

# 2017 ADVOCATE'S GUIDE

 ADVOCACY

INFLUENCE. ACTION. IMPACT.

ADVOCACY

“ And on the Eighth Day, God looked down on his planned paradise, and said, ‘I need a caretaker.’ So, God made a FARMER. ”

– PAUL HARVEY





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# Dear Farm Bureau Advocate,

As the nation's largest general farm organization, Farm Bureau fights for the critical issues affecting farmers and ranchers, rural communities and consumers. We care about farm and food policy, environmental and natural resource use and protection, and making sure farmers, ranchers and rural communities prosper. *YOU* are the key to achieving our vision of increasing Farm Bureau's effectiveness and visibility as the national *ADVOCATE* for farmers and ranchers.

This Advocate's Guide will serve as a year-round reference as you interact with members of Congress and other elected officials. We hope you find this guide easy to access, and we encourage you to share it with friends, neighbors and others who wish to join our goal of empowering individuals to be the Voice of Agriculture.

In the following pages you'll find background information on our issues, resources for accessing information on the Web and mobile devices, suggestions for content to share on your social networks, statistics and other information on Farm Bureau's Strategic Action Plan. We want this information to be helpful to you, but please remember that *YOU* are the most important part of our program. While tips, tactics and statistics are important, they aren't nearly as relevant as your personal experiences on these issues. Your personal story is the most effective way to make an impact on elected officials and their staff. Therefore, in this guide you will also find tips on how to deliver that story to have the greatest impact.

We thank you for your dedication to being the Voice of Agriculture.

Sincerely,

Your Farm Bureau Advocacy and Political Affairs Team

**Cody Lyon**

*Director of Advocacy  
and Political Affairs*



**Jordan Craig**

*Director of Grassroots  
Program Development*



**Randy Dwyer**

*Director of Grassroots  
Program Development*




**Chelsey Skrovan**

*Program Assistant*







Thank you  
for your  
dedication  
to being the  
Voice of  
Agriculture

# **ADVOCACY**

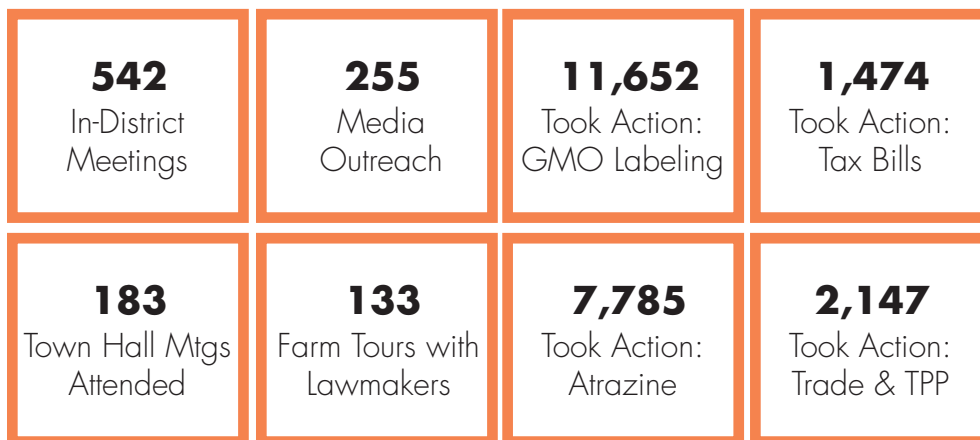
## **INFLUENCE. ACTION. IMPACT.**

### **GOAL: Increase Farm Bureau effectiveness and visibility as the national ADVOCATE for farmers and ranchers.**

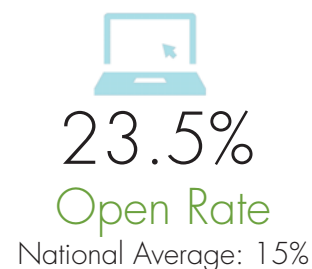
Farm Bureau needs a robust and strong advocacy program to be an effective tool to implement Farm Bureau policy, which is coordinated with lobby activities, legal advocacy and public relations efforts. The FB Advocacy program seeks to align, coordinate and compliment grassroots activities with AFBF and state Farm Bureaus through enhanced advocacy and political affairs strategies and tactics.



### Grassroots Activities, including state Farm Bureau actions



### Online Metrics



### Social Media Metrics



Twitter followers: 1,182 **UP 322** (860 in 2015)  
Impressions: average 23,616 per month



Facebook followers: 462



# Grassroots Outreach Team

## GO Team members are Farm Bureau's key policy and media advocates.

Farm Bureau created the GO Team to be effective in the new reality of advocacy: having advocates trained to effectively interact with the media and understand the best practices to influence lawmakers.

