

Wisconsin Farm Bureau Federation®'s
Centennial



Tool Kit

For County Farm Bureaus

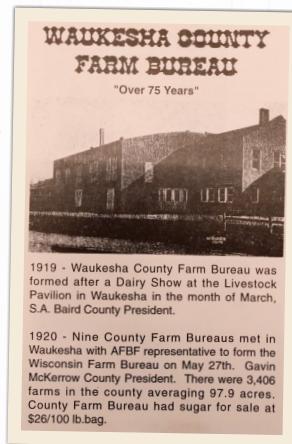


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Why Celebrate?

It's a huge milestone.

We all like to celebrate anniversaries and special events in our lives that bring us joy, happiness or a sense of togetherness. A century of Farm Bureau should bring us together in a celebration of what has been accomplished by our organization. Just like your personal anniversaries, celebrating the WFBF centennial can bring your county Farm Bureau together in a very special and positive recognition of the things that have occurred because of your organization's efforts in the last 100 years.

Your county Farm Bureau's legacy is rooted in your community.

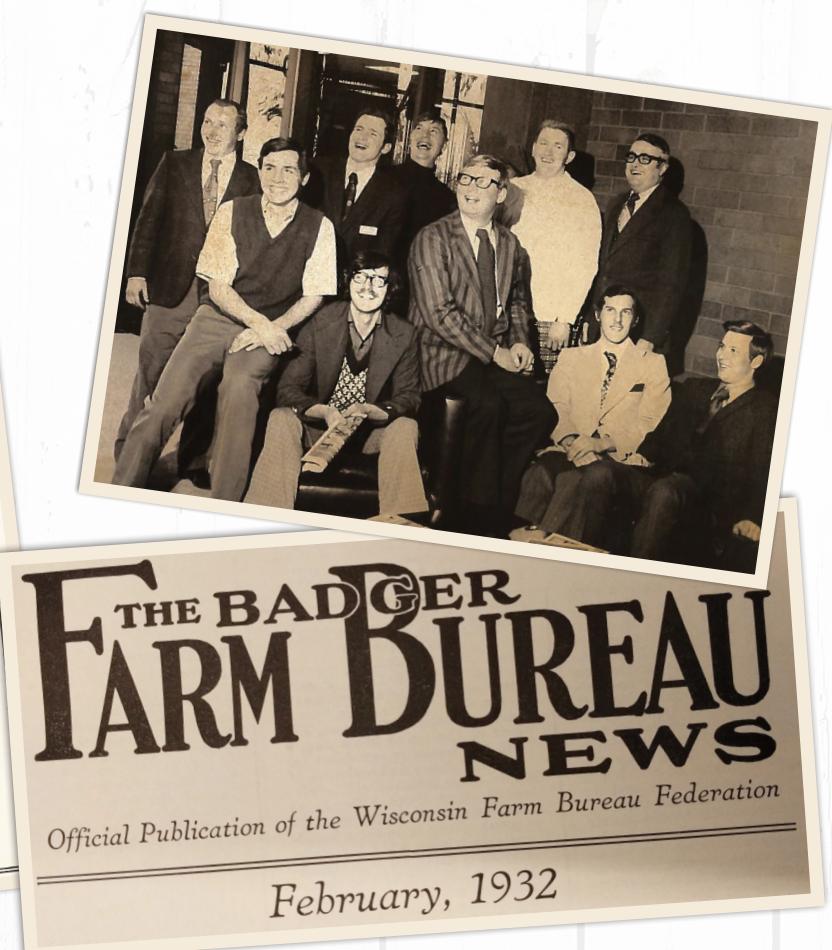
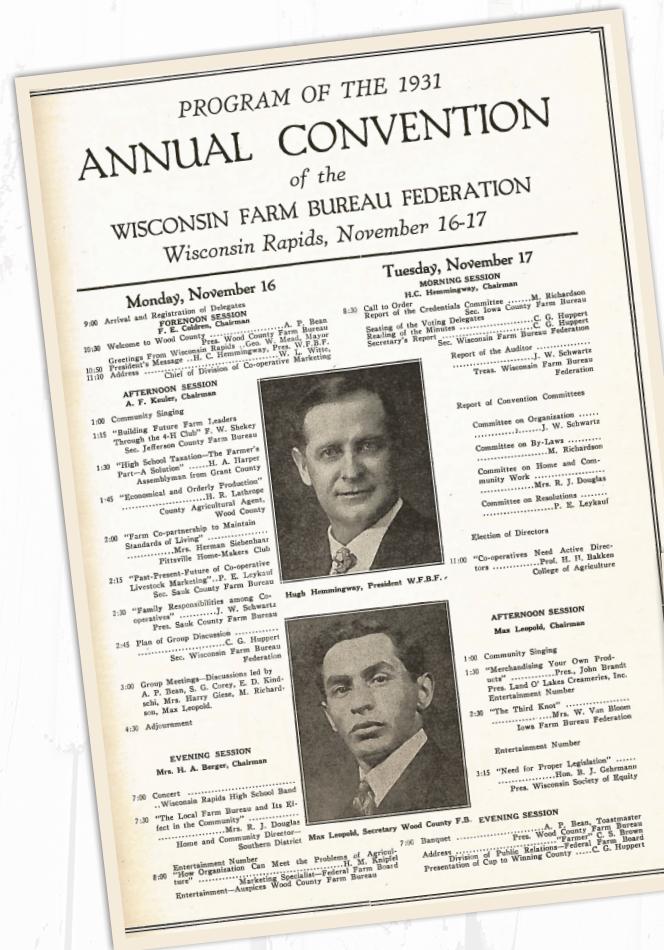
The WFBF centennial provides your county Farm Bureau a perfect opportunity to promote the importance of Farm Bureau in rural communities. Creating a Farm Bureau display or hosting an event in your community will remind everyone of the importance of agriculture in their daily lives.

