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# THE COMPLETE RECRUITER

**A planning and execution guide  
for annual county Farm Bureau® member recruiting.**

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## Important Contact Information

<b>Title</b>	<b>Name/Phone</b>	<b>E-mail</b>
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<b>County Membership Chairman</b>		
<b>County Membership Team Leader</b>		
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<b>MFBF Membership Chair</b>	<b>Ed Lawton, 508-543-6460</b>	<b>ncfbed@excite.com</b>

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COMPLETE: *Adjective.* Highly skilled and accomplished in all aspects; complete; total: as in *the complete actor, at home in comedy and tragedy.*

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# MEMBERSHIP WORKBOOK

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# Welcome to the Family!



Thank you for agreeing to be part of our county Farm Bureau's membership campaign. Your personal membership activities are vital to the future growth and financial stability of our organization. Please keep these concepts in mind as you work to develop your program of work:

The new member you enroll today may become a future leader in the organization.

Members asking members to join them in the organization strengthens the organization.

This handbook is designed to provide you with the necessary tools, worksheets, and information to conduct a successful campaign in your county. All you need to do is ask current Farm Bureau members to become engaged in asking their neighbors, friends, and family to join in strengthening the Farm Bureau® organization.

You are on your way to great success.

*Alex Dowse*

**President, Massachusetts Farm Bureau**

*Ed Lawton*

**Chair, MFBF State Membership Committee**

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## INTRODUCTION

**THE PURPOSE OF THE MEMBERSHIP CAMPAIGN IS TO BUILD FARMER INFLUENCE.**

The county Farm Bureau Board is responsible for the entire county Farm Bureau program. It delegates the membership responsibility to the county Membership Team Leader. Together with Area Chairpersons who make up the county Membership Team, they plan and carry out the membership campaign.

Planning is the key to a successful campaign. This includes thinking through the many things involved so as to discuss and decide how they are to be handled. It includes knowing your job well so as to be effective as a Membership Team Leader.

Organization is no substitute for spirit and purpose, but spirit and purpose are practically helpless without organization. The inspiration of a large county Kick-Off Meeting—the mass psychology of working together—the emphasis on the importance of farmers working to influence their own destiny can help stimulate the desire to succeed—the desire to reach the goal to build a stronger voice for farmers in public affairs.

This workbook is designed as a helpful reference for the Membership Team Leader and their Team. It contains successful techniques. Following the details will help you insure success.

# **THE MEMBERSHIP CAMPAIGN**



## **New Members**

Your state Membership Committee strongly recommends an intense 2-week membership campaign to move membership fast. This involves becoming highly organized so that all farmers not already members are contacted in a short time period.

Some counties have structured their campaign as a one-day event, where all membership workers visit prospects the same day.

A county can choose to conduct its membership campaign at any time. The State will continue to hold the annual membership campaign in March. Counties can choose to hold their own campaign in another month of their choosing (in addition to March).

To make the contacts in only two weeks requires a large number of people who are selected by personal contact—not by phone—and agree to attend the county Kick-Off Meeting and work during the two weeks. A team of two people is recommended for each eight people to be contacted. All Farm Bureau leaders need to be involved in membership work for these two weeks.

Each county needs to select the date of the kick-off carefully so as to secure maximum help in those two weeks.

Essentials of planning a successful 2-week campaign include:

- 1.) A complete prospect list of all farmers in each area/ township/zip code. Use the database prospect list and include additional prospects from recruiters/workers.
- 2.) Detailed planning by the county Membership Team.
- 3.) Area chairpersons on the county Membership Team assume responsibility to ensure that enough recruiters/workers are selected in each of their areas/townships/zip codes.

## **Renewal Members**

Membership bills are sent mid-April for the membership year that begins on July 1<sup>st</sup>.

During “RENEWAL REMINDER WEEK”, county leaders should conduct a phone-a-thon. Many county Farm Bureaus have found Saturday mornings and afternoons to be effective. County membership recruiters/workers should meet in a central location to make calls. A regional Farm Family office, UMass Cooperative Extension Office, and Farm Credit offices are some suggested places where you might be able to use a number of phones to make your local calls.

A “Non-Renewal Follow-up Phone Call Script” is provided in the sample letter section of this guide.

Second bills will be sent June. A third notice will be sent in mid-August, highlighting the member benefits that will be lost [such as Accidental Death & Dismemberment (AD&D) Insurance, and new Farm Family 5% personal auto discount, 3% savings on SFP-10 and Country Estate policies] if the member does not renew.

**PUT YOUR COUNTY FARM BUREAU®  
ON THE MEMBERSHIP CALENDAR!**

DAYS OF THE MONTH  
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31  
 -----First Invoice-----

April  
 May  
 June -----Second Invoice-----      -----Membership Year Ends -6/30/08-----

July --New Membership Year-7/1/08--  
 August      ---Third & Final Invoices---

September      \*\*Membership Committee Meeting — Sept. 18, 2009 State Building, Big E Fair Grounds  
 October ----County Farm Bureaus Phone-A-Thon Unpaid Members for Renewal & Contact Past FB Members as Potential Member----

November  
 December ----State Annual Meeting--- Dec. 3, 2009 \*\*County Awards Recognition Dinner

January ----- Hold County Member Team Meeting-----  
 February -----Hold a County Membership Kick Off Breakfast or Dinner Meeting-----

March -----State Membership Drive For New Members-----  
 \*\*New members become a member for current membership year, PLUS the next membership year (3 "Free" Months)

April -----First Invoice-----  
 May  
 June -----Second Invoice-----      -----Membership Year Ends-6/30/09-----

July --New Membership Year-7/1/09--

# **Mass Farm Bureau® 2009 CAMPAIGN** **AWARDS & INCENTIVE PROGRAMS**



## **County Awards & Incentives**

**20% New Member Award** — Counties will receive recognition checks upon achieving 20% new member growth. The 1<sup>st</sup> county to reach 20% New Member Growth will be awarded \$200. Each county that achieves this goal between July 1, 2008 and June 30, 2009 will receive \$100.

