



COUNTY LEADER WEEK

Planning Guide

As a county leader, planning activities and programs for your organization is a vital part of your role. This guide can be used to facilitate a discussion with your county Farm Bureau® about projects and activities that happen throughout the year and to develop new ideas. Choose one of the following three activities to boost the planning process in your county Farm Bureau®!

Activities:

1. Align current items on the program of work to the county Farm Bureau®'s goals. (30 minutes)
2. Utilize a case study to discuss the importance of planning and identify resources. (30 minutes)
3. Create new ideas for the county Farm Bureau® to develop and achieve its goals. (30 minutes)

Activity 1

Align current items on the program of work to the county Farm Bureau®'s goals.

(30 minutes)

Opening:

- Have participants work together to list all activities, programs, and events on individual sticky notes. Each sticky note should only have one activity, program, or event on it. If you have new members in the county Farm Bureau®, it may be helpful to discuss these activities, programs, and events so that each member understands.

Goal Analysis Activity:

- Use the template on page two to walk through the goals of the county Farm Bureau®. Each box should have another goal listed. Ask the group if any of the goals need to be updated.
 - Example goals could be: Collaborate with outside organizations, build relationships with consumers, strengthen agriculture in our community, develop leadership potential for our members, etc.
- State Farm Bureau® goals could also be used for this activity.

- Once you have reviewed all goals, ask members to place each sticky note in one of the goals. If one of the activities, programs, or events fits in more than one goal, put it between the boxes.
- Once sticky notes are placed, have a discussion with the group with the following questions:
 - Why does (insert item on sticky note) go with this goal?
 - How does (insert item on sticky note) help us to accomplish this goal?
 - What changes could we make with (insert item on sticky note) to improve it?
 - Does (insert item on sticky note) make sense for us to do in the upcoming year?

Closing:

- After the discussion, ask members to write down their own answers to "Why is it important that we match our activities, programs, and events with our goals each year?" Ask for a few participants to share their answers.

Activity 1 Worksheet: Goal Analysis Activity

PUT GOAL HERE

PUT GOAL HERE

PUT GOAL HERE

PUT GOAL HERE

PUT GOAL HERE

Activity 2

Utilize a case study to discuss the importance of planning and identify resources.

(30 minutes)

Opening:

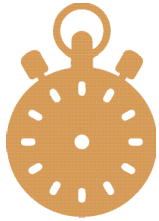
- Ask county Farm Bureau® members to list out what makes a great event, activity, or program. These items could include great food, community involvement, something fun, etc.
 - Once the list is complete, ask participants to write down the top two things that they think are most important to creating a great event. Have participants share why they are important with a partner.
 - Bring the group back together and have several members share their answers to why those items are important. Share that even though all these items are valuable, it is important that we step back and look at the planning of this activity.
- only a handful of other county Farm Bureau® members are willing to help with the project. They have the capacity to help with an actual event, and small capacity to help with the pre-work.
 - Ask participants to get into groups of 4-5 to discuss the following question for five minutes: What would your solution be? How would you help to plan this fundraising program? What steps would you take?
 - After the five minutes, ask groups to come back together and share their answers. Highlight similar ideas amongst the group, including how planning ahead and collaboration could lead to success in this scenario.
 - Additional Resources that could be used
 - SCAMPER Method of Planning and the importance of planning out loud on page four and five.
 - Show examples of partnerships and collaboration. Discuss with participants the significance of them with programs and events.
 - Stress the importance of resource sharing within the county Farm Bureau® and the community.

Planning Activity:

- After completing the opening, hand out the following case study to your members on page six:
 - You serve as a local county Farm Bureau® member. You currently have active Farm Bureau® members in your county who are eager to implement a new fundraising program for the local high school. You know that at least \$5,000 will need to be raised for a scholarship program to get off the ground. The goal of your county Farm Bureau® is to create an annual fundraiser so that the funds may also be distributed annually. You know that you do not have the capacity to tackle this project completely on your own, and

Closing:

- Ask each participant to write down their answers to: What support do I need when it comes to planning out events, activities, or programs? Who will I reach out to for support with this?



TIME NEEDED:

Approximately
45 minutes.



OBJECTIVE:

Review and
evaluate the overall
effectiveness of current
Farm Bureau events.



CONCEPT:

Evaluate three
county events using
the SCAMPER
model to improve
programming.

SUPPLIES:

- At least three copies of the SCAMPER Model Worksheet (page 6)
- Three tear sheets (one per group)
- Markers (one per group)

DIRECTIONS:

1. Give the board members five minutes to come up with three existing county Farm Bureau events to evaluate. The evaluation of these events will cover multiple areas including, but not limited to, effectiveness, attendance, areas of improvement, planning, cost, and implementation. If the board needs further directions, ask them to answer these questions:
 - Which event requires the most volunteer hours?
 - Which event uses the most significant amount of your program budget?
 - Which event does not yield the results you would like?
2. Split the board members into three groups. Each group should receive a SCAMPER model handout to review and choose questions to answer. See the SCAMPER handout on page three of this document. Each group will use the SCAMPER model to evaluate one of the three events chosen during the early stage of the activity. Give each group approximately 25 minutes to evaluate their event at their own pace. Instruct board members not to spend time answering EVERY question. Board members should choose two or three questions from each of the SCAMPER model sections that stand out.
3. One person from each group should write down all ideas and suggestions contributed from the group discussion on an easel pad, white board, or some other easily displayable object. Each group should come up with 15-20 ways to improve or adjust their event.
4. After each group is finished with their evaluation, bring the board members together and have one representative from each group present their evaluation. Allow the the board five minutes per event to provide feedback about the event and approve a general consensus for two or three changes to the existing events.

SCAMPER MODEL WORKSHEET

Use this model to help you modify and improve a project. Simply pick the idea or project you want to improve then pick an appropriate box or two and explore the questions.

SUBSTITUTE

- What can be substituted?
- Can the rules be changed?
- Other ingredients? Other materials?
- Other process or procedure?
- Other place?
- Other approach?
- What else instead?
- What other part instead of this one?

COMBINE

- What ideas can be combined?
- Can we combine purposes?
- How about an assortment?
- How about a blend, an alloy?
- Combine units?
- How could we package a combination?
- What materials could be combined?

ADAPT

- What else is like this?
- Does the past offer a parallel?
- What could we copy, emulate, or incorporate?
- What else could be adapted?
- What different context can we put our concept in?

MAGNIFY

- What can be made larger or extended?
- What can be exaggerated or overstated?
- What can be added?
- More time? Stronger? Higher? Longer?
- How about greater frequency? Extra features?
- What can add extra value?
- How could we carry it to a dramatic extreme?
- What other part instead of this one?

PUT TO OTHER USE

- What else can this be used for?
- Are there new ways to use as is?
- Other uses if modified?
- What else could be made from this?

ELIMINATE

- What if this were smaller?
- How about splitting it into different parts?
- Streamline?
- Make miniature? Condense? Compact?
- Subtract? Delete?
- Can the rules be eliminated?
- What's not necessary?

REARRANGE

- What other arrangement might be better?
- Interchange components?
- Other pattern, layout, or sequence?
- Transpose cause and effect?
- Change pace?
- Change schedules?

Activity 2 Worksheet: Planning Activity Case Study

Read the following case study and work with your group to answer the three questions below.

You serve as a local county Farm Bureau® member. You currently have active Farm Bureau® members in your county who are eager to implement a new fundraising program for the local high school. You know that at least \$5,000 will need to be raised for a scholarship program to get off the ground. The goal of your county Farm Bureau® is to create an annual fundraiser so that the funds may also be distributed annually. You know that you do not have the capacity to tackle this project completely on your own, and only a handful of other county Farm Bureau® members are willing to help with the project. They have the capacity to help with an actual event, and small capacity to help with the pre-work.

What would your solution be?

How would you help to plan this fundraising program?

What steps would you take?

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

Examples of partnerships that county Farm Bureau®s could have: Working with youth ag organizations like 4-H, MANRRS, and FFA, partnerships with local food banks, and connecting with local businesses for programs and events.

Activity 3

Create new ideas for the county Farm Bureau® to develop and achieve its goals.

(30 minutes)

Opening:

- Set a scene for the participants. “Your child, nieces or nephews or friend’s child just received two hundred dollars with no restrictions. What is the first thing that they would do?” Take several answers and list out ideas that they have on a tear sheet or white board.
- As the list fills up, ask participants to look at each individual idea and ask, “Was it easy or difficult to come up with ideas?” “Why?”
- Explain that when it comes to planning, we often have boundaries, but when we can remove those boundaries the ideas flow easily. During the activity today, we will take away boundaries and brainstorm for activities, events, and programs.

Idea Sharing Activity:

- After completing the opening, hand out the following case study and the goals of the county Farm Bureau® to your members on page eight:
 - Your county Farm Bureau® was just given ten thousand dollars from an outside donor who has placed zero restrictions on what it can be used for. You must work with your county Farm Bureau® to use these funds with the focus of moving the needle on one of the county Farm Bureau®’s goals. Come up with 2-3 ideas that you can share with the group on how you will spend this new fortune.

- Ask participants to get into groups of 4-5 to discuss the following question for five minutes: What programs, activities or events would you host with these funds? Who would you work with to make this happen? Who would benefit from these ideas?
- After the five minutes, ask group to come back together and share their answers. Highlight similar ideas amongst the group and have those written down someplace that the group can all see.
- Explain to the group that most of these ideas only have the one restriction. Resources. When we think of the activities, events, or programs we do now we have other restrictions that come into play more often than money including time and outside resources.
- Ask participants to make note of any idea that could still come to fruition without the additional ten thousand in funding.

Closing:

- Ask each participant to write down their answers to: What healthy restrictions/ boundaries do I put up when it comes to volunteering my time and resources? What non-essential boundaries do I put up? What are some ways I could possibly offer more of my time or talents when it comes to my county Farm Bureau®?

Activity 3 Worksheet: Idea Sharing Activity Case Study

Read the following case study and work with your group to answer the three questions below.

Your county Farm Bureau® just was given ten thousand dollars from an outside donor who has placed zero restrictions on what it can be used for. You must work with your county Farm Bureau® to use these funds with the focus of moving the needle on one of the county Farm Bureau®'s goals. Come up with 2-3 ideas that you can share with the group on how you will spend this new fortune.

What programs, activities or events would you host with these funds?

Who would you work with to make this happen?

Who would benefit from these ideas?