmstead Fixer-Uppers are helping three different agriculturalists who have experienced hard times get back on their feet.

Ranchers, farmers, and small-scale livestock producers who have been through some hard times qualify for assistance.

Alone we can do little; together we can do so much.
–Helen Keller

Some potential hardships our audience may be experiencing include:

- Environmental disaster
- Loss of mobility due to age
- A life-altering loss
- Experienced an injury

Tasks we will perform include but are not limited to:

- Mending corrals
- Fencing
- Cleaning out grain bins
- Fixing granaries
- Servicing equipment
- Repairing barns
- Cleaning aviary coops
- Landscaping
Appendix vi

Farmstead Fixer-Uppers

What: FFA Community Service Project
When: Applications Open: May 15th, June 15th, July 15th
Applications Close: June 1st, July 1st, August 1st
Who: Struggling farmers, ranchers, and small-scale livestock producers
Where: Local Bismarck/Mandan Community

Overview

Unfortunately, we cannot stop physical disasters, family loses, or physical accidents from occurring. Therefore, steps must be taken to overturn the damages done and maintain optimal production. We as the Mandan FFA Chapter’s Communications Committee have devised a community service project, Farmstead Fixer-Uppers, to reach these struggling ranchers, farmers, and small-scale livestock producers. We want to help them accomplish optimal production despite possible disastrous occurrences. We can reach out to these struggling agriculturalists and help them improve their production during hard times. Farmstead Fixer-Uppers will not only help the farmers, ranchers and small-scale livestock producers we select, but it will keep the community strong, and advertise the importance of community-oriented organizations like the FFA.

Application

- Name: __________________________
- Age: __________________________
- Address: ________________________
- Name of Spouse: __________________________
- Name of Children and Age (please note if they live on your farm/ranch):
  - __________________________
  - __________________________
- Occupation: __________________________ Number of Years: __________________________
- Answer these questions to the best of your ability:
  1. Describe the hardships you are experiencing in your life that you believe qualifies you to receive aid.

  _______________________________________________________________________________

  2. How long have you been suffering, and do you foresee these problems to continue into the future?

   _______________________________________________________________________________

Farm-Accident Facts

Agriculture ranks as one of the most hazardous industries. Farmers, ranchers, and even small-scale livestock producers are constantly at risk of fatal and non-fatal injuries.

Farm accidents and other work-related health problems claim as many as 1,300 lives and cause over 120,000 injuries a year.”

Tractor accidents on farms cause the highest number of fatalities with tractor overturns, “accounting for 44 percent of all tractor fatalities.” Also, in 2010 alone, 476 farmers, ranchers, and farm or ranch employees died from a work-related injury, resulting in a fatality rate of 25 deaths per 100,000 workers.
August 1st - Applications close
August 5th - Pick 3rd farmstead
August 8th - Go to farm and start renovations

Drought, famine, flooding, and numerous other grievances are all types of disasters that will effect a farmer’s, rancher’s, and/or a small-scale livestock producer’s lifestyle.

3. What tasks do you find most difficult to do?

4. How has your operation suffered from the hard times that you have been going through?

5. What tasks would you need the FFA to perform to get your operation back to optimal working condition?

Evaluation

Did you hear about our program at our booth during Friends and Neighbor’s Day?

Yes

No

If yes, on a scale of 1 to 5, how helpful was the information provided?

1 2 3 4 5

2. Did you access our website for more information about our project?

Yes

No

If yes, on a scale of 1 to 5, how helpful and easy to navigate was it?

1 2 3 4 5

3. Did you read about our program in any local media source (i.e. newspapers, trade journals, billboards, community calendar, etc.)?

Yes

No

If yes, how helpful was the information on a scale of 1 to 5?

1 2 3 4 5

4. Did you utilize our social media sites to find out more about our program?

Yes

No

If yes, on a scale of 1 to 5, how helpful was it?

1 2 3 4 5

5. Do you feel that Farmstead Fixer-Upper’s program is beneficial and should be continued into the future?

Yes

No

If no, what would make it better?

Contact information:

Phone: FFA Office-(701)223-5645/ Address: 905 8th Ave NW Mandan, ND/ Or refer to blog for direct messaging
Appendix vii

*This advertisement will be used for our 30 second radio broadcasts, a BisMan Online advertisement, and trade journal advertisements.*

The Mandan FFA Chapter is organizing a great service opportunity to aid struggling members in the agricultural community. They call themselves the Farmstead Fixer-Uppers, and they focus on helping farmers, ranchers, and small-scale livestock producers in the surrounding area get back on their feet after they have fallen on hard times. These are people who are not able to keep up their farmsteads, therefore causing their operations and profitability to suffer. People selected to receive assistance could have experienced a life-altering loss, been through an environmental disaster, have recently been disabled, or have lost mobility due to age. The FFA members will help to get their farmsteads back to working condition by assisting in many diverse tasks such as fixing barns, landscaping, fixing fence, repairing grain bins, and cleaning pens. There will be three rounds of applications, beginning on May 15th and lasting for 2 weeks. The others two application processes will follow the same format from June 15th to July 1st and from July 15th to August 1st. Applications, informational brochures, and flyers can be found at local participating agricultural businesses, at the FFA’s booth at the USDA Research Center Friends and Neighbor’s Day, and on their website at [www.farmsteadfixeruppers.com](http://www.farmsteadfixeruppers.com). Be sure to check out the Farmstead Fixer-Uppers Facebook and Twitter pages to find local participating businesses near you and for updates and applications.
Appendix viii

This advertisement will be used for our newspaper, Community Calendar, and marquee advertisements.

Who: Mandan FFA Farmstead Fixer-Uppers

What: Service project to help struggling farmers, ranchers, and small scale livestock producers maintain their farmsteads

When: Applications open May 15th, June 15th, & July 15th *

*watch for deadlines and for more information, visit www.farmsteadfixeruppers.com or our Facebook or Twitter pages
Farmstead Fixer-Uppers

For more information, visit our website at www.farmsteadfixeruppers.com and be on the watch for more local advertisements.

Renovating Farms
June 8th
July 8th
August 8th
Get an application today.

Don’t let hard times ruin your day, be sure to call the FFA!
Appendix x

Tweets

Farmstead Fixers @FarmsteadFixers · 6h
first farmstead chosen June 5th! #hurryup #signup

Farmstead Fixers @FarmsteadFixers · 6h
things to qualify for assistance: natural disasters, family losses, decrease in mobility, injury #struggles

Farmstead Fixers @FarmsteadFixers · 6h
Farmstead Fixer-Uppers is the Mandan FFA’s community service project devoted to help struggling agriculturalists maintain their farmsteads.

Farmstead Fixers @FarmsteadFixers · 6h
first application dates open May 15th and close June 1st!
Appendix xi

Farmstead Fixer-Uppers

Farming/Agriculture
Don't let hard times ruin your day, be sure to call the FFA! We are fixing up three farmsteads for people who have experienced hard times.

About

Photos
Likes

The Mandan FFA chapter at District Leadership Conference 2013.

Farmstead Fixer-Uppers is the Mandan FFA's community service project. We are helping three farmers, ranchers, or small-scale livestock producers who have experienced a natural disaster, loss of mobility, loss of a family member, or an injury. Don't let hard times ruin your day, be sure to call the FFA!

Be sure to check out our twitter page, @FarmsteadFixers, and our blog, www.farmsteadfixeruppers.blog.com!

Free T-shirts for the first 20 who sign up at our booth at Friends and Neighbors Day!

The first set of applications open June 15th and close July 1st. Be sure to sign up! You can find applications in local participating businesses and on our website, www.farmsteadfixeruppers.com.
Possible Questions

How do I know if I qualify?

If you have experienced some hard times, you qualify. Some hard times may include: natural disaster, loss of mobility due to age, injury, or a loss of a family member.

What tasks are we offering help?

We are offering help with tasks such as: cleaning out and repairing barns, fencing, cleaning out grain bins, fixing granaries, servicing equipment, mending corrals, cleaning aviary coops, and landscaping.

How do I apply?

The first set of applications open on May 15th and close June 1st. We are holding two other application sessions. The second one starts June 15th and ends July 1st, the third starts July 15th and ends August 1st. You can find applications in local participating businesses and on our website, www.farmsteadfixeruppers.com.
Welcome

Hello everyone! We are the Farmstead Fixer-Uppers. We are from the Mandan FFA chapter and are doing a service project this Summer. We are offering assistance with maintaining their farmstead to three different farmers, ranchers, or small-scale livestock producers who have experienced a natural disaster, a loss of a family member, injury, or loss of mobility due to age. Look for applications in local participating businesses and on our website, www.farmsteadfixeruppers.com!