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**Nomination Application**

In recent years, congressional offices have been inundated with email, and members and staff increasingly report that the impact of mass communications is dwindling.  Best practices in issue advocacy and recent polls of congressional offices reinforce this:  direct contact from constituents with members of Congress and staff is the most effective way to influence policy. Other critical factors influencing legislators are stories about the real-world ramifications of legislative action – or inaction.  These stories, told in local media of key and targeted members of Congress, can have important influence on their willingness to move forward – or stop – critical legislation.

AFBF created the Grassroots Outreach Team, or GO Team, to meet this new reality. The GO Team is comprised of the best advocates for Farm Bureau and members who want to be more involved in policy implementation and media engagement – those who want to do everything they can to stand up for farmers and ranchers. The goal for the GO Team is simple: be the best group of grassroots and media advocates for agriculture.

We know that Farm Bureau members are busy with farm, family and community responsibilities. But we also know that many in Farm Bureau want to be more engaged and they have the desired skills and ability to be part of the GO Team. They are members who:

* Have received advocacy and media training;
* Are part of a leadership committee or program; or
* Have accomplished skills in advocacy and/or communications.

Applications for the GO Team must be completed electronically, signed by a state Farm Bureau president and emailed to codyl@fb.org.

Questions: Contact Cody Lyon at (202) 406-3736 | codyl@fb.org, or Johnna Miller at (202) 406-3650 | johnnam@fb.org.

Use the chart below to review suggested guidelines of GO Team nominees.

|  |  |
| --- | --- |
| **GO Team member must be member of state Farm Bureau.** | |
| GO Team member must have the following:   1. Email address 2. Social media presence on Facebook, Twitter, and/or Instagram, etc. | |
| Guidelines below are used to identify GO Team member skills and attributes. | |
| **The following attributes are helpful to identify potential GO Team members and to be nominated for the GO Team:** | |
| Member of state Farm Bureau FBACT program and have sent a minimum of 7 messages or had 3 personal contacts with lawmakers. | Recruited 10 members for the state FBACT program. |
| Publishes own blog. | Submitted and/or published op-ed or other media piece on Farm Bureau issue. |
| Participated in state Farm Bureau leadership program (e.g., YF&R, Women’s, Promotion & Education) or other leadership program. | Serves on state Farm Bureau PAC Board. |
| Visited with lawmakers in Washington, D.C., or visited with lawmaker’s district office and staff. (Minimum of 2 events.) | Interviewed by media on Farm Bureau issue. |
| Participated in Farm Bureau advocacy efforts within the state or at the state capitol (minimum of 3 events or actions). | Hosted/participated in farm tour or private meeting with congressional representative or senator(s). |
| Contribute to state Political Action Committee (PAC). | Active in local civic engagement for agriculture or polices related to Farm Bureau. |
| Personally ran for public office, e.g., school board, town supervisor, county council, etc. |  |
| Personally volunteered or contributed to a legislator’s campaign for public office. |  |

**Name of Applicant:** Click or tap here to enter text.

**Address**: Click or tap here to enter text.

**Email**: Click or tap here to enter text.

**Phone**: Click or tap here to enter text.

**Social Media profile**:

**Facebook**: Click or tap here to enter text.

**Twitter**: Click or tap here to enter text.

**Other**: Click or tap here to enter text.

**Summarize your involvement in Farm Bureau at county, state and national levels:**

Click or tap here to enter text.

**Do you currently hold or have you held an elected office (including Farm Bureau)?**

Yes \_\_; No \_\_

If yes, please list the positions.

Click or tap here to enter text.

**Why do you want to participate in the AFBF GO Team?**

Click or tap here to enter text.

**What experiences do you have with advocacy, communications & media activities and using social media?**

Click or tap here to enter text.

**Have you participated in other communication or media training courses or programs?**

Click or tap here to enter text.

Name of Applicant: Click or tap here to enter text.

Signature of Applicant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

President’s Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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