Looking back at past events and accomplishments may help you see your county Farm Bureau's future direction more clearly.

Even if your county Farm Bureau hasn't reached 100 years, celebrating the WFBF centennial and documenting some of the important milestones in agriculture created in part or by Farm Bureau efforts will promote the organization. Analyzing the occurrences of the past will help clear the vision of where your county Farm Bureau and WFBF need to be directed in the future.

With 100 percent participation by county Farm Bureaus, others will be aware of WFBF's centennial.

The goal of the WFBF Centennial Planning Committee is to have every county Farm Bureau participate in the centennial celebration at some level. One hundred percent participation would engage as many members possible in this celebration. Be a part of making the centennial celebration a great event.



Centennial Timeline

To help you in planning your centennial celebration efforts, refer to this timeline for suggestions.



2019 Plan of Action

APRIL

**Form a county
Centennial Committee**

MAY

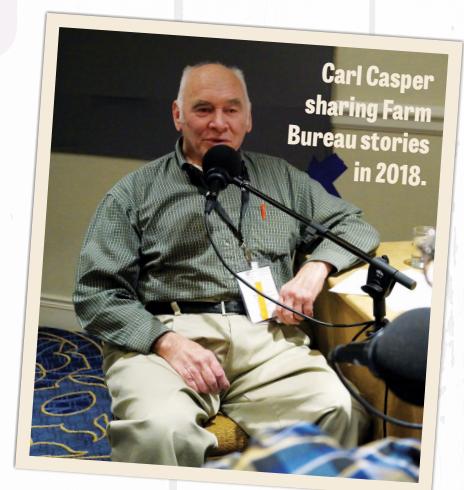
Centennial Committee meets
to discuss what the county
would like to do for the
centennial celebration

JUNE – NOVEMBER

Host events and showcase displays
at community events, county fairs
and county annual meetings

DECEMBER

**Wisconsin Farm Bureau will be
hosting a centennial-focused
Annual Meeting in Wisconsin Dells**



Get Organized

Appoint a county Farm Bureau Centennial Committee.

An organized effort by an empowered group of members will make for successful promotions.

Allocate funds for display materials.

It doesn't take a lot of money to make a good-looking display that can be used at multiple events, but there may need to be some expenditures made for some materials, photo enlargements and/or a display board. You may also be able to utilize items your district coordinator has (i.e., District timeline).

Gather documents, signs, photos and memorabilia.

- Artifacts such as Farm Bureau member signs, award plaques and certificates, and WFBF or county Farm Bureau gifts, logo jackets and shirts, or mementos from WFBF events or promotions. These may be available from members or your storage unit. Contact your district coordinator for assistance finding items.
- Don't forget about your county Farm Bureau Articles of Incorporation, old by-laws, past county Farm Bureau board meeting minutes, 'Gold Star Award' book, scrapbooks, newspapers clippings, correspondence or photos.
- Contact older members and past board members to see if they have stories to share about the early days in your county Farm Bureau. Wouldn't it also be great to personally invite those retired county Farm Bureau leaders to your county annual meeting and recognize them for their participation in making your county Farm Bureau the great organization it's become?

Participate in WFBF competition for best county centennial event or activity.

This year instead of the County Activities of Excellence program, WFBF will be hosting awards for the best centennial events and programs. WFBF will recognize outstanding county Farm Bureau events and activities that showcase Farm Bureau's history. More details will follow in the coming months.

Rural Mutual Insurance Shirt Sponsorship.