The goal for the GO Team is simple: be the best team of grassroots and media advocates for agriculture.

### DEMOGRAPHICS



**129** are women



**85** farm corn

**62** farm wheat/hay

**57** farm soybeans

**40** farm fruits and vegetables

**8** farm cotton

**3** farm rice



**66** raise cattle

**36** raise dairy animals

**10** raise poultry

**8** raise pork/swine

**7** raise lamb & goats

**1** raises bison



**11** engaged in agritourism

## 204

GO Team members in 46 states.

**Added 43 in 2016**



## 45

Articles, Op Eds or blog posts for national media outlet on farm labor, GMOs, animal health, trade and other issues.

## 10

Participated in the Smithsonian Meet-a-Farmer Series

## 187

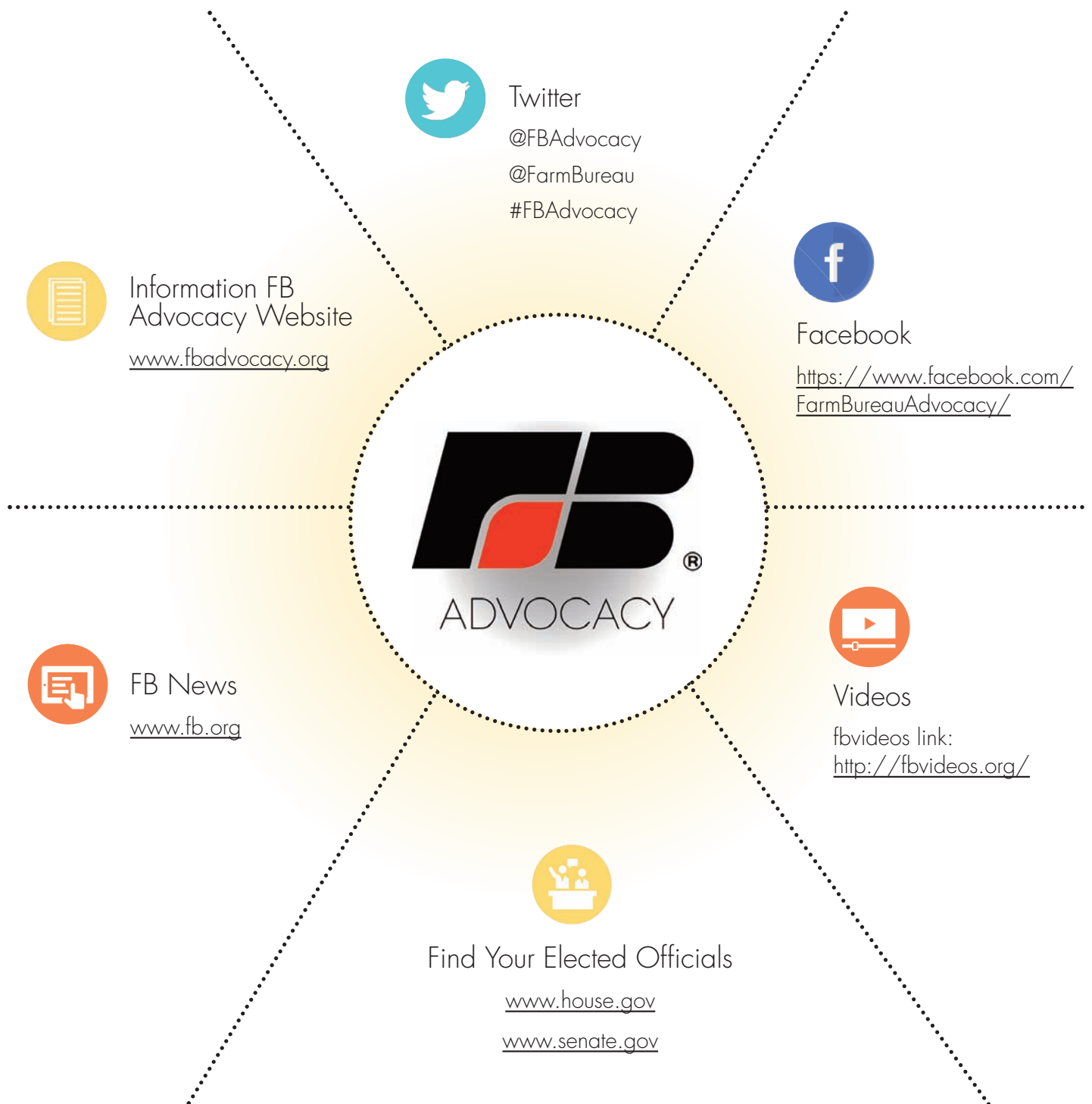
Meetings with a state or federal lawmaker

## 80

Media interviews on farm labor, GMOs, animal health, trade and other issues.



