



## County YFA Chair Keys to Success

Thank you for volunteering to be a leader in your county Farm Bureau. It is our job to help you be successful in recruiting and engaging young farmers and agriculturists in your county. You need the proper 'tools' to get the job done properly. Below is a listing of Keys to Success. Use these keys as you build a successful county YFA program.

1. In addition to your county's participation in district events, strive to hold a county YFA event during Spring/Summer and Fall/Winter.
2. Meet with the District YFA chair and fellow county YFA chairs at least once per year.
3. District event attendance.
4. County annual meeting attendance.
5. WFBF Annual Meeting/YFA Conference attendance.
6. Maintain close communication with District Coordinators and the District YFA chair to enhance event success and grow and engage membership.
7. Establish yourself as the "face" of your county YFA program and grow the Farm Bureau brand in the process.
8. Gather names of people that might be interested in joining – use your friends, family, county presidents and District Coordinator for help with this.
9. Contact new people about joining and invite them to events.
10. Request new membership lists from District Coordinator a few times per year.
11. Compile emails of members.
12. Have sign in sheets at all events to help grow your email list.
13. Lead members to Farm Bureau social media channels such as the YFA Facebook page (Wisconsin Farm Bureau Young Farmer and Agriculturist Program), Instagram and Twitter.
14. Plan events that are social, educational and service oriented.