Rural Mutual Insurance is donating 10 WFBF Centennial shirts per county. They will be delivered by your district coordinator. Shirts can be worn to draw attention to the centennial and are to be worn at centennial activities and promotions.

Create a timeline of the events you want to participate in.

The promotions you undertake will be limited only by the amount of time your volunteers are willing to provide.

Contact local media to create a possible newspaper series or radio show visits.

You may be able to enlist the help of local editors or radio personalities to provide guest columns or radio show appearances. Make contacts and take advantage of opportunities for coverage of the centennial celebration.

Contact other potential partners.

There may be other historically minded folks in the community who can help locate items for displays or provide locations where displays could be located.

Some potential sources:

- Public library staff
- Local historical societies
- Chambers of commerce
- Local businesses (not just agricultural businesses)
- County board of supervisors
- County fair board
- County Fairest of the Fair
- County Ag Ambassador
- UW Extension staff
- FFA chapters or advisors
- 4-H leaders



Media Kit

Introduction

Wisconsin Farm Bureau Federation is the state's largest general farm organization representing farms of different sizes, commodities and management styles. The organization is made up of voting members and associate members.

Members belong to one of 61 county Farm Bureaus, run by a board of directors made up of people working in production agriculture. Farm Bureau prides itself on being a grassroots organization. Each year, county voting members set the policy that guides WFBF on local, state and national affairs.

In 1920, Wisconsin Farm Bureau Federation was officially organized and became the 32nd state to join the American Farm Bureau Federation with 537 members. By the first Annual Meeting in 1921, WFBF membership had grown to 2,000 members in 15 counties. Annual dues were \$2.50.

Fast forward nearly 100 years and WFBF officially kicked-off a centennial celebration at the 2018 Annual Meeting and YFA Conference with the year-long commemoration concluding at the 2019 WFBF Annual Meeting and YFA Conference.

Mission and Vision

Farm Bureau Vision

Lead a growing and dynamic agriculture.

Farm Bureau Mission

Lead the farm and rural community through legislative representation, education, public relations, leadership development and providing services and benefits to members.

Resources

Wisconsin Farm Bureau Centennial: <https://wfbf.com/centennial>

American Farm Bureau Centennial: <https://www.fb.org/about/centennial>

Logo use

Below are approved centennial logos. For logo assistance, please contact Lynn Siekmann at lsiekmann@wfbf.com. For the complete WFBF Logo and Trademark Use Manual, visit wfbf.com.



Black and White



Standard Color



Embroidery Minimal

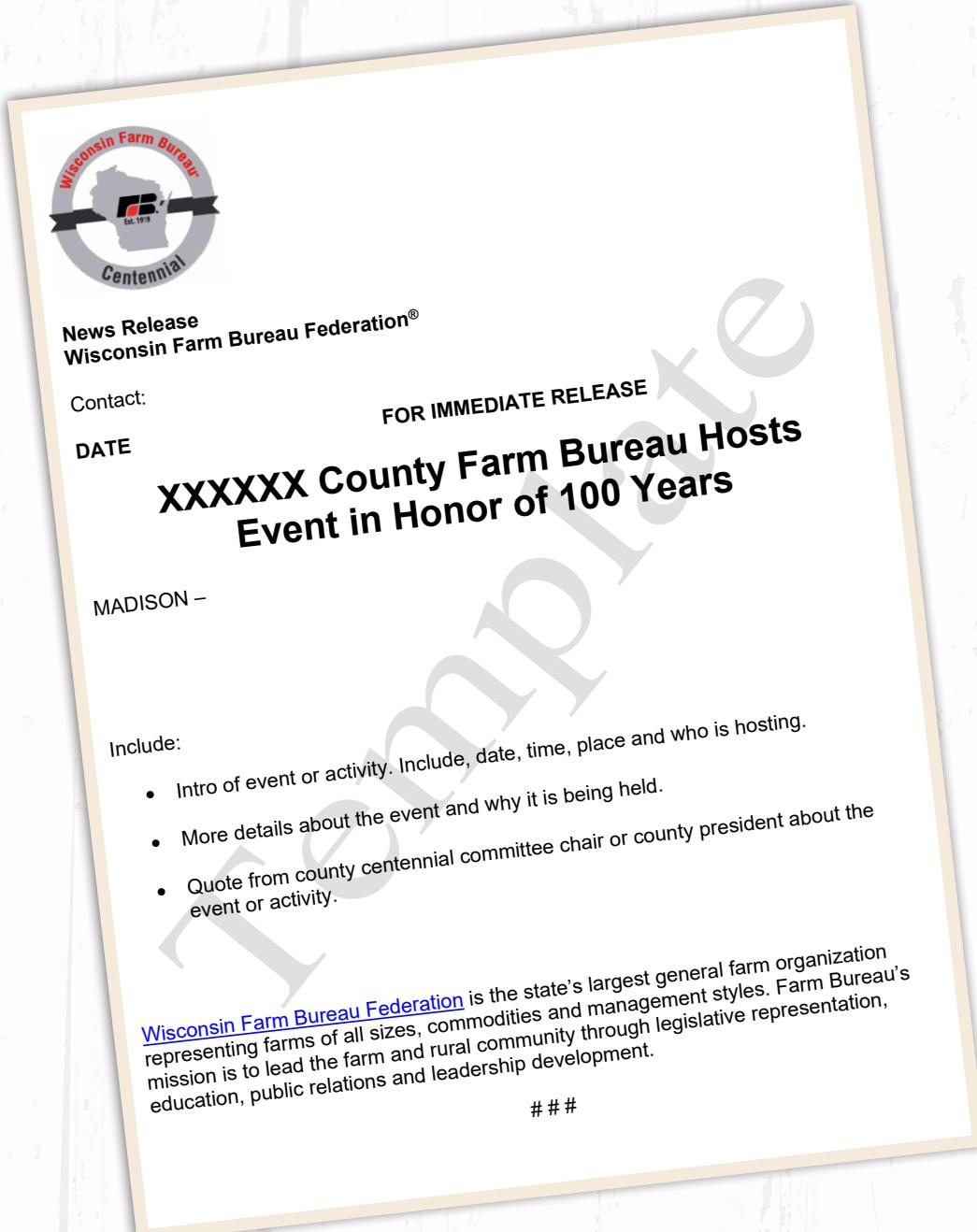


Embroidery Colored

Media Kit

Press Release

You can download this template at wfbf.com/centennial.



Contacts

For media assistance, please contact Sarah Hetke at shetke@wfbf.com or Amy Eckelberg at aeckelberg@wfbf.com.

Displays

Decide where you want to have displays.

Many businesses and public entities have their own roots in history and may be willing to work with you to promote the WFBF centennial in a way that highlights both themselves and the Farm Bureau.

Some places to consider:

- Local libraries
- County fair
- Local businesses for store-front displays
- Chambers of commerce
- Your local Rural Mutual Insurance office
- Your nearest FS location
- Local implement dealer
- Local FFA chapter school display case

Sort your materials, photos and information of local, state and national scope.

Now that you've gathered as many historical items as you could find, consider how they'll fit together into a cohesive theme. Depending on the locations or events you plan to participate in, you may want to have multiple displays, each with a different theme. For instance, you may have many memorabilia items from a decade or era that will be displayed at the county fair, while a display highlighting old documents and historical stories might be an appropriate theme for the display at the library.

County Farm Bureau awards and plaques.

Now is the time to find all the awards and plaques that might be in the closet, dust them off, and polish them up for your display to celebrate the successes of your county Farm Bureau through the years. For counties in the county services program, contact your district coordinator to access the district storage unit to find these items.

County Farm Bureau banners and signs.

Large vinyl hanging banners can generally be created at local printing facilities for less than \$100. 'Pull-up banners' also can be obtained for \$300 or less and can give your display a professional appearance. Contact the WFBF public relations staff for the logos you might want to include on these items. Your printer may need the logo in a specific format, which they can provide.

Don't forget to utilize identification items you already have.

Some things to look for include:

- Identifying signs from a parade float.
- Signs identifying your county Farm Bureau food or ice cream stand at the fair.
- Hanging banners that you use at breakfast on the farm or other events your county Farm Bureau participates in.

Farm Bureau logo promotional items to hand out.

The list of promotional give-away items that a county Farm Bureau logo can be printed on is nearly endless. Many local printing shops can help create things for you or there are online sites with personalized promotional items available. Everything from frisbees to plastic cups to pens can be ordered with some items costing as little as a few cents per item. Generally, the more you order the cheaper they are per piece. Again, please contact the WFBF public relations team if you need to assistance with logos.

Outreach Possibilities

Events

- **Breakfasts on the Farm** – Display your memorabilia collection, hand out items to people in the breakfast line, have a trivia contest for prizes or wear your centennial apparel while helping serve breakfast.
- **Community festivals** – Rent a booth for display or combine it with a commodity promotion.
- **2019 county Farm Bureau annual meeting** – Display memorabilia, recognize significant members, highlight old stories and memories.
- **Parade float** – Get the kids involved decorating a wagon for the centennial theme and shine up grandpa's old tractor that's sitting in the corner of the shed.
- **A county Farm Bureau dance, picnic or other special event to celebrate the WFBF centennial** – Check out the WFBF Promotion and Education Committee's 'Play Book' on wfbf.com for great ideas that could fit with the centennial theme.
- **A historical tour of the county** – Get in touch with