# Advocate Resources





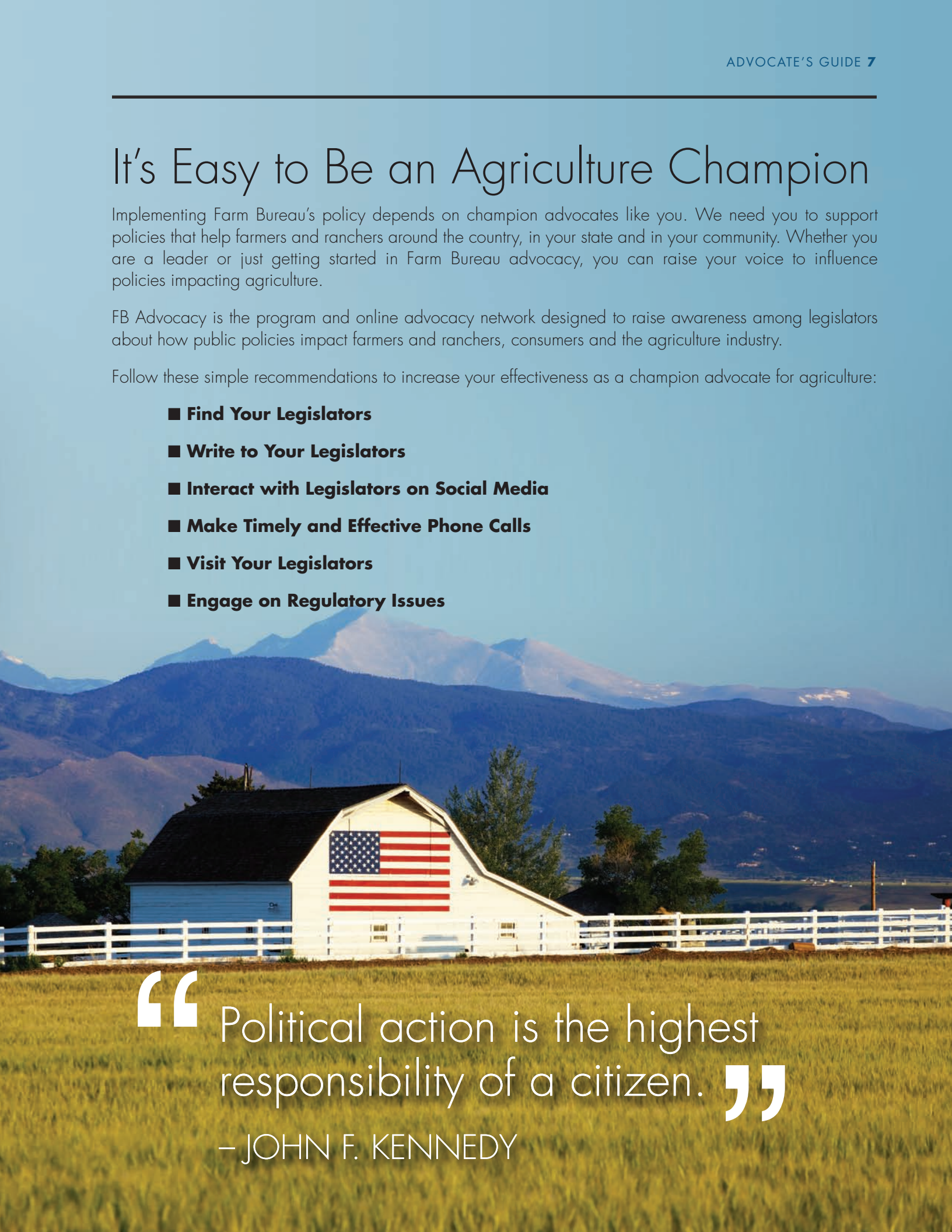
# It's Easy to Be an Agriculture Champion

Implementing Farm Bureau's policy depends on champion advocates like you. We need you to support policies that help farmers and ranchers around the country, in your state and in your community. Whether you are a leader or just getting started in Farm Bureau advocacy, you can raise your voice to influence policies impacting agriculture.

FB Advocacy is the program and online advocacy network designed to raise awareness among legislators about how public policies impact farmers and ranchers, consumers and the agriculture industry.

Follow these simple recommendations to increase your effectiveness as a champion advocate for agriculture:

- **Find Your Legislators**
- **Write to Your Legislators**
- **Interact with Legislators on Social Media**
- **Make Timely and Effective Phone Calls**
- **Visit Your Legislators**
- **Engage on Regulatory Issues**



“Political action is the highest responsibility of a citizen.”

— JOHN F. KENNEDY

# BEING an INFLUENTIAL and IMPACTFUL ADVOCATE

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## ■ Find Your Legislators

There are multiple resources available to find your elected officials at each level of government. For starters, visit [www.house.gov](http://www.house.gov) or [www.senate.gov](http://www.senate.gov). Insert your ZIP code to get the contact information for all of your lawmakers, from the president of the United States to your federal legislators, state lawmakers and other officials.



## ■ Write to Your Legislators

Now that you know who your legislators are, let's talk about the best way to contact them. As a constituent, you carry a lot of power with your elected officials — remember, they work on your behalf.

Simply visit the FB Advocacy website at [www.fbadvocacy.org](http://www.fbadvocacy.org). There you'll find pre-written letters to your legislators that you can personalize with your thoughts. Many congressional staffers say that a personalized letter carries more weight than a pre-written letter since it illustrates the constituent took the time to tell their story.

### **While our pre-written letters will cover most of the basics, here are some more tips on writing to legislators:**

Begin by introducing yourself as a constituent and a member of Farm Bureau. Many legislators won't accept letters or emails from folks outside their district.

Make "the ask" and make it personal. In the first paragraph, specify what action you want taken and, if possible, refer to bills by name or number. Legislators can't know what you want them to do unless you tell them.

Briefly share your story about how your legislator's actions will directly impact you, your community, your job and your family.

Ask your legislator to support your point of view.

Keep the length of your email to three or four paragraphs and 100 words or less.

## ■ Interact with Legislators on Social Media

Social media has radically enhanced the way constituents communicate with legislators. Legislators continue to use traditional means such as their own websites and email, but many have shifted much of their energy and attention to Twitter, Facebook, YouTube and blogs to be more accessible to those they represent. Additionally, electronic communications are fast, inexpensive and allow legislators to respond more quickly.

Finally, social media breaks down geographic barriers to communicating with Congress. Normally, legislators only want to hear from constituents — the people who live in their district, vote for them and keep them in office. Social media, of course, is not tethered by geography — you can communicate through Twitter and Facebook with legislators who are in positions of leadership or are members of key committees, even if they aren't your legislators.



### TWITTER

Twitter has become a favorite tool of legislators to release press statements, photos and short news items. Every senator and more than 95 percent of representatives use Twitter.

#### **There is an easy way to find your legislator's Twitter handle:**

Visit [www.govsm.com](http://www.govsm.com), a Wiki page devoted to legislators' social media usage. You'll need to know the names of your legislators in advance, and you'll see the full range of social media platforms they are currently using.

To reach your legislators simply begin your tweet with their Twitter handle (user handles begin with an @ sign). You'll also want to include relevant hashtags, (which begin with a # sign). Hashtags are a way of branding your tweet and making it easier to track conversations.



### FACEBOOK

More than 90 percent of legislators in Congress have a Facebook page and use it for sharing information with constituents. Legislators frequently use Facebook to communicate their opinion on pending issues or legislation. However, they also use Facebook to talk about what is going on in their states or districts, including events they're holding or attending. This is a good way to find out where you can meet your legislators in-person.

Legislators read comments and posts on their Facebook pages. In a 2010 study by the Congressional Management Foundation, nearly two-thirds of U.S. House and Senate social media managers said Facebook is an important tool for understanding constituent views and opinions. Keep track of what they post and add your thoughts; these are great ways to make your voice heard.



## ■ Make Timely and Effective Phone Calls

The window of opportunity to influence legislation when Congress or a state legislature is in-session can be very small. A personal phone call to your legislator's office is always an effective and timely advocacy tool.

### **When calling your legislator's office:**

1. Provide your name and address so you are recognized as a constituent. Also identify yourself as a Farm Bureau member.
2. Identify the bill or issue you are calling about by its name and/or number if you have it.
3. Briefly state your position and how you would like your legislator to vote.
4. It is important to keep your phone calls quick and simple since most staff multitask during calls to keep up with the volume of communication from constituents.

### **Here's an example of a good introduction/90-second speech:**

"Hi, I'm John Smith. I am a constituent who lives at 12345 Main Street, Springfield and a Farm Bureau member. I am calling to ask you to vote yes on H.R. 1234 and support farm programs. My phone number is 555-555-5555 if you have any questions. Thank you for your time today."



### **If you have more time or need to relay a detailed positions, follow these steps:**

1. Ask to speak to the staff member who handles the issue; this staffer will relay your comments and concerns to the legislator.
2. Ask for your legislator's stance on the bill or issue and for a commitment to vote for your position. Remember to make "the ask."
3. Don't guess at answers to questions. If the elected official's staff requests information you don't have, tell them you will gladly follow-up with requested information.
4. Follow-up with a note restating your position and thanking the legislator or staff member for his or her time.

## ■ Visit Your Legislators

Visiting your legislators is by far the most effective means of conveying your message. A face-to-face visit connects the issues you care about to the people your legislators were elected to serve.

In a recent survey, 77 percent of congressional staffers said that an in-person visit carried the most weight in terms of delivering a constituent message. Visiting your legislators may sound intimidating, but remember: their offices are open to the public, they are elected to work for you and they need to hear your story and opinions in order to vote on issues that will benefit the communities they serve. Your visit helps your legislators to do their job well.



Visits can be conducted in your home state or congressional district, as well as in Washington, D.C. Building a positive face-to-face relationship requires you to plan ahead. If you would like to visit your legislator, you may want to consider contacting your state Farm Bureau government relations department to ensure that your efforts and messages are coordinated.

Please note that legislators often can't control their calendars and frequently ask their staff to handle meetings with constituents. A meeting with the appropriate staff member is often just as effective as a meeting with the legislator.

### Here's an example of a good introduction/90-second speech:

"Hi, I'm John Smith. I am a constituent of yours, and I am here to talk with you about farm programs. I am asking you to vote yes on H.R. 1234, which ensures a healthy and safe food supply for consumers and helps farmers' and ranchers' production practices. Here's a sheet with some more information. My phone number and email address are included if you have any questions. Thank you for your time today."

### After your visit:

Follow-up with a thank-you letter or email and include any information that was requested by the legislator or staff. This will strengthen your relationship and leave a positive impression with the legislator's office.

## ■ Engage on Regulatory Issues

Regulatory advocacy is becoming more important. The agriculture industry is affected by the increasing number of regulatory proposals at the state and federal levels. Regulations can have a longer and more direct impact on members' businesses and lives. Ensuring that regulatory officials support Farm Bureau's particular interests is important in the public comment process.

What is driving the regulatory agenda in agriculture? It is shifting toward the environmental, natural resource, social and economic aspects of farming. Rather than the traditional, public discussion on agriculture centering on increasing yields and reducing costs for the producer.

Therefore, when the public comment is open, farmers and ranchers need to submit their comments to the public docket. Farmers and ranchers need to make sure regulators know their position on key issues. Regulators need to know the impact and effect of regulations on farms and ranches.

Many times, regulators want numbers of identical comments to show broad support. This can be in the form of letters, postcards or petitions.

Finally, it is important to remember the regulation process is never-ending! Regulatory advocacy is a marathon — an ultra-marathon! As soon as a new administration enters office, they will try to "clarify" or undo what the previous administration proposed and/or finalized. In the area of regulatory advocacy, it is common to fight the same issue for many decades.

“ If you have ten thousand regulations you destroy all respect of the law. ”

– WINSTON CHURCHILL

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# OUR MESSAGE

## 2017 Strategic Action Plan

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Strategic Action Plan goals are the focus of intensive, cross-functional planning and action.

**Regulatory Reform:** All Americans have an interest in a regulatory process that is transparent, is facts-based, respects the will of Congress and observes the separation of powers in the Constitution. AFBF will work to prevent implementation of the current Waters of the U.S. rule and other excessive expansion of federal jurisdiction under the Clean Water Act, reform the Endangered Species Act, preserve farmers' and ranchers' land-use and water rights, and reform the federal regulatory process.

**Immigration Reform:** Farm workers' labor is needed to produce much of the food Americans enjoy. The crops they help grow and harvest bring billions of dollars each year into our nation's economy. Without a legal, stable supply of labor, U.S. farmers are challenged by worker shortages, lost crops and costs that make it more difficult to compete with imports. AFBF will advance legislation that addresses agriculture's labor needs and reforms the nation's immigration system.

**Farm Policy:** The farm bill provides a basic level of protection to help farms survive market fluctuations and harmful weather. AFBF will work to maintain farm safety net and other programs in the farm bill that are vital to farmers and ranchers, consumers, rural development and the environment.

**Tax Reform:** Farmers and ranchers need a tax code that recognizes their financial challenges and encourages rather than hinders farm transfers from generation to generation within a family. AFBF will work to advance legislation that reduces the tax burden on farms and ranches.

**Watch-list issues** are monitored for developments that warrant increased strategic planning and cross-functional collaboration.

**Sustainable Agriculture:** Actively seek ways to share messages about sustainability from the farmer's and rancher's perspective.

**Energy:** Ensure policy that enhances the availability and affordability of energy for farmers and ranchers and encourages the growth of renewable energy production.

**Technology:** Monitor implementation of national GMO labeling rules, continue to work for greater broadband access in rural areas and protect farmers' control of their farm data.

**Trade:** Work for greater access to global markets both through new trade agreements and enforcement of existing trade commitments.

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# WHAT to DO AFTER the ADVOCACY CONFERENCE

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While each individual will have a unique experience interacting with elected officials and their staff, we hope your experience at the 2016 Advocacy Conference is a productive and enjoyable one. Your efforts on behalf of yourself and Farm Bureau are greatly appreciated. But don't let them go to waste. Don't let this be the end!

Sharing your story and asking your legislators to support Farm Bureau's priority issues is only one part of our continuous effort to affect public policy. We need sustained efforts throughout the year, especially in your local congressional district. Please reference the checklist provided below for simple tasks you can perform immediately following the Advocacy Conference to capitalize on your time in Washington, D.C. Then take a look at the Year-Round Advocacy Calendar(s) for other suggested activities throughout the year.

## **Post-Advocacy Conference Checklist:**

- Report your meeting(s) by sending an email to [fbadvocacy@fb.org](mailto:fbadvocacy@fb.org). What was the response from the member of Congress or staff? Did they take a firm position? What feedback can you share to help state Farm Bureau or AFBF staff in a follow-up meeting?
  - Send a thank-you message to your elected officials via email or Facebook or Tweet at your member of Congress on Twitter.
  - De-brief with your state Farm Bureau and other members to share your experience.
  - Work with your state Farm Bureau to schedule follow-up meetings with your elected officials.
  - Tell friends, family and social networks about your experience and invite them to be part of the 2017 Advocacy Conference.
  - Share your experience with local media outlets via a Letter to the Editor.
  - Add [fbadvocacy@fb.net](mailto:fbadvocacy@fb.net) to your email program's "white list," "safe senders" list or your personal contacts to ensure you receive important messages and action alerts.
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## Year Round Advocacy

**February**

Advocacy Conference

**March**Learn About New  
Legislators & Staff**April**

In-District Meetings

**May**

Advocate Recruitment

**June**

Media Outreach

**July**

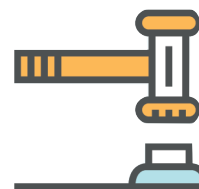
Member Recruitment

**August**Town Halls &  
In-District Meetings**September**

Telephone Outreach

**October**

Policy Development

**November**

Social Media Outreach

**December**

Thank You Legislators

**January**

Social Media Outreach





# YEAR ROUND ADVOCACY

**Continuous year-round advocating efforts back home make all the difference on Capitol Hill. Your work shouldn't be something that only takes place in Washington, D.C. Partner with your state Farm Bureau to try some of the following ideas throughout the coming year. The activities and times are suggestions, as many can occur at the same time or at various times of the year.**

## **FEBRUARY: Prepare for Advocacy Conference**

**Action Item:** Prepare for the Farm Bureau Advocacy Conference. It's that time of year! As you prepare to meet with legislators in D.C., practice delivering a message that will resonate using the tips in this guide.

## **MARCH: Welcome Back Congress & Learn About New Legislators**

**Action Item:** It's time to reconnect with your elected officials or introduce yourself to the new members of Congress. The offices may have new staff and they need to know who you are. Knowing the staff members means you have a direct line to the lawmaker. Ask how they want to receive communications from Farm Bureau members – email, phone or personal visit?

## **APRIL: In-District Meetings & Local Events**

**Action Item:** Attend or host a local event for legislators who will be in the state and district. Now is a great time to make plans to attend. Remember to engage the policymaker before, during and after the event via their social media profile(s) and in-person at the event.

## **MAY: Advocate Recruitment**

**Action Item:** Thank your existing group of advocates and tell them about any success story. Keep them active and ask them to join your social media efforts. Plan to recruit new members through a key contact program (see outline provided in this guide). Survey your advocates to see if they're willing to host a farm tour or other event.

## **JUNE: Media Outreach**

**Action Item:** Write a letter to the editor, an editorial, a blog entry for a local publication or a social media post. Find a way to share your ag story. Urge readers to contact their representatives and ask for their support on policy/legislation. Bring awareness on policy issues to farms and ranches in your area.

