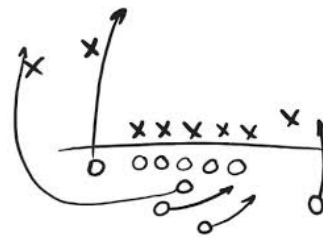


Promotion and Education Activities Playbook

(Limit 1 page per activity/event)



See sample answers on next page*

County or District: _____ New Play? _____ Updated Play? _____

Name of Play: _____

Date or Time of Year: _____

Description of Play (please include who, what, where, how, why):

Time-frame Needed to Implement the Play Effectively (please include planning, set-up and event/activity length):

Cost to Host Play (please note if sponsorships were available):

Cost to Attend:

Age Range of Attendees: _____ Number of Attendees: _____

Quarterback's Name: _____

Contact Phone Number: _____ Contact Email: _____

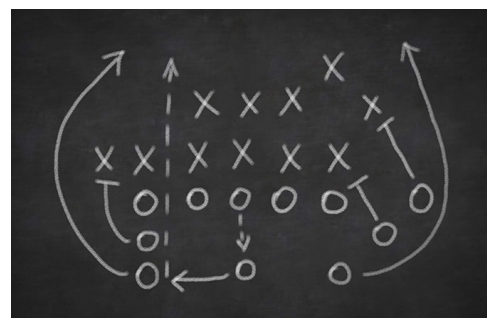
Contact Preference: _____ Email _____ Call _____ Text

Submit form:

Email: mrebout@wfbf.com Fax: 608.828.5718

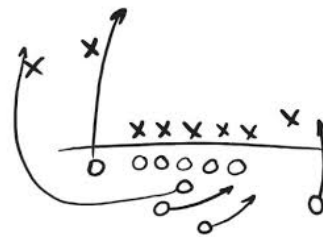
Mail: WFBF, Attn: Megan Rebout, PO Box 5550, Madison, WI 53705

**Updates to Playbook are made quarterly.



Promotion and Education Activities Playbook

(Limit 1 page per activity/event)



See sample answers on next page*

County or District: Jackson County

Name of Play: Selfie Scavenger Hunt at the County Fair

Date or Time of Year: County Fair

Description of Play (please include who, what, where, how, why):

Farm Bureau members held a selfie scavenger hunt for exhibitors at the county fair during an exhibitor mixer coordinated by the Livestock Education Committee. Exhibitors from all barns were welcome to participate. The kids were divided into teams of three, being sure to mix ages. Each team needed a phone that could take pictures. Teams were provided with a list of 15 things to find on the fairgrounds (fair board member, duck, tractor, past Miss Jackson County, etc) and had to take a selfie that included the thing/person on the list and all three team members. The first team back with all their pictures won. All participants were given a voucher for a free milkshake and the winners received buckets filled with prizes donated by businesses and purchased by Farm Bureau.

Time-frame Needed to Implement the Play Effectively (please include planning, set-up and event/activity length):

Two months prior coordinate with the Livestock Education Committee. One hour to create the list after fair has started. 45 minutes for scavenger hunt.

Cost to Host Play (please note if sponsorships were available):

\$50 for shakes. Most prizes were donated.

Cost to Attend: Free

Age Range of Attendees: 6-18

Number of Attendees: 21

Quarterback's Name: Darby Sampson

Contact Phone Number: 715.299.1409

Contact Email: darbysampson@hotmail.com

Contact Preference: _____ Email Call Text

Submit form:

Email: mrebout@wbf.com

Fax: 608.828.5718

Mail: WFBF, Attn: Megan Rebout, PO Box 5550, Madison, WI 53705

**Updates to Playbook are made quarterly.

