

Introduction

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

Frequently Asked Questions

What is National Ag Day?

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

When is Ag Day?

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

Who Hosts Ag Day?

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

What is Ag Day all About?

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

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

Why Celebrate Agriculture?

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

What Can I Do to Help?

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

Where Can I Find More Information?

Visit www.agday.org to download additional resources and to learn more.