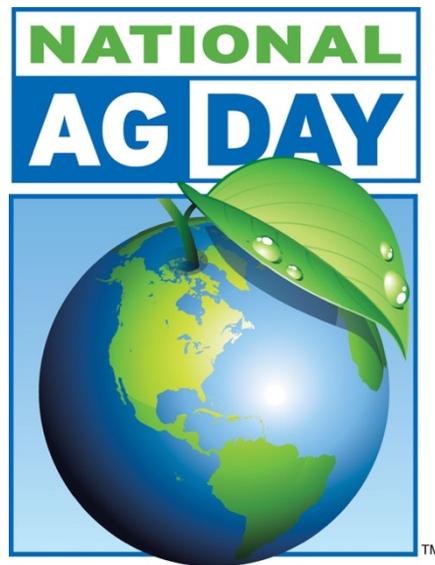


# State Ag Day Toolkit

A step-by-step guide to planning state-level events at your Capitol for National Ag Day



## TABLE OF CONTENTS

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### Background Information and FAQs

Introduction	3
Frequently Asked Questions	3

### Plan and Prepare

Step 1: Develop SMART Goals	4
Step 2: Identify Your Audience	4
Step 3: Determine Your Primary Message	5
Step 4: Form a Strong Team	6
Step 5: Select Your Event/Activity	6
Step 6: Assess the Plan	7
Timeline and Checklist	8

### Ag Day Event and Activity Ideas

Adopt a Legislator	9
Ag Day Breakfast	10
Scholarship Contest	11
Thank a Farmer Initiative	12
Ag Literacy Booths	13
Film Screenings	14
Dash for Ag 5K Walk/Run	15
Petting Zoo	16

### Reflect

Build Relationships with Volunteers After the Event	17
"Thank You" Template	17

### Communication Resources and Tools

Social Media Toolkit	18
Press Release Template	20
Video and Photography Release Template	21

### Introduction

One of the main strategic priorities of the Agriculture Council of America (ACA) is to support and encourage programs and activities in observance of National Agriculture Day by organizations, companies, and individuals – including state-level initiatives. This toolkit will help you prepare to host state-level Ag Day events and activities at your state Capitol.

### Frequently Asked Questions

#### What is 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 State Ag Day 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 contributions 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 ACA 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 guide to prepare to host state-level Ag Day events and activities.

#### Where Can I Find More Information?

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

## PLAN AND PREPARE

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Ag Day events and activities can be both organized and fun if you plan ahead. Below are six steps you can follow to help make your Ag Day efforts a success!

### STEP 1: Develop SMART Goals

No matter what type of event or activity you choose to pursue, the best place to start is to develop SMART goals. This will ensure your efforts are specific, measurable, attainable, realistic, and timely. Use this chart to guide the formation of your event and use it as a means of assessment throughout the process to stay on track and achieve your goals.

<b>S</b>	Specific	What change do you want to see? 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 the change happen by?	

### STEP 2: Identify Your Audience

Decide who you want to reach most with your message. Examples include:

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

When thinking about the target audience, think about who will be involved: those sending the message and those receiving it. Properly identifying the target audience for your Ag Day

## PLAN AND PREPARE

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event is necessary. Glance back at your goals. Who will be most impacted by what you want to do? Is this who you want to impact? Adjust as necessary.

*Use the space below to describe your target audience.*

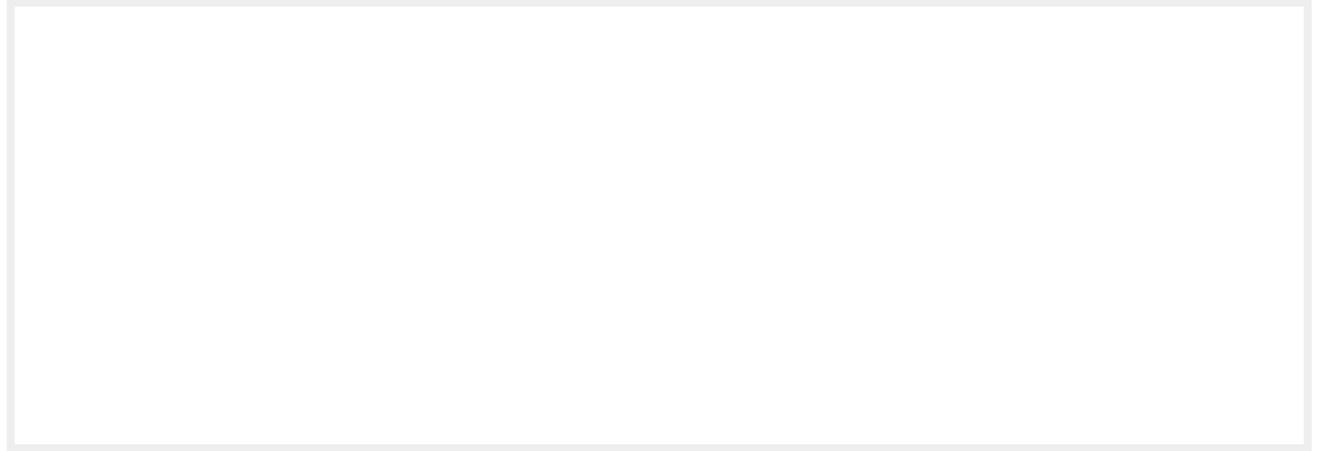
### STEP 3: Determine Your Primary Message