## **JULY: Member Recruitment & Local Events**

**Action Item:** Tie-in local events (parades, fairs, etc.) including July 4th holiday and weekend events with a Farm Bureau membership drive! Let others know what Farm Bureau achieves through advocacy, in the local community and how you have benefited from Farm Bureau's leadership development programs.

Membership is personal. It is not a subscription. It is not a transaction. It is a relationship. Tell your story of membership to encourage others to join!

**AUGUST: Town Halls, Coffees with Congress & Candidate Events**

**Action Item:** This is the height of the campaign season, so many candidates and elected officials host town hall meetings and other community events. Many state and county Farm Bureaus host their own meetings during this time. Attend an event and talk about Farm Bureau's priority issues. Be sure to invite your friends. Candidates are looking for endorsements from important organizations at this time of year. If your Farm Bureau offers endorsements, they should be finalized soon.

**SEPTEMBER: Telephone Outreach**

**Action Item:** June is one the most productive months for Congress, so be sure to call your elected officials and share Farm Bureau's positions on our key issues.

**OCTOBER: Policy Development**

**Action Item:** The key of Farm Bureau's advocacy activities is the grassroots policy development process. As your county and state Farm Bureau begin submitting policy resolutions to the Policy Book.

**NOVEMBER: Social Media Outreach**

**Action Item:** Comment on a news article critical to agriculture or each day share posts within your network. Find a way to share story about your farm or ranch. Urge readers to contact their representatives and ask for their support on policy/legislation. Bring awareness on policy issues to farms and ranches in your area.

Not on social media? Now is the time to sign-up for Facebook or Twitter. Follow or Friend your state Farm Bureau, AFBF, news outlets, celebrities and others.

**DECEMBER: Thank Your Legislators****JANUARY: Social Media Outreach**

**Action Item:** Comment on a news article critical to agriculture or each day share posts within your network. Find a way to share story about your farm or ranch. Urge readers to contact their representatives and ask for their support on policy/legislation. Bring awareness on policy issues to farms and ranches in your area.

## YEAR-ROUND ACTIVITIES:

- **Recruit, recruit, recruit.** Urge friends, Farm Bureau members and others in your community to get involved. Urge them to join your state's advocacy program.
- **Take Action.** Take action online via alerts sent by AFBF and your state Farm Bureau.
- **Make phone calls.** A phone call may be the most effective alternative to in-person meetings with elected officials. It never hurts to call a local office with new information or to urge action on a bill.
- **Media Messaging.** Radio? TV? Blogs? Newspapers? Social networks? Each can help you get the word out. Whether Share information with legislators on Twitter and Facebook or find mutual connections on LinkedIn. Monitor legislator activities for insights into their interests and actions, then communicate with them directly.

## ADVOCACY QUICK REFERENCE GUIDE

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# MEDIA ADVOCACY

Food and agriculture issues are a hot topic these days. You know the old adage, if you don't tell your story, someone else will do it for you. And so often, those eager to tell agriculture's story have biases against the way farmers and ranchers do their jobs. Studies show that the public has a high level of trust for farmers and ranchers as individuals.

There are few opportunities to reach a wider audience than through the media outlets. So it's important that when we get the chance, we have members who are willing and able to represent what they do and why they do it when the media calls.

Want to find a way to amplify your message? Interact with the media. Here are some tips to make the media interview a success.

### ■ Interview Tips ...

- Determine your interview goal.
- Stay focused on your key message(s), and repeat them frequently.
- Think and speak in terms of headlines, followed by the story.
- Block and bridge to refocus the interview or address difficult questions.
- Keep answers brief.
- Say only what you want to say, then stop.
- Avoid jargon and acronyms.
- Remember who your audience is.
- Never go "off the record."
- Meet media deadlines.

### ■ When the Media Calls ... Questions to Ask

- What is the reporter's name and media affiliation (*radio, TV, newspaper, magazine, website*)?
- What are the reporter's phone number and contact information?
- What is the topic of the interview?
- What is the story's objective or angle?
- Who is the primary audience?
- Am I the appropriate person for this story?
- Who else will be interviewed for this story?
- What are the date and time of the interview?
- What are the format and length of the interview?
- What is the anticipated date of airing or publication?
- Are there any additional information needs?
- Who else should be notified of this media opportunity?

## ADVOCACY QUICK REFERENCE GUIDE

# SOCIAL MEDIA ADVOCACY

Social media...Is there a role? Is it growing? Is it effective? Who uses it? How has different technologies impacted advocacy efforts? Social media...Does it educate? Communicate? Organize? YES to all of these!

Social media allows for more than just broadcasting your messaging. You can listen, curate and converse in a way that was never possible before. Social media is a two-way street. Generally speaking, anyone and everyone can see what you are saying online. This can be an advantage or a disadvantage, so think carefully before posting.

**REMEMBER:** Congressional Management Foundation found that ten or fewer posts on social media would cause 35% of congressional offices to pay attention to an issue.

### ■ Best Practices for Social Media:

**Good:** Follow your U.S. senators and representatives.

**Better:** Follow your members of Congress, and follow their Chief of Staff. If you've met their Legislative Directors on your issues, follow them too. More is better.

**Best:** Like and share the tweets with your followers. Respond to their tweets. Provide positive feedback on your issues. Be known as a reliable and honest source of information to your legislators.

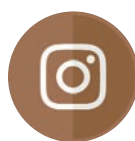
### ■ Hot Trends and Gee-Whiz Stats about Social Media



**Facebook** is used daily by 62% of all U.S. adults. 97 of the 100 senators have a Facebook page. 424 of the 435 members of the House have a Facebook page.



About 23% of online adults use **Twitter**. Twitter is popular with those under 50 and college educated. All 100 U.S. senators have a Twitter account, whereas 420 of the 435 members of the House have a Twitter account.



28% of online adults use **Instagram**. Over half (53%) of Instagram users are 18–29 years old.



**Pinterest** is used by 31% of adult online users or 47 million active users in the United States.

Want to find a way to amplify your message?  
Post on social media.



# 2017 Congressional Calendar



- Both chambers in session
- Both chambers in recess
- Senate only in session
- House only in session

## January

M	T	W	T	F
<b>2</b> New Year's Day (observed)	<b>3</b> 115th Congress Convenes	<b>4</b>	<b>5</b>	<b>6</b>
<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>
<b>16</b> MLK Jr. Day	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b> Inauguration Day
<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>
<b>30</b>	<b>31</b>			

## February

M	T	W	T	F
		<b>1</b>	<b>2</b>	<b>3</b>
<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>
<b>20</b> Presidents' Day	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>
<b>27</b>	<b>28</b>			

## March

M	T	W	T	F
		<b>1</b>	<b>2</b>	<b>3</b>
<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>
<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>
<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>

## April

M	T	W	T	F
<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<b>10</b> Passover begins	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b> Good Friday
<b>17</b>	<b>18</b> Passover ends	<b>19</b>	<b>20</b>	<b>21</b>
<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>

## May

M	T	W	T	F
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>
<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>
<b>29</b> Memorial Day	<b>30</b>	<b>31</b>		

## June

M	T	W	T	F
			<b>1</b>	<b>2</b>
<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>
<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>
<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>

## July

M	T	W	T	F
<b>3</b>	<b>4</b> Independence Day	<b>5</b>	<b>6</b>	<b>7</b>
<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>
<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>
<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>
<b>31</b>				

## August

M	T	W	T	F
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>
<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>
<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>
<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>	

## September

M	T	W	T	F
				<b>1</b>
<b>4</b> Labor Day	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b> Rosh Hashanah	<b>22</b>
<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b> Yom Kippur begins

## October

M	T	W	T	F
<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>9</b> Columbus Day	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>
<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>
<b>30</b>	<b>31</b>			

## November

M	T	W	T	F
		<b>1</b>	<b>2</b>	<b>3</b>
<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b> Veterans Day (observed)
<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>
<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b> Thanksgiving	<b>24</b>
<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	

## December

M	T	W	T	F
				<b>1</b>
<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
<b>11</b>	<b>12</b>	<b>13</b> Hanukkah begins	<b>14</b>	<b>15</b>
<b>18</b>	<b>19</b>	<b>20</b> Hanukkah ends	<b>21</b>	<b>22</b>
<b>25</b> Christmas	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>

Defend Promote **Advance**  
**Power** Champion Support  
Persistence **Knowledge**  
**Strength** Proactive **Success**

I AM  **ADVOCACY**

**Champion** Encourage  
**Power**  
Knowledge **Success**  
Skills  
**Advance** Engagement Inspire  
Proponent **Leader** Expertise



# WE ARE ON YOUR PHONE!

STAY CONNECTED FROM  
THE FIELD AND ON THE FARM.



## FEATURES:

- TAKE ACTION CENTER
- TALKING POINTS FOR FARM BUREAU ISSUES
- SOCIAL MEDIA SHARING
- ADVOCACY VIDEOS
- INTERACTIVE CONGRESSIONAL DIRECTORY

SEARCH "FBACT" OR  
"FARM BUREAU ADVOCACY"  
IN THE:

