



## 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](#)
- [Thank a Farmer resources](#)
- More agriculture-related activities and resources at [www.agfoundation.org/ag-lit-catalog](http://www.agfoundation.org/ag-lit-catalog)