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! For the different groups you may interact with, develop adapted messages to have your ideas and information resonate more with each of them. As you develop your messages, keep in mind that great messages are:

- Simple
- Solution-focused
- Practical and reasonable in requests
- Evidence-based, with real statistics, stories, and facts
- Suitable for the right audiences in language and content
- Personal – they show why you care

*Use the space below to describe your message.*



### STEP 4: Form a Strong Team

Once you have a general idea of whom you'd like to reach, begin enlisting support from others who share your enthusiasm for agriculture.

- **Committee:** If you don't already have a committee working to plan this event, look at the organizations and communities you are a part of to find other individuals with shared passion. It is valuable to bring in committee members with different skill sets to balance your team. 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
- **Volunteers:** Engaging and retaining volunteers can be a challenge in successfully hosting an Ag Day event. To help in this process, we have developed a guide solely dedicated to engaging the right volunteers. You can find this guide [here](#):
- **Collaborators:** The value of your collaborators is defined by the needs of your event. If you want to create an event where legislators interact with farmers, you need to collaborate with farmers. If you're sharing about ag literacy in youth, it could be valuable to collaborate with extension agents, ag educators, or FFA and 4-H students. If you want to share the value of animal protein, consider collaborating with dietitians. Revisit your goals and think through who else could support your effort.

### STEP 5: Select an Event/Activity

## PLAN AND PREPARE

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Now that you have a framework of your goals, you are ready to select and define your event in greater detail. 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 partners and supporters.

Below is a list of possible Ag Day events and activities. Read pages 9-16 for details on each idea and implementation guidance.

- Adopt a Legislator
- Ag Day Breakfast
- Scholarship Contests
- Thank a Farmer Initiative
- Ag Literacy Booths
- Film Screenings
- Dash for Ag 5K Walk/Run
- Petting Zoo

As you plan your event(s) for National Ag Day and National Ag Week, think about how each event can build on one another to make an impactful experience. For example:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Promote making a local meal with your family	State ag commodity booths on Capitol grounds	Youth in agricultural science research symposium	Lunch with farmers at the Capitol	Ag Day proclamation event and Ag Day evening reception	Farm day breakfast	Dash for Ag 5k Walk/Run

### STEP 6: Assess the Plan

The time has come to put your plan into action! Now that you have identified the event, message, audience, and your team, you are ready to begin the real work: putting the plan into action. Start by re-evaluating your SMART goals, and adjust any details or goals as necessary.

### Timeline and Checklist

Here is an event timeline and checklist you can customize to ensure you are hitting the 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 location.
- 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 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.

## Quick Start Volunteer Guide



### Adopt-a-Legislator

#### Event/Activity Details

**Length:** 30 minutes - 2 hours

**Items Needed:**

- Informational resources
- Social media to engage with the legislators and to share the experience

**Objective:** Participants will build deeper relationships with legislators from both non-ag and ag backgrounds, share information about agriculture, and describe the value of agriculture in your state.

#### Implementation Ideas

*Ways to bring this event/activity to life:*

**Capitol Meeting**

Schedule a meeting with your legislator at the Capitol to thank them for their work and to share more about your involvement with agriculture. Bring informational resources and local agriculture products with you to leave with them.

**Event**

Collaborate with your local Farm Bureau, 4-H club, or FFA chapter to host a legislator at a meeting or event. Think creatively on how you can engage them in the event or meeting as a speaker, judge, guest of honor, or attendee on a trip.

**Farm Tour**

Bring the legislators to you! Invite one or more state legislators to visit local farms and ranches to celebrate Ag Day. Leave them with Ag Day materials.

#### Timeline

*Things to keep in mind:*

**Before**

- Reach out to legislators to schedule a visit.
- Prepare materials and talking points.
- Review location and time of meeting.

**During**

- Share your background and involvement in agriculture.
- Ask questions to guide the conversation. Examples include: "What within agriculture do you want to know more about or have questions about?" and "How can I help you in being an advocate for agriculture?"

**After**

- Send thank you notes to volunteers and special attendees.
- Share a press release and a social media post about your Ag Day efforts.
- Continue to invite legislators to future events and plan to visit them next time you are at the Capitol.

#### Recommended Resources

- *Ag Day Flyer* at [www.agday.org](http://www.agday.org)
- *Food and Farm Facts* at [www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)
- More agriculture-related activities and resources at [www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)

## Quick Start Volunteer Guide



## Ag Day Breakfast

### Event/Activity Details

**Length:** 1-3 hours

**Items Needed:**

- Informational resources
- Food and beverages
- Program/educational flyers
- Printed menu describing the meal
- Audio/visual equipment

**Objective:** Attendees will participate in a locally-sourced meal to showcase and facilitate conversation about your state's agriculture.

### Implementation Ideas

*Ways to bring this event/activity to life:*

**Capitol Breakfast On-The-Go**

Host a breakfast at the Capitol in a come-and-go style in a heavily trafficked area. Allow legislators and government leaders to pick up breakfast and sit and chat with local farmers and ranchers.

**Capitol Breakfast Event**

Host a breakfast and invite local government and business leaders. Provide a locally-sourced meal, organize a keynote speaker, and place farmers and ranchers at different tables throughout the room. Recognize scholarship winners and highlight other National Ag Week efforts happening that week.

### Timeline

*Things to keep in mind:*

**Before**

- Choose location, date, time, and details of meal.
- Identify keynote speaker and invitees.

**During**

- Share your background and involvement in agriculture.
- Ask questions to guide the conversation. Examples include: "What within agriculture do you want to know more about or have questions about?" and "How can I help you in being an advocate for agriculture?"

**After**

- Send thank you notes to volunteers and key attendees.
- Continue to invite legislators to future events and plan to visit them next time you are at the Capitol.
- Share a press release and a social media post about your Ag Day efforts.

### Recommended Resources

- *Ag Day Flyer* at [www.agday.org](http://www.agday.org)
- *Food and Farm Facts* at [www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)
- More agriculture-related activities and resources at [www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)

## Quick Start Volunteer Guide



## Scholarship Contests

### Event/Activity Details

**Length:** 2 months

**Items Needed:**

- Judging rubric(s)
- Funds for scholarship(s)
- Judges

**Objective:** Participants will share their passion for agriculture through submitting an entry in a scholarship contest.

### Implementation Ideas

*Ways to bring this event/activity to life:*

**Writing Contest**

Invite students to submit a poem, short story, or essay about your state's agriculture or a theme you have predetermined. Award the winners accordingly.

**Photography/Video Contest**

Invite students to submit photos or videos that represent your state's agriculture or a theme you have predetermined. Award the winners accordingly.

**Art Contest**

Invite students to submit art such as paintings or welded objects that represent your state's agriculture or a theme you have predetermined. Award the winners accordingly.

### Timeline

*Things to keep in mind:*

**Before**

- Identify categories.
- Create judging rubric(s).
- Identify scholarship funds and judges.
- Determine submission logistics.
- Determine location to showcase entries.

**During**

- Showcase entries online and/or in person at your state Capitol.
- Share details about National Ag Day and your state's agriculture.

**After**

- Ask state legislators or your state department of agriculture if they will display the winning entries for a period of time.
- Send thank you notes to volunteers and key attendees.
- Share a press release and a social media post about your Ag Day efforts.

### Recommended Resources

- National Ag Day Essay Contest rules at [www.agday.org](http://www.agday.org)
- More agriculture-related activities and resources at [www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)

## Quick Start Volunteer Guide



### Thank a Farmer Initiative

#### Event/Activity Details

**Length:** 1-6 hours

**Items Needed:**

- Notecards/paper
- Writing utensils
- Envelopes
- Stamps

**Objective:** Participants will share their gratitude for farmers and ranchers by writing a thank you note.

#### Implementation Ideas

*Ways to bring this event/activity to life:*

**Classroom**

Go into a classroom and have a discussion about how farmers and ranchers help provide us with our food, fiber and energy. If you are a farmer, talk about your operation, or if you are a teacher/volunteer, read an accurate ag book to help students get an idea of what a farmer does each day. Have students write, draw, or create thank you letters/cards to farmers. Students may sign the cards, but please do not include last names.

**Capitol Grounds**

Have a booth/table outside your state Capitol and ask bypassers to write a thank you note to local farmers and ranchers. Coordinate with your state Farm Bureau to see if they would be willing to mail your letters. Otherwise, send your thank you notes to the American Farm Bureau Foundation for Agriculture (AFBFA) office so they can be dispersed to real farmers and ranchers.

#### Timeline

*Things to keep in mind:*

**Before**

- Schedule classroom visit or reserve booth space.
- Buy notecards, colored pencils, pens and envelopes.
- Determine mailing logistics and get permission to take photos.

**During**

- Share details about National Ag Day and your state's agriculture.

**After**

- Send thank you notes to volunteers.
- Share a press release and a social media post about your Ag Day efforts.
- Mail your cards in a pack to your county/state Farm Bureau if they've agreed to disperse your letters. Otherwise, mail them to:

American Farm Bureau Foundation for Agriculture  
600 Maryland Ave SW Suite 1000W  
Washington, DC 20024

#### Recommended Resources

- *Ag Day Flyer* at [www.agday.org](http://www.agday.org)
- *Thank a Farmer* resources at [www.agfoundation.org/projects/thank-a-farmer-or-rancher](http://www.agfoundation.org/projects/thank-a-farmer-or-rancher)
- Accurate agriculture books at [www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)
- More agriculture-related activities and resources at [www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)

## Quick Start Volunteer Guide



## Ag Literacy Booths

### Event/Activity Details

**Length:** 2-8 hours

**Items Needed:**

- Tables and booths
- Materials for interactive games or activities
- Educational resources

**Objective:** Participants will learn accurate information about agriculture and interact with real farmers and ranchers.

### Implementation Ideas

*Ways to bring this event/activity to life:*

**Capitol Day**

Collaborate with local farm groups (4-H, FFA, Farm Bureau, etc.) to have a presence outside your state Capitol on National Ag Day. Decide what each organization will focus on and offer at their booth. Some ideas of what you can have at your booths include:

- Local food samples
- Face painting (farm animals, plants, etc).
- My American Farm games
- State agriculture trivia wheel
- Coloring station with *My American Farm* coloring books
- Science, Technology, Engineering, and Math (STEM) station
- Farmer/rancher thank you note station
- Small petting zoo
- My American Farm Display Kits
- Agriculture mythbuster activity

### Timeline

*Things to keep in mind:*

**Before**

- Reserve location, time, and date.
- Recruit volunteers.
- Collaborate with local ag groups.
- Determine activities or interactive games for participants.
- Coordinate volunteers to work the booths.

**During**

- Share details about National Ag Day and your state's agriculture.

**After**

- Send thank you notes to volunteers.
- Share a press release and a social media post about your Ag Day efforts.

### Recommended Resources

- *Food and Farm Facts* at [www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)
- *My American Farm* resources at [www.myamericanfarm.org](http://www.myamericanfarm.org)
- "I met a farmer today!" stickers at [www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)
- More agriculture-related activities and resources at [www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)

## Quick Start Volunteer Guide



## Film Screenings

### Event/Activity Details

**Length:** 2-3 hours

**Items Needed:**

- Accurate agriculture documentary or film
- Snacks and beverages
- Comfortable seating for attendees

**Objective:** Attendees will learn accurate information about agriculture by watching a film or documentary at a film screening event.

### Implementation Ideas

*Ways to bring this event/activity to life:*

**Discussion**

Give participants something to think about before the film begins. Consider providing discussion questions or facilitating a small discussion with participants after the film to confirm their understanding.

**Additional Activities at Event**

Consider having additional resources or games at the event for before or after the film screening. If kids are attending, provide some type of game or fun activity for them to take home.

**Encourage More Screenings**

Connect attendees with available resources to set up their own film screening to continue to spread accurate agriculture messages.

### Timeline

*Things to keep in mind:*

**Before**

- Choose film and secure rights to screen it.
- Ensure proper location for event.
- Promote event on social media.
- Print Ag Day handouts.
- Secure food and beverages.

**During**

- Have a table where attendees can learn more about agriculture.
- Promote National Ag Day and your local agriculture industry.
- Hand out Ag Day flyers as people walk in.

**After**

- Follow up with participants by sending a survey asking about how their perceptions may have changed or what they have learned from the screening.
- Share a press release and a social media post about your Ag Day efforts.
- Send thank you notes to volunteers.

