A Media Proposal for the
North Dakota FFA Association

2014 North Dakota
Agricultural Communications

Richland 44

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Executive Summary

The North Dakota FFA Association has contacted the Agricultural Communications team from Richland 44 to prepare and present a media plan for the Harvest For Life event. The main goal of having chapters participate in the Harvest For Life event is to raise money for local charities of each chapter's choosing. By participating in this event, chapter members will be exposed to community service and the benefit of helping others. The purpose of this media plan is to assist local FFA chapters in promoting the Harvest For Life event by creating promotional materials that will inform soybean producers of the event, increase the number of producers willing to donate, and disseminate contact information.

The Harvest For Life event is an event that FFA chapters can do in their own community where farmers donate soybeans straight from the field. FFA Chapters are then in charge of collecting and transporting the soybeans from the fields to their local elevators. Chapter members will contact farmers the week prior to harvest to create a list of interested producers. The morning of the collection, FFA members will again contact the producer to determine their exact harvest location. With a truck or gravity box, members will drive from field to field collecting the soybeans. The money that is collected from the sale of the soybeans is then put towards the charity of choice by the chapter.

Media materials to assist the local chapter with their event will include a promotional flyer template, a script for members to use for calling local producers, a press release template, and handouts on how to effectively write news stories and blogs. Media sources used will include newspapers, school newsletters, FFA Facebook pages, FFA blogs, and promotional flyers.
2-Introduction and Overview

Introduction - We have been contacted by your group, the North Dakota FFA Association, to develop a promotional package to use to promote your new annual charity event, Harvest For Life, across the state of North Dakota. A few other organizations have conducted an event similar to this across out state and have had great success. The Harvest For Life event is a charity event where local farmers are asked to donate soybeans at harvest time. The soybeans are brought to a local elevator and the money earned is donated to a charity of choice.

The North Dakota FFA Association will work with FFA chapters across the state using the promotional information in this media plan to conduct their own Harvest For Life event within their communities. It is the goal of the ND FFA Association to have at least 50 FFA chapters in the state participates in this charity event. Each chapter’s goal is to collect $2,000 in soybeans which would mean that the ND FFA Association would assist in the collection of at least $100,000 for charities across our great state. This is a daunting challenge and the ND FFA Association wants to ensure success by utilizing an effective media plan.

Overview – We are excited about the opportunity to promote your event, Harvest For Life. In this media proposal, we will present to your group a detailed plan of how to help chapters conduct this activity. This media plan contains information about our goals and objectives, target audience, detailed strategies for promoting this event, a preparation timeline, a copy of the program evaluations, the budget, and appendices that will assist chapters on how they can publicize Harvest For Life in their communities. This promotional packet will contain electronic templates that FFA chapters can use, including posters, telephone scripts, producer lists and helpful instructions, making it very easy for the chapters to conduct their event, and for the ND FFA Association to reach its goals.
3-Audience

The Harvest For Life promotional instruction packet was created for FFA Chapters to use in advertising Harvest For Life events in their communities. This program is designed to get more chapters involved in community service, specifically in the Harvest for Life project, and teach FFA members the importance of fundraising for a worthy cause. According to www.NDFFAFoundation.com, there are 80 FFA chapters in the state of North Dakota with a total membership of over 4,500 members.

Through the North Dakota FFA Association, we will promote to this event to 80 FFA chapters. Reaching every chapter will be essential to meeting the ND FFA Associations goal of having at least 50 chapters sign up to participate in the program. These FFA chapters are led by local FFA advisors who serve as the Agricultural Education instructors at their respective schools. FFA members are primarily in grades 9-12, however an increasing number of chapters have FFA members in 7th and 8th grade. Furthermore, depending on members achievements in obtaining advanced degrees, FFA membership may last until members are in their 2nd year of college. While a growing number of junior/senior high school and early college age students are recognizing the importance of community service, this demographic suggests that our promotions need to be geared to youth. Promotional materials need to be youthful and energetic, and demonstrate enthusiasm. Materials also need to be easily adapted to local needs and nearly ready to use.

Along with the FFA chapter audience, promotional materials need to reach the area soybean producers. It is the goal of the ND FFA Association to reach at least 20 producers in each chapter. These producers may already be supporters of their local FFA chapters, and involved in chapter activities. Parents of current or past members, FFA Alumni, and
Agricultural Education Advisory Council members would be included in this group. Chapters will certainly need to contact and encourage participation from soybean producers who may not be currently involved in the local Agricultural Education program. In order to reach both groups of producers, the local chapter will primarily utilize posters created in this media plan. We suggest that these posters be hung in the school, at the local elevator, cafés, agricultural businesses, and other businesses around the community. Also useful media communications tools will be local school newsletters, school and FFA websites, FFA Facebook pages, and FFA blog sites. We are confident that area producers will become informed about the Harvest For Life project through one of these promotional methods, especially before harvest when they are in town preparing for falls work.
4-Strategic Plan

Objectives - Harvest For Life 2014 is a program designed to promote community service and the simplicity of helping others through the work of organizations. By promoting the Harvest For Life event to FFA chapters across the state as a community service opportunity, the North Dakota FFA Association will significantly expand this project, along with the importance of community service. The specific objectives of this promotional program are to:

1. Involve at least 50 FFA chapters across the state in the Harvest For Life event
2. Meet a minimal state fundraising goal of $100,000
3. Inform our state’s producers about the importance of community service
4. Promote FFA in North Dakota through news print and social media

To accomplish objective #1, involve at least 50 FFA chapters across the state in the Harvest For Life event, the state officer team will first announce the statewide event at sessions during the 85th Annual State FFA Convention from June 2nd through the 6th. Again, FFA advisors will be made aware of the event at the Aug. 13th Professional Development Conference in Bismarck, ND. At the PDC, State FFA Officers will hold a presentation where advisors can learn more about Harvest For Life and how to conduct it within their own chapters. Chapters will notify the ND FFA Association with their intentions to participate in the Harvest For Life event.

To accomplish objective #2, meet a minimal state fundraising goal of $100,000, through the ND FFA Association we will provide chapters with the promotional instruction guide on a computer accessible compact disc, including a flyer template, a Microsoft Excel template for
creating a soybean producer contact list, phone scripts and news article templates. These items are included in the appendix section of this media proposal.

To accomplish objective #3, inform our state’s producers about the importance of community, we have included a small paragraph on the Harvest For Life flyer template discussing the benefits of community service. Each chapter will also help accomplish this objective by personally contacting each producer for donations along with sending “Thank You” cards after the event.

To accomplish objective #4, promote FFA in North Dakota through news print and social media, local chapters will utilize their local newspapers, school newsletters, FFA Facebook pages, FFA blogs and thank you letters. A large portion of our state will be covered if at least 50 FFA chapters promote their Harvest For Life event before and after the soybean collection. The will be amazing positive publicity for both the local FFA chapter and the ND FFA Association.

In order to make sure this event is promoted to its maximum audience possible, we will strictly follow all deadlines for advertising. We will also provide chapters with the materials they need including flyer templates, a how-to promotional guide packet, and a spreadsheet template to help store donators’ contact information. The promotional guide packet will teach FFA members how to develop a social media site for their own Harvest For Life event, write a news article, develop a blog, and will provide them with templates of contact letters. It will also provide them with a script to assist them when contacting area producers for soybean donations.

Although we do recognize that radio is a viable option to reach our producers, we realize the limits of the ND FFA Associations budget, and therefore have concentrated on more targeted and inexpensive media options. We are confident that soybean producers can be targeted by promoting this event through flyers at the local elevator, agricultural business and cafés. For the
more technology savvy producers, social media such as Facebook and FFA blogs will be very effective.

**Plan Execution** - To first reach all 80 FFA chapters in the state, announcements and advertisements will be used at the 85th Annual North Dakota FFA Convention from June 2nd to the 6th. Flyers will be hung and the state FFA officer team will make announcement during convention sessions. To once again reach these 80 FFA chapters, state FFA officers will give a presentation about the Harvest For Life program at the Professional Development Conference for advisors on Aug. 13th. Advisors of chapters will be provided with materials to promote this activity within their chapters up to the time of the event. Included in these materials will be the suggested timeline, budget, and other resources for their use to promote Harvest For Life to the soybean producers in their communities.

To help FFA chapters pay for the promotion of the event, the ND FFA Association will distribute grants of up to $95 to the first 50 FFA chapters that sign up for the charity event. These funds can be used to print color flyers, pay for advertisements in local newspapers if necessary, and purchase Thank You cards. Social media sites are free from costs.

Starting on Aug. 1st, the ND FFA Association will promote the event using social media such as FFA Facebook and FFA blog sites. On Sept. 15th, the ND FFA Association will host a web conference to answer questions that FFA advisor or FFA members may have. From Sept. 25th to the 28th, FFA members will contact local soybean producers to build interest in the program and create a list of those who agree to donate. We recognize that the dates of harvesting may vary across the state. Producer contacts should be made at least one week prior to harvest. Soybean harvesting should be conducted from Oct. 1st to Oct. 30th across most of the state. FFA members will again contact the producer to determine exact harvest location. Members will then
drive to the field during harvest and collect as much commodity as the producer feels is appropriate. The soybeans will be delivered to the local elevator for immediate sale or storage. By Oct. 31st, the soybeans will be sold with the funds raised donated to the charity of choice by Nov. 5th. Thank You notes will be written and mailed by Nov. 19th and will include a description of the funds raised and charity chosen. Final evaluations by the producer and FFA chapter will be due in the ND FFA Association by Nov. 26th. These can be mailed, faxed, or emailed to the state FFA Association office.

**Key Messages** - We believe in the power of young leaders in our great state. By working with the FFA chapters and their leaders across the state, the ND FFA Association’s Harvest For Life project is bound to raise funds for local charities, to proudly represent the FFA organization, and get both FFA members and community members involved in community service. With this project, we can help insure a bright future for our communities and agricultural education.
<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2nd-6th 2014</td>
<td>Announcements &amp; Advertisements at State FFA Convention</td>
</tr>
<tr>
<td>July 11th 2014</td>
<td>Contact North Dakota Department of Career and Technical Education about presenting at PDC</td>
</tr>
<tr>
<td>Aug. 1st-25th 2014</td>
<td>Use ND FFA Association Social Media sites to promote Harvest For Life to other chapters</td>
</tr>
<tr>
<td>Aug. 13th 2014</td>
<td>Professional Development Conference presentation- Bismarck, ND @ Ramada Hotel</td>
</tr>
<tr>
<td>Sept. 15th 2014</td>
<td>Web conference with all FFA advisors who have questions about event</td>
</tr>
<tr>
<td>Sept. 25th-28th 2014</td>
<td>Call farmers interested in participating in Harvest For Life</td>
</tr>
<tr>
<td>Oct. 1st-30th 2014</td>
<td>Collect soybeans from farmers</td>
</tr>
<tr>
<td>Oct. 31st 2014</td>
<td>Sell soybeans that have been stored at elevator</td>
</tr>
<tr>
<td>Nov. 5th 2014</td>
<td>Donate funds raised to a charity of chapter’s choosing</td>
</tr>
<tr>
<td>Nov. 19th 2014</td>
<td>Mail out Thank You cards to each contributing farmer</td>
</tr>
<tr>
<td>Nov. 26th 2014</td>
<td>Evaluations from farmer and local FFA chapters due to ND State FFA office</td>
</tr>
</tbody>
</table>
**6-Evaluation**

The primary method of evaluation will be surveys to both the farmers/producers and the FFA chapters. Examples of each of these surveys are included in the appendices portion of this media plan. It is recommended that these surveys be distributed to the producer on the day of donation and chapter surveys will be included in the instructional packet provided to advisors at PDC.

1. **Producer Survey**-This survey will provide us needed information on the success of the event along with their likelihood to participate in future years. (Objectives 3 and 4)
2. **Chapter Survey**-This survey will let us know how much money each chapter raised, how many chapters participated, and how helpful the promotional materials were to each individual chapter. (Objectives 1 and 2)

Other methods of evaluating this event will include the following:

1. **FFA Chapters’ Facebook Event Page Activity**-This method will help us to identify how many people viewed each post about Harvest For Life, likes, and comments on event posts. (Objectives 3 and 4)
2. **Blog Responses**-Through the use of a chapter blog, we will gain information about interest and/or questions about the event. (Objectives 3 & 4)
### 7- Budget

**Expenses**

<table>
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<th>Description</th>
<th>Cost</th>
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<tr>
<td>Local Chapters Promotional Guide on CD</td>
<td>$2 \times 100 = $200</td>
</tr>
<tr>
<td>Grants to all local FFA chapters to help them promote their event</td>
<td>$95 \times 50 = $4750</td>
</tr>
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</table>

$4950
8-Conclusion

Our farmers and producers spend such a large amount of time dedicating themselves to their work in order to produce the food we eat each and every day. There are so many of them willing to give time, money and resources for the improvement of their communities and those in need. A donation of soybeans, whether it is a small or large amount, can make a significant difference to those in need, and the local FFA chapter knows best who is in need. We understand why the North Dakota FFA Association has asked us to promote an event with such a worthy cause. A great project can only be successful if others are aware and informed of the event. By working with our communications team, the North Dakota FFA Association can build a promotional plan that will not only ensure the success of the Harvest For Life event, but truly showcase the FFA organization for its many kind acts of community service.
9-References


Appendix A-Press Release Template

For Immediate Release:

(Insert FFA Chapter) Collects Soybeans for Charity

Contact

(Insert Advisor’s Name)
(Insert chapter name) FFA Advisor
701-(insert phone number)
(Insert advisor e-mail address)

(insert city), ND. ((Insert date)/(insert high school)) - The (insert chapter) coordinated a local Harvest For Life event and raised (insert dollar amount) for (insert charity name). The chapter collected soybeans from (insert number) of area soybean producers on (insert date). The Harvest For Life event was a part of a state-wide project where other FFA chapters also collected soybeans to support charities of their choosing.

FFA members contacted soybean producers prior to the event to promote the event to create a list of interested producers. The morning of the event, members again called the producers to determine their exact harvest location so that they could collect the commodity. Each producer could give as little or as much as they chose. The FFA chapter voted to select the charity, with (insert charity) being selected.

According to FFA Advisor “(insert quote from local advisor)”. Not only did this event raise funds for charity, it also provided an opportunity for both producers and FFA members to learn about the importance and need for community service. (Insert number) of FFA chapters across the state participated in the Harvest for Life project with a total of (insert amount) of funds being raised across the state.

The FFA makes a positive difference in the lives of members by developing their potential for premier leadership, personal growth and career success through Agricultural Education. If you would like to learn more about (insert chapter name) activities, please contact the chapter by emailing (insert chapter email or advisor’s email).
Support your community by donating soybeans to Harvest for Life 
[Insert Dates of Event]
For more information contact [Name of FFA Chapter]
@ [contact number] or talk to an FFA Member

Visit our event page at [Facebook web address]

Community service strengthens your community, helps you learn, gives you a chance to give back, helps to make a difference and much more!

For more reasons to volunteer, visit https://students.ucsd.edu/student-life/involvement/community/reasons.html
### Appendix C-Producer Contact List Template

<table>
<thead>
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<th>Area</th>
<th>Phone</th>
<th>Donated Y/n</th>
<th>Directions</th>
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<tr>
<td>Tim Viland</td>
<td>Abercrombie</td>
<td>553-9217</td>
<td>640-0527</td>
<td></td>
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<tr>
<td>Eldon Hemunslie</td>
<td>Abercrombie</td>
<td>553-9124</td>
<td></td>
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<tr>
<td>Mark Gylland</td>
<td>Abercrombie</td>
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<tr>
<td>Monte and Carter Gylland</td>
<td>Abercrombie</td>
<td>M372-3835</td>
<td>C372-3800</td>
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<tr>
<td>Vance Gylland</td>
<td>Abercrombie</td>
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<tr>
<td>Jeff Bolme</td>
<td>Abercrombie</td>
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<td>Scott Gauslow</td>
<td>Abercrombie</td>
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<tr>
<td>Brad Hage</td>
<td>Abercrombie</td>
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<tr>
<td>Craig Granholt</td>
<td>Christine</td>
<td>701-998-2142</td>
<td>701-238-0849</td>
<td></td>
</tr>
<tr>
<td>Scott Hendrickson</td>
<td>Christine</td>
<td>998-2542</td>
<td>238-7475</td>
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</tr>
<tr>
<td>Lowell Worken</td>
<td>Christine</td>
<td>469-2108</td>
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<tr>
<td>Mike Haverland</td>
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<tr>
<td>Danny Hendrickson</td>
<td>Colfax</td>
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<td>Kurt Anderson</td>
<td>Colfax</td>
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<td>640-0037</td>
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<tr>
<td>Dave and Donny Hendrickson</td>
<td>Colfax</td>
<td>372-3728 Donny 640-0568</td>
<td>640-0568</td>
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<tr>
<td>Jan Rieger</td>
<td>Colfax</td>
<td>372-3849</td>
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<td>Tim Hudson</td>
<td>Colfax</td>
<td>372-3597</td>
<td>899-3448</td>
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<tr>
<td>Lynn Moe</td>
<td>Colfax</td>
<td>372-3625</td>
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<td>Steve Moen</td>
<td>Colfax</td>
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<tr>
<td>Gordy Olson</td>
<td>Colfax</td>
<td>372-3877</td>
<td>craig-640-4002</td>
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<tr>
<td>Steve Gunness</td>
<td>Colfax</td>
<td>372-3679</td>
<td>640-0058</td>
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<td>Stuart Gunness</td>
<td>Colfax</td>
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<tr>
<td>Mark Fasholz</td>
<td>Colfax</td>
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<td>Jay Myers</td>
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<td>Mike Vogeler</td>
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<td>Jimmy Overby</td>
<td>Galchutt</td>
<td>372-3788</td>
<td>640-3349</td>
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Appendix D-Producer Survey

Harvest For Life Evaluation

We would appreciate it if you would take the time to answer a few quick questions so we may improve our program in years to better benefit you and others with this event. Please circle your response to the question and feel free to leave comments.

1) Overall, do you think participating in this event was time worthy? Yes No
   Comments?

2) Was the local FFA Chapter hard to work with? Yes No
   Comments?

3) How did you find out about this event?
   a. Radio Ads
   b. Flyers
   c. Word of Mouth
   d. Other __________

4) Are you interested in continuing this event next year? Yes No
   Comments?

5) Has your opinion of community service INCREASED, DECREASED, or STAYED THE SAME? (Circle one)
   Comments?

6) Has your opinion concerning FFA INCREASED, DECREASED, or STAYED THE SAME? (Circle one)
   Comments?

Thank you for your time. We greatly appreciate it. Please submit survey via

Email: szimmerm@nd.gov
      or
Fax Number-701-328-1255

Or mailing address:
State Ag Ed Office - State Capitol-15th Floor
600 E. Boulevard Ave Dept. 270
Bismarck, ND 58505-0610
Appendix E-Chapter Survey

Harvest For Life Evaluation

We would appreciate it if you would take the time to answer a few quick questions so we may improve our program in years to better benefit you and others with this event. Please circle your response to the question and feel free to leave comments.

1) Overall, do you think participating in this event was time worthy? Yes No

   Comments?

2) Were the promotional materials provided beneficial to you? Yes No

   Comments?

3) Did your chapter use any additional advertising materials that you feel would be beneficial to other chapters doing this event? Yes No

   Comments?

4) What was the name of the charity or charities you selected? _______________

   Comments?

5) How much money did your chapter raise through this event? _______________

   Comments?

6) How many members participated in this event? _______________

   Comments?

7) How many producers were involved? _______________

   Comments?

8) Are you interested in continuing this event next year? Yes No

   Comments?

Thank you for your time. We greatly appreciate it. Please submit survey via

   Email: szimmerm@nd.gov
   or
   Fax Number-701-328-1255

Or mailing address:
State Ag Ed Office - State Capitol-15th Floor
600 E. Boulevard Ave Dept. 270
Bismarck, ND 58505-0610