**5% Regular Member Award** — This award will be presented to counties that achieve 5% growth of Regular Members. The County Membership Team Leader will be awarded a voucher towards attendance at the AFBF Annual Meeting. This voucher will be for **\$200**. The voucher could be used by the County Membership Team Leader or designee in attendance at the AFBF Annual Convention. This award will be sent as reimbursement after the AFBF Meeting.

**Associate Member Gain Award** — Counties that achieve Associate Member gain will receive an award. The 2008/9 campaign has special emphasis on Regular Member gain.

**“Farm Bureau Trophy”** — The county that receives the best ranking on the following criteria will be awarded the rotating “Farm Bureau Trophy” for Membership Excellence: highest numerical gain, highest retention rate, highest % growth objective, highest % new member growth, highest # of membership workers that enrolled new members & highest # Regular member gain. Note: If a County accepts a higher growth objective (quota) than any other county, they get an immediate advantage. (Currently 10.5%).

## **Individual Awards & Incentives**

**\$20 Incentive Program** — The Membership Recruiter/worker will receive a **\$20** sign-up incentive for each new member he or she enrolls during the membership year with a plan approved by MFBF. (Renewals do not qualify for the \$20 incentive.)

To qualify for this incentive, all membership forms must be sent directly to the MFBF Office. *MFBF Staff and Farm Family agents not eligible for this incentive.*

**Impact Club** — Write **1 new membership** and MFBF will recognize your accomplishment by awarding you a gift at your 2009 county Annual Meeting. Existing member must make the new membership known to the MFBF Director of Member Relations, Cheryl Lekstrom, 508-881-4766, (clekstrom@massfarmbureau.com).

**“MVV” (Most Valuable Volunteer) Club** — **VOLUNTEER-ONLY AWARD.**

Write **3 Regular new memberships** and MFBF will show its appreciation for your hard work by awarding you a special Farm Bureau jacket. Existing member must make the new memberships known to the MFBF Director of Member Relations, clekstrom@massfarmbureau.com.

# MEMBERSHIP PLANNING &

## January 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- TASKS TO COMPLETE:
- Appoint county Membership Team Leader
  - Plan Recruiting Effort

*Notes: New Member Sign-ups on and after March 1 apply to the rest of 2008 and all of 2009.*

## February 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

- TASKS TO COMPLETE:
- Assemble Membership Team
  - Divvy up Prospect List; calls & visits, County Membership Drive

*Notes:*

## March 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- TASKS TO COMPLETE:
- Hold Victory Party. Conduct post-campaign meeting to gather evaluations and suggestions while still fresh in your minds.

*Notes: Dues renewal notices are mailed from Ashland.*

## June 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

- TASKS TO COMPLETE:
- Mail 2nd invoices to unpaid members

*Notes: New Membership Year starts July 1, 2009*

## September 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	<b>18</b>	19
20	21	22	23	24	25	26
27	28	29	30			

- TASKS TO COMPLETE:
- Conduct a phone-a-thon to contact renewals to remind them to rejoin.
  - Hold a county membership team meeting.
  - MFBF Membership Committee Meeting 9/18, Big E

## December 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	<b>3</b>	<b>4</b>	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- TASKS TO COMPLETE:
- Attend Membership Recognition at MFBF Annual Meeting, 12/3 & 4, 2009

*Notes: MFBF mails reminder to non-renewals to pay by Dec. 31 in order to keep AD&D insurance coverage, 5% personal auto, 3% SFP.*

# EXECUTION CALENDAR

## January 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

### TASKS TO COMPLETE:

- Hold second county Membership Team meeting

Notes:

## February 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

### TASKS TO COMPLETE:

- Hold a county membership kickoff breakfast or dinner meeting

Notes:

## March 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### TASKS TO COMPLETE:

- Conduct intensive two-week campaign
- Hold victory party
- Conduct post-campaign meeting to gather evaluations and suggestions, while still fresh in your minds

## April 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

### TASKS TO COMPLETE:

- Create a telephone tree or assign Membership Team members to telephone each new member, welcoming them to your county Farm Bureau®

## May 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

### TASKS TO COMPLETE:

- Review evaluations and suggestions, and write a summary report for the next campaign

Notes:

## June 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

### TASKS TO COMPLETE:

- Appoint Membership Team Leader for next turn around the Membership Cycle!

Notes:

# SETTING YOUR MEMBERSHIP GOAL

Every promotional group needs objectives to measure progress and provide incentives to greater accomplishments.

A state membership goal is established for each county. **The official Mass Farm Bureau® quota for your county is “% 10 more member than you had last year.”**

	Regular Level (+ Gold)	Associate Level (+Allied)	Total Members	% 10.5 Membership Quota	2002 Ag Census # of Farms	Potential Members
Berkshire	129	557	686	758	401	272
Bristol	256	324	580	641	624	368
Cape	130	534	664	733	381	251
Essex	184	469	653	722	400	216
Franklin	103	279	382	422	586	483
Hampden	101	278	379	419	458	357
Hampshire	113	270	383	423	542	429
Middlesex	240	409	649	717	579	339
Norfolk	77	225	302	334	216	139
Plymouth	271	419	690	762	794	523
Worcester	279	725	1004	1110	1,094	815

*"We must think big if we expect to grow that way."*

# Your Membership Plan of Action



Tasks	Date By When	Budget	Member Responsible Name of
1. Develop county plan of action with dates to complete task			
2. Assemble membership team			
3. Hold first membership team meeting: <ul style="list-style-type: none"> <li>• Use database to identify workers</li> <li>• Recruit workers</li> <li>• Plan the campaign</li> <li>• Establish goals</li> <li>• Use database for "Prospect Lists"</li> </ul>			
4. Hold second membership team meeting to finalize recruiters/workers, kickoff and victory party details			
5. Hold Membership Kickoff			
6. Conduct short (10-14 day) membership campaign. Develop mechanism for keeping recruiters/workers informed of progress			
7. Hold Victory/ Recognition Party - Invite new regular members			
8. Finalize Budget			

# Choose Your Membership Team

Complete the team roster on pages 13-14. This Team will:

1. Draw up a tentative county membership plan, with the help of the MFBF Field Advisor. The plan should be for a short, successful campaign!
2. Submit membership plan to county Farm Bureau® board of directors for approval.
3. Hold meeting to develop and finalize membership plans and assignments and prepare for kickoff and victory party.
4. Promote enthusiasm and a feeling of confidence for a short, successful campaign.
5. Attend the county kickoff. Follow-up to “patch leaks” and keep the drive going full tilt.
6. Get daily reports from workers during the drive and relay results to the Team Leader.
7. Be at “Report Day” headquarters and organize any cleanup that is necessary immediately after victory party.
8. Participate in the victory party/recognition phase of the campaign.



## Tell recruiters/workers you expect them to:

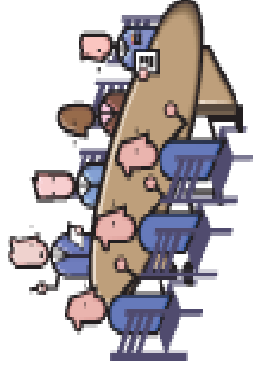
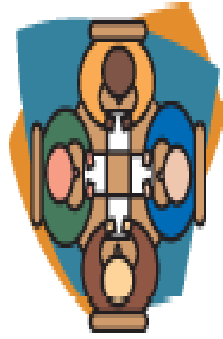
- Attend the kickoff meeting to get supplies, information, materials, and area assignments.
- Contact every prospect assigned at the kickoff.
- Recontact those missed on the first trip until all prospects have been seen. Pass up no one, even if they have said “no” in the past.
- Report your results of all membership contacts (signed and unsigned).
- Turn in money and applications at “report day” or victory party.
- Attend the recognition/victory party.

## **MEMBERSHIP TEAM ROSTER**

Complete this roster with the names, addresses and phone numbers of the membership team.

### **Membership Team Leader**

The Team Leader will select six to eight team members.



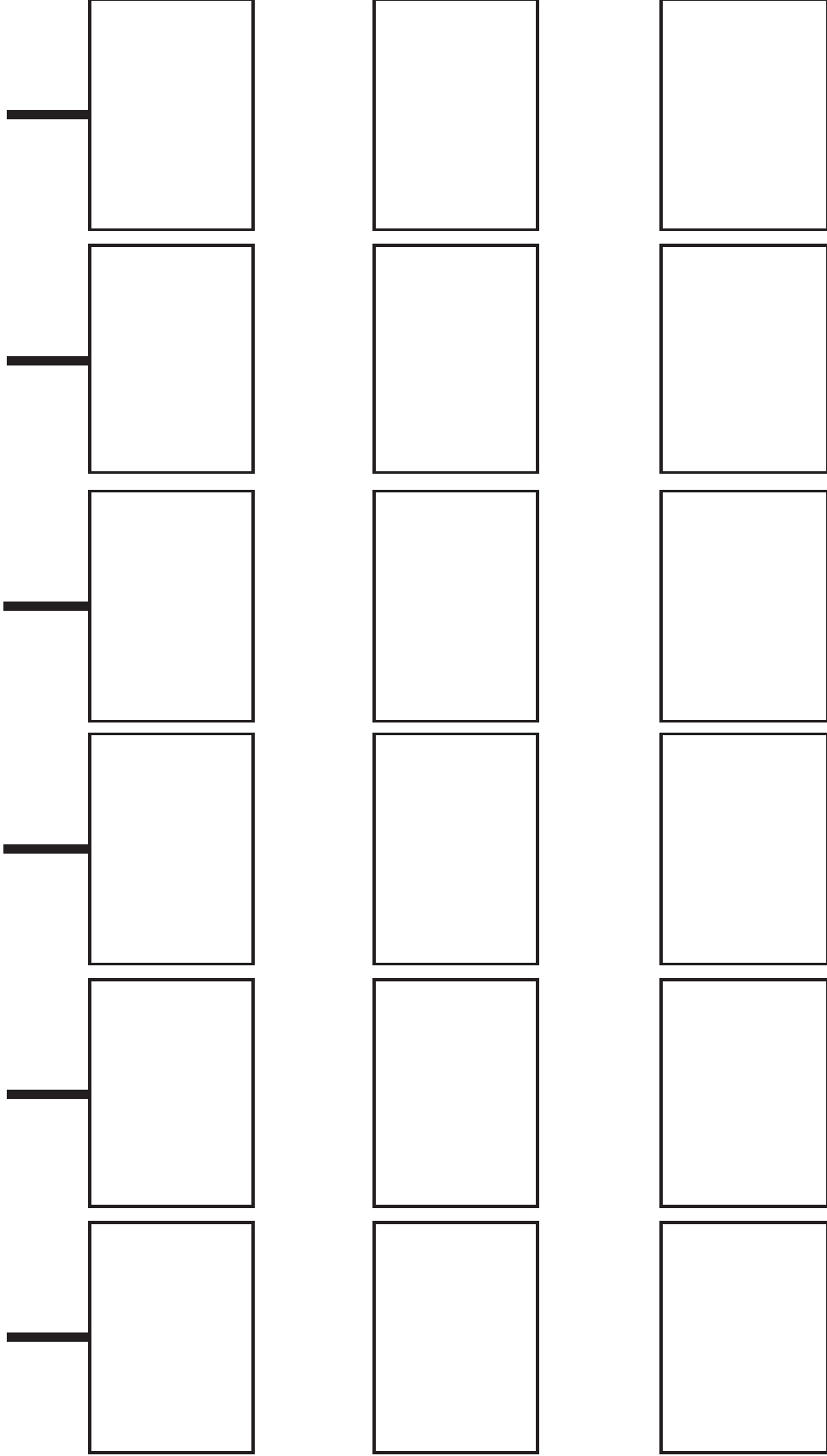
### **Team Members**

The membership team should include members from different areas of the county to increase member participation.

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## Recruiters/Workers

A productive workforce representing all areas of county and diverse commodities.





# Plan Your Budget



## I. Revenue

County Budget

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## II. Expenses

Membership Team Leader Expenses:

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Telephone

---

Mileage

---

Supplies:

---

Materials

---

Awards

---

Postage

---

Publicity:

---

Newspaper

---

Radio

---

Prospect Mailing

---

Membership Activities:

---

Team Leader Meetings

---

Training & Kickoff

---

County Membership Update

---

Victory Party/Incentives

---

Other:

---

MFBF Meetings

---

Meal Costs

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# Your First Team Meeting



## Sample Agenda

## Your Meeting Agenda

### 1. Why have a campaign?

- a. Finances
- b. Growth — an organization must go forward and grow
- c. Build farmer influence

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### 2. Bite size is the key

- a. Assign townships/zip codes/areas

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### 3. Goals

- a. Recruit in your townships/areas

- b. Growth in your townships/areas

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### 4. How to recruit

- a. Job description of recruiters/workers
- b. New people—use database to identify workers
- c. Contact in person
- d. Get the commitment

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### 5. Prospecting

- Use database for “Prospect Lists”

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### 6. Meeting dates

- a. Second team meeting
- b. Kickoff

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### 7. Report on recruiters/workers

- a. Pinpoint problem areas, solutions

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### 8. Plan for kickoff

- a. Responsibilities
  - 1. Decorations
  - 2. Registration
  - 3. Introductions
  - 4. Goals — county, township
  - 5. Materials
  - 6. How to sign a member

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- 7. Report dates
- 8. Phone system

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- 9. Membership list

# Your Second Team Meeting

## Sample Agenda Agenda

## Your Meeting

1. Roll Call — Team Leader introduces  
\_\_\_\_\_ team.

2. Each team person submits list  
of recruiters/workers.  
(All recruiters/workers should be  
committed at this time.)  
\_\_\_\_\_

3. Discuss townships/areas that need  
\_\_\_\_\_ additional recruiters/workers, and  
make assignments for contacts.  
\_\_\_\_\_

4. Check list for Kickoff

a. Be sure each team person  
knows where, when, what time the  
\_\_\_\_\_ kickoff starts and that each township  
will sit together.

b. Be sure each team person  
has contacted their recruiters/workers  
to offer them a ride to the kickoff.

c. Stress the importance of having each  
\_\_\_\_\_ team person see or contact their

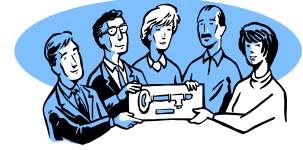
Recruiters/workers 24 hours before the  
\_\_\_\_\_ kickoff to encourage their attendance.

be followed each day during the \_\_\_\_\_

d. Explain the phone reporting system to \_\_\_\_\_



# Hold a Kickoff



*At the threshold of the campaign*

## **Getting recruiters/workers to the kickoff meeting**

Several counties successfully hold contests between teams of recruiters/workers in townships and on a county basis. Make it necessary for team members and recruiters/workers to attend the kickoff to earn prizes.

Other counties get recruiters/workers to kickoff by inspiring them in terms of the challenges to agriculture. Be sure to send a reminder to the recruiters/workers before the meeting.

## **Your Kickoff Meeting**

All team members and membership recruiters/workers should strive to build a stronger Farm Bureau® organization by their personal efforts during the membership campaign.

The Kickoff is your chance to:

- build a desire to get the job done
- ask every farmer or landowner in the county to join Farm Bureau
- build enthusiasm!
- Up-date team and workers on Farm Bureau accomplishments and policies, and current projects.
- Go over the details of the campaign, distribute kits, answer questions, pull together all loose ends.

Every recruiter/worker is a Farm Bureau representative during the campaign, so be sure they adequately represent the organization. Your recruiters/workers should be ready and equipped to go to work at once.

# Organize Your Kickoff

## Suggested Kickoff Agenda

## Your Kickoff Agenda

10 Minutes

Call to order and explain the purpose of the meeting by Team Leader.

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10 Minutes

Introductions— introduce the membership  
team and ask them to introduce their Recruiters/workers. Have team members  
give list of all their recruiters/workers to the membership Team Leader.

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25 Minutes

An inspirational talk, a question and answer  
session, or role-play.  
(i.e. Power Point or video)

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5 Minutes

Fun and information activity —  
get them on their feet.  
(i.e. “Mixer Activity”)

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15 Minutes

Mechanics of drive — distribute and discuss  
use of material, checking results, contests, etc.  
- membership Team Leader.

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15 Minutes



# Checklist

## When you plan your kickoff:

- \_\_\_\_\_ Board Approval of Plan of Work
- \_\_\_\_\_ Decorations
- \_\_\_\_\_ Funny Money
- \_\_\_\_\_ Zip code/Township Lists of Regular Members
- \_\_\_\_\_ Target for the County
- \_\_\_\_\_ New Member Objective
- \_\_\_\_\_ List of Last Year's New Regular Members
- \_\_\_\_\_ Pens & Pencils
- \_\_\_\_\_ Prizes for display
- \_\_\_\_\_ Incentives
- \_\_\_\_\_ Explanation of the cost of County Membership
- \_\_\_\_\_ Prospect Lists (use database)
- \_\_\_\_\_ Copy of the Membership Structure
- \_\_\_\_\_ Map of County Broken Down by Township/Areas
- \_\_\_\_\_ Facilities for Kick-off and Victory Party secured

## When you go out to visit prospects:

- \_\_\_\_\_ Pen/Pencil
- \_\_\_\_\_ Rules of the Contest/Incentive Plan
- \_\_\_\_\_ Regular Member Definition
- \_\_\_\_\_ Membership Applications
- \_\_\_\_\_ Brochures describing member services, benefits
- \_\_\_\_\_ Workers' compensation insurance brochures
- \_\_\_\_\_ April issue of *News & Views*, highlighting benefits of membership
- \_\_\_\_\_ Policy Books
- \_\_\_\_\_ Legislative Accomplishments
- \_\_\_\_\_ Local Benefits, Issues and Accomplishments



# Showcase your Accomplishments

Showcase your accomplishments at the conclusion of the campaign and publicly thank all your recruiters/workers.

Here are some ideas:

- Include a special insert in your county's newsletter that lists the names of all recruiters/workers.
- Write/submit an article on objectives met and members who qualify for recognition programs.
- Write a side-bar with testimonials from recruiters/workers about their campaign experiences.
- Publicize your recruiters/workers.
- Showcase your Membership Team in your county newsletter with photos and short bios of each member or a group photo of the team with one article about the team's makeup.
- If your county has a good relationship with a local radio station, consider working with them to air periodic updates on the campaign. Enlist different recruiters/workers to make the reports.
- Send hand-written thank-you cards to all your recruiters/workers at the campaign's conclusion.

MEDIA SOURCE	PHONE NUMBER	CONTACT PERSON



# **MARKETING YOUR COUNTY FARM BUREAU® AND MASSACHUSETTS FARM BUREAU**

**CHECK THE SECTION OF THE MFBF WEBSITE (WWW.MFBF.NET) FOR DETAILED INFORMATION ON MARKETING YOUR COUNTY FARM BUREAU.**

## **INFORMATION INCLUDES:**

- **PROMOTIONAL MATERIALS CATALOG**
  
- **MARKETING YOUR COUNTY FARM BUREAU® & MFBF**
  - Keeping Customers (Members) You Already Have
  - Acquiring New Customers (Members)
  - Selling Points: Features & Benefits
  - Selling Points: Political Victories
  - Selling Points: Workers' Compensation Insurance
  - Selling Points: Member Benefits
  - Marketing Services & Tools from MA Farm Bureau

**MFBF WEBSITE: [www.mfbf.net](http://www.mfbf.net)**



Massachusetts offers a wide range of marketing and promotional materials to individuals and county Farm Bureaus. Web site: [www.MFBF.net](http://www.MFBF.net).

Copies are also available from Mass Farm Bureau at 508.881.4766 or by writing:

Massachusetts Farm Bureau  
 c/o Promotional Materials  
 466 Chestnut St

**SAMPLE LETTERS**  
your county Farm Bureau® can mail to prospects



The following pages contain “sample letters”  
and a  
“phone call script for calls to non-renewals”  
that can be used during your  
membership campaign.

Be sure to personalize these letters to the  
prospective member and highlight county  
information.

Check to make sure the information in the letter  
is current and accurate.

(Member Benefit Programs and  
discounts are subject to change.)

## **SAMPLE PROSPECT LETTER #1 FOR MEMBERSHIP DAY**

Dear Prospective Member (personalize this letter):

If you have ever thought, “Why isn’t there an organization that speaks up for landowners and farmers?” Well, there is! It’s called Farm Bureau®, and you are invited to join!

Soon you will be contacted by a neighbor—a Farm Bureau member—who will explain the awesome array of money-saving features and benefits enjoyed by nearly 6,300 members of Massachusetts Farm Bureau.

But Farm Bureau isn’t just about what you get. It’s also about what you achieve, and what we achieve together as a strong voice for rural Massachusetts and for agriculture.

We look forward to visiting with you.

Thank you.

Sincerely,

Your County Farm Bureau

P.S. Farm Bureau isn’t just for farmers. It’s for all rural people in \_\_\_\_\_ County.

## SAMPLE PROSPECT LETTER #2

Dear \_\_\_\_\_ (personalize) \_\_\_\_\_:

You have been suggested by one of our \_\_\_\_\_ County Farm Bureau® members as someone who would enjoy and appreciate membership in Farm Bureau.

As president of \_\_\_\_\_ County Farm Bureau, I would like to offer you a special invitation to become a member of Farm Bureau. Join the hundreds of other member families in our county and nearly 6,000 statewide to make your voice heard as we fight for what's right for family farms and rural communities.

*Successful Farming* magazine listed Farm Bureau as the most effective and influential farm lobby organization in Washington, D.C. Our success in the state capitol is legendary: lower taxes for farmers, special agricultural districts, and financial assistance for farms, rural communities, and agricultural colleges.

Besides being the most effective advocate for rural Massachusetts, Farm Bureau also offers members an awesome array of money-saving benefits:

### **MEMBER BENEFIT PROGRAMS\*:**

Grainger	Dodge (\$500) Rebate on Selected New Vehicles
Farm Family Insurance	Access Benefits
ADD Policy	5% Personal Auto Discount
AmerLink Log Homes	Choice Hotels
Mass Farm Bureau Travel	Alamo Car Rental
10% Tufts Large Animal Discount	Hertz Car Rental

Farm Bureau members are eligible to apply for workers' compensation coverage for employers.

**GRASSROOTS**—A monthly publication with news you won't find anywhere else—legislative updates, Farm Bureau activities, and perspective—is sent to all members.

**ACCIDENTAL DEATH & DISMEMBERMENT POLICY**—A minimum of \$2,500 coverage provided for members and dependents at no extra charge.

**INSURANCE**, specially tailored to farmers and rural residents, through the Farm Family insurance companies, headquartered in Glenmont, New York.

A local Farm Bureau member will be calling on you in the near future to answer any questions you might have and to invite you to become a Farm Bureau member.

Sincerely,

(County President)

P.S. Farm Bureau isn't just for farmers. It's for all rural people in \_\_\_\_\_ County.

*Or (instead)*

If you have any questions about Farm Bureau, don't hesitate to call (Name),

## **SAMPLE PROSPECT LETTER # 3 TO “COUNTRY-ESTATE” NON-FARMERS**

Dear  (personalize) \_\_\_\_\_ :

If Massachusetts open spaces, fresh and healthy food, and the wise management of natural resources were under attack, you'd be among the first to protect them wouldn't you? We know you would, because these are issues that affect us all, farmer and non-farmer, urban, suburban, or rural. Well, they ARE under attack, and there is something you can do about it—you can become a Farm Bureau® member. At Farm Bureau, we've been dedicated to preserving and enriching the rural way of life since 1911. Today, we continue our efforts to sustain the values and rights associated with rural living —efforts, which will ensure that our children, and yours, will continue to have room to grow.

We have a solid record of positive action on issues that concern all people from Mass

**Protecting the environment**—As stewards of the land, we promote environmental responsibility - supporting ideas like recycling, the use of biodegradable products, and funding for solid waste and water quality efforts.

**Private Property Rights**—We work hard to ensure that landowners' rights to use their land are unrestricted.

**A safe food supply**—Our support of a scientific approach to pest control has helped reduce pesticide use while maintaining the high quality food supply every family deserves.

**Affordable taxes**—We aggressively work for fiscal reform, including opposition to new or higher taxes and government overspending.

You don't have to be a full time farmer to join Farm Bureau. Our associate membership is designed for non-farmers who want to stand with farmers. Besides supporting Farm Bureau's advocacy work, your associate status makes you eligible for a wide range of Farm Bureau benefits that save you money, protect your business and/or family, and give you 24/7 access to information that affects your rural community.

Your membership also brings you money-saving discounts on hotels, rental cars, and even new Dodge vehicles, as well as eligibility to apply for a complete line of property and casualty insurance that would cover sheds and barns often not protected under conventional property and casualty insurance.

Join Farm Bureau! Let's work together to ensure a future that supports a way of life that matters to us all.

You will be contacted soon by a **Farm Bureau** member who will be happy to answer any questions you may have.

Sincerely,

County Membership Team Leader

P.S. As a member of Massachusetts Farm Bureau, you will also receive NEWS & VIEWS, our award-winning monthly newspaper—and get one free classified advertisement every month, great for selling that old tractor or buying hay.

## **SAMPLE PROSPECT LETTER # 4 TO RURAL LANDOWNERS & PART-TIME FARMERS**

Dear  (personalize) \_\_\_\_\_ :

I am writing to ask you to join the fight for family farms in Massachusetts.

As a rural landowner or part-time farmer, you already know the importance of farms and farmers in keeping Massachusetts green and growing.

In a state where less than 1% of the population is involved with agriculture, you and I have our work cut out for us. But it's work worth doing. The future of a rural landscape and the families who farm it is at stake. The capability to feed our nation is at stake.

At Massachusetts Farm Bureau<sup>®</sup>, we've been dedicated to the mission since 1911. We have accomplished much: special agricultural districts, property taxation based on farm use, and, most of all, the steady conversation with state legislators that agriculture is a fragile gift to be taken care of.

We have a solid record of positive action on issues that concern all of us:

**Protecting the environment** —As stewards of the land, we promote environmental responsibility - supporting ideas like recycling, the use of biodegradable products, and funding for solid waste and water quality efforts.

**Private Property Rights** —We work hard to ensure that landowners' rights to use their land are unrestricted.

**A safe food supply** —Our support of a scientific approach to pest control has helped reduce pesticide use while maintaining the high quality food supply every family deserves.

**Affordable taxes** —We aggressively work for fiscal reform, including opposition to new or higher taxes and government overspending.

You don't have to be a full time farmer to join Farm Bureau. Our Associate membership is designed for non-farmers who want to stand with farmers. Besides supporting Farm Bureau's advocacy work, your associate status makes you eligible for a wide range of Farm Bureau benefits that save you money, protect your business and/or family, and give you 24/7 access to information that affects your rural community.

Your membership also brings you money-saving discounts on hotels, rental cars, and even new Dodge vehicles, as well as eligibility to apply for a complete line of property and casualty insurance that would cover sheds and barns often not protected under conventional property and casualty insurance.

Join Farm Bureau! Let's work together to ensure a future that supports a way of life that matters to us all.

You will be contacted soon by a **Farm Bureau** member who will be happy to answer any questions you may have.

Sincerely,  
County Membership Team Leader

P.S. As a member of Massachusetts Farm Bureau, you will also receive NEWS & VIEWS, our award-winning monthly newspaper—and get one free classified advertisement every month, great for selling that old tractor or buying hay.

## **SAMPLE PROSPECT LETTER #5 TO “SPORTSMEN” NON-FARMERS**

Dear \_\_\_\_\_:

If Massachusetts’s hunting opportunities and open spaces were under attack, you’d be the first to defend them wouldn’t you? Well, they ARE under attack, and there is something you can do about it: Become a Farm Bureau® member. Farm Bureau has been dedicated to preserving and enriching the rural way of life since 1911. Today we continue our efforts to uphold the values and rights of sportsmen. This will ensure that our children, and yours, will have places to enjoy wildlife and the outdoors.

We have a solid record of positive action on issues of concern to sportsmen and women:

**Protecting Sportsmen’s Rights**—advocating lengthening of goose season, lowering of age limits for licenses, increasing availability of hunter training courses, opening of deer season on a Saturday, encouragement of privately owned big-game preserves, and additional landowner liability protection, so as to encourage them to open lands to hunters.

**Protecting the Environment**—As stewards of the land, we promote good habitat and environmental responsibility, supporting ideas like recycling, the use of biodegradable products, and funding for solid waste and water quality efforts.

**Speaking up against animal rights extremists**, defending the fundamental right to hunt, fish, and trap.

**Standing guard over Private Property Rights.**

**A Safe Food Supply**—Our support of a scientific approach to pest control has helped reduce pesticide use while maintaining the high quality food supply every family deserves.

**Affordable Taxes**—We aggressively work for fiscal reform, including opposition to new or higher taxes and government overspending.

You don’t have to be a full time farmer—or even a farmer—to join Farm Bureau. Associate membership is for non-farmers—hunters and anglers like you—who want to stand with farmers. Your associate status also makes you eligible for a wide range of Farm Bureau benefits that save you money, protect your business and/or family, and give you 24/7 access to information that affects your rural community.

Membership also brings you money-saving discounts on hotels, rental cars, and even big rebates on many new Dodge vehicles, plus eligibility to apply for a complete line of casualty and property insurance that would cover sheds and barns often not protected under conventional insurance.

Join Farm Bureau! Let’s work together for a future that supports a way of life that matters to us all.

You will be contacted soon by a Farm Bureau member who will be happy to answer any questions that you have.

Sincerely,  
County Membership Team Leader

P.S. As a member of Massachusetts Farm Bureau, you will also receive NEWS & VIEWS, our award-winning monthly newspaper—and get one free classified advertisement every month, great for selling that old tractor or buying hay.

## **SUGGESTED LETTER TO PEOPLE WHO WERE MEMBERS AT ONE TIME, BUT NOT NOW**

Dear \_\_\_\_\_ (personalize) \_\_\_\_\_:

Did you know your membership in Massachusetts Farm Bureau® has expired?

As passionate about farming, rural life, and preserving the beautiful working landscape as we know our members are, we are guessing you just forgot to renew.

After all, nobody fights for family farms like Farm Bureau does. There is only **one** general farmer-run Organization—**Farm Bureau**—that works to preserve farms and the rural landscape by fighting to advance farm businesses for coming generations.

But maybe you didn't realize the awesome array of discounts and services available to Farm Bureau members.

### ***MEMBER BENEFIT PROGRAMS\*:***

Grainger	Dodge (\$500) Rebate on Selected New Vehicles
Farm Family Insurance	Access Benefits
AD&D Policy	%5 Personal Auto Discount, 3% SFP
AmerLink Log Homes	Choice Hotels
Mass Farm Bureau Travel	Alamo Car Rental
10% Tufts Large Animal Discount	Hertz Car Rental

Farm Bureau offers Workers' Compensation coverage for employers.

*\*Benefits & discounts subject to change.*

**GRASSROOTS**—A monthly publication with news you won't find anywhere else: legislative updates, Farm Bureau activities, and perspective is sent to all members. Plus a free classified each month to any member! (great for selling a horse or buying hay)

**ACCIDENTAL DEATH & DISMEMBERMENT POLICY**—A minimum of \$2,500 coverage provided for members and dependents at no extra charge.

**INSURANCE**—specially tailored to the farmers and rural residents, through the Farm Family insurance companies, headquartered in Glenmont, New York.

Given all that, Farm Bureau is truly a bargain!

But there is something else, too, something even more important: Mass Farm Bureau *needs you*. There is strength in numbers. The more members we have, the more that legislators' pay attention to us. Your membership makes Farm Bureau a stronger, more effective voice for rural Massachusetts. Sincerely,

(County President)

**P.S. If you rejoin now for 2008, you will get the rest of 2007's membership FREE!**

## **SAMPLE LETTER TO MEMBERS WHO HAVE NOT RENEWED**

Dear \_\_\_\_\_ (personalize) \_\_\_\_\_:

You would think that with nearly 6,000 members, Massachusetts Farm Bureau® wouldn't miss just one individual member, would you?

You'd be wrong about that. We would miss you very much! That's why I'm writing to you today. We haven't received your Farm Bureau renewal for this year, and we really care. We need you, adding your voice to our strong, collective voice for rural Massachusetts.

We want you to continue to be able to get the benefits of Farm Bureau membership: benefits that help you, your family, and your business; benefits that can protect your property and the lives of your family members; benefits that can save you many times the cost of Farm Bureau membership; and benefits that only come with continued Farm Bureau membership.

But as awesome an array of benefits you gain from membership in Massachusetts Farm Bureau, ones that easily pay for themselves many times over, it is the power of your membership that would be missed the most: the added ability of Farm Bureau to make a difference in our towns, counties, and state capitol.

Please take this moment to send us your dues renewal. Our Farm Bureau organization is committed to doing everything in its power to use your dues for the best legislative purposes and services.

You can count on us!! Can we count on you?

Sincerely,

(County President)

# PHONE CALL SCRIPT FOR CALLS TO NON-RENEWALS

Hello, is this the \_\_\_\_\_ residence?  
My name is \_\_\_\_\_, and I'm calling from \_\_\_\_\_ County  
Farm Bureau®.

We noticed you haven't renewed your membership for 2008 yet, so we wanted to  
call to make sure you have received your renewal form in the mail.

Did you receive the renewal form in the mail? [*PAUSE AND AWAIT ANSWER*]

IF "YES"

IF "NO"

Will you be sending it in?

May I send you a new set of  
renewal material?

IF "YES"

IF "NO"

Thank you!

Were you  
disappointed  
in some way  
by your  
membership  
last year?

May I have your address?  
(maybe we had an  
incorrect address for you.)

While I have you  
on the line, maybe  
you can tell us more  
about your interest  
in agriculture. It  
helps us do a better  
job of serving our  
members.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

[LISTEN, THEN  
GIVE YOUR  
BEST SALES  
PITCH!]

[WRITE EVERYTHING  
DOWN]

## Note to Caller:

Remember – Angry people are not your problem. Simply explain that you will be sure the county Farm Bureau president gets the complaint and he/she will try to straighten out the problem.

Remember – This is a courtesy call to remind members to pay their dues. Avoid getting into a long, involved discussion with persons you call. Just note their comments.

## **SAMPLE "NEW MEMBER" LETTER**

Dear \_\_\_\_\_ (personalize) \_\_\_\_\_:

Congratulations on joining the world's largest voluntary organization of farmers and ranchers!

We are glad to have you as a member of the Farm Bureau® "family" and hope that you will take advantage of some of the many programs and benefits available to you. Some of these are:

- Farmer-members have a voice in state and national legislation through Farm Bureau's policy development process
- Accidental Death and Dismemberment coverage
- %5 Personal Auto Discount through Farm Family Insurance
- Eligibility to apply for property and casualty insurance through Farm Family Casualty Insurance Company.
- Discounts on a wide range of hotels, rental cars, contact lenses & hearing aids
- Grainger supplies, Tufts Vet (Large Animal only)
- NEWS & VIEWS, our award-winning monthly newspaper, and a free classified ad for you every month to sell used equipment or buy hay, etc.

But perhaps far more important, you are supporting the very idea of Farm Bureau: strengthening rural Massachusetts and family farms.

These are just a few of the benefits available to you as a Farm Bureau member. If you have any questions or if we may be of service to you, please feel free to contact our office. In \_\_\_\_\_ County, our office phone number is \_\_\_\_\_ and the office is located at \_\_\_\_\_ (address)  
\_\_\_\_\_.

When you receive your membership card and other information, PLEASE check the information carefully for accuracy. We want to be sure to get your Farm Bureau membership off to a good start by having all the correct information from you. If you have not shared your email address with us, please email it to: [info@massfb.org](mailto:info@massfb.org)

Having email address for all Farm Bureau members allows Farm Bureau to have the best and fastest communications system and the most influential voice of any agricultural organization in the state. (Farm Bureau does not share email addresses with anyone.)

Again, congratulations and thank you for your membership.

Sincerely,

(County President)

# Notes

# HOW TO CONTACT MASSACHUSETTS FARM BUREAU

## State Office

Massachusetts Farm Bureau  
466 Chestnut Street  
Ashland, MA 01721  
Phone: 508.881.4766  
Fax 508.881.4766  
Email: [info@massfb.org](mailto:info@massfb.org)  
[www.massfb.org](http://www.massfb.org)