### Recommended Resources

- *Farmland* film at [www.farmlandfilm.com](http://www.farmlandfilm.com)
- *SILO* film at [www.silotheilm.com](http://www.silotheilm.com)
- *Food Evolution* film at [www.foodevolutionmovie.com](http://www.foodevolutionmovie.com)
- More agriculture-related activities and resources at [www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)

## Quick Start Volunteer Guide



### Dash for Ag 5k Walk/Run

#### Event/Activity Details

**Length:** 4 hours

**Items Needed:**

- Location for 5k (local school track, community center, etc.)
- Race bibs, awards, t-shirts
- Sound system/microphone
- Water stations
- Timers

**Objective:** Participants will practice a healthy lifestyle and promote their support for the agriculture industry with a 5k during National Ag Week.

#### Implementation Ideas

*Ways to bring this event/activity to life:*

**Incentives**

Ask local businesses for items to put in swag bags for participants. You could also gather support for raffle prizes.

**Tables/Booths**

Have a booth/table at your event with local food or snacks for after the race. Invite local producers to share their stories and their passions for agriculture. Have participants write a thank you letter to farmers and ranchers. Coordinate with your state Farm Bureau to see if they would be willing to mail your letters. Otherwise, send them to the American Farm Bureau Foundation for Agriculture office so they can be mailed out.

American Farm Bureau Foundation for Agriculture  
600 Maryland Ave SW Suite 1000W  
Washington, DC 20024

#### Timeline

*Things to keep in mind:*

**Before**

- Reserve location for 5k.
- Advertise event for participant sign ups and sponsors.
- Design t-shirts or consider prize incentives.
- Set-up registration process for participants.
- Promote event on social media.
- Pack swag bags and prep awards.
- Set up race the day before.

**During**

- Arrive early to race location.
- Share details about National Ag Day and your state's agriculture.

**After**

- Send thank you notes to volunteers.
- Share a press release and a social media post about your Ag Day efforts.

#### Recommended Resources

- *Ag Day Flyer* at [www.agday.org](http://www.agday.org)
- *Thank a Farmer* resources at [www.agfoundation.org/projects/thank-a-farmer-or-rancher](http://www.agfoundation.org/projects/thank-a-farmer-or-rancher)
- More agriculture-related activities and resources at [www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)

## Quick Start Volunteer Guide



## Petting Zoo

### Event/Activity Details

**Length:** 2-8 hours

**Items Needed:**

- Farm and ranch animals
- Space and pens to hold a petting zoo
- Tables/booths
- Food and beverages
- Equipment for music

**Objective:** Organize a petting zoo where children and their parents can see farm and ranch animals and learn more about them.

### Implementation Ideas

*Ways to bring this event/activity to life:*

**For a School**

Designate one hour of the school day for each grade level to come visit the fair. Have activity stations for each subject and give students a hands-on way to learn more. Invite farmers and ranchers to talk about what they do. Or, invite parents and students to attend a fair in the evening after school. Have activity stations for each subject and give students a handout to take home.

**At a Fair**

Host a community-wide fair for your county, town, or city near your Capitol. Have activity stations for each subject and give attendees a hands-on way to learn about agriculture. Invite local farmers and ranchers to talk about what they do. Invite government leaders and legislators to attend as well. Offer food, beverages, and live music if possible.

### Timeline

*Things to keep in mind:*

**Before**

- Identify location, time, and date.
- Reserve necessary permits.
- Confirm activities and booth exhibitors.
- Consider safety precautions.
- Get permission to take photos.
- Promote event to the target attendees.

**During**

- Arrive early to set up the exhibits.
- Share details about National Ag Day and your state's agriculture.

**After**

- Send thank you notes to volunteers and to those who lent animals to the school.
- Share a press release and a social media post about your Ag Day efforts.

### Recommended Resources

- *My American Farm Coloring Book* at [www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)
- *Beef Education After School Resource Kit* at [www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)
- *Animal Housing Matching Cards* at [www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)
- More agriculture-related activities and resources at [www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)

### Build Relationships with Volunteers After the Event

After you've successfully conducted your National Ag Day event(s), 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 – this will keep your expression of thanks personal and help 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 images to download 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/prg0vhmk6lftqfi/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 – 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 for making that possible on National Ag Day – March 24. Visit [agday.org](http://agday.org) to learn how and see more about the importance of American ag. #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/zxvzvpmgvlv8hw/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. 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 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 of 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, DC! #AgDay20
12. The Agriculture Council of America invites you to celebrate National Agriculture Day on March 24, 2020. To find out and 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 is 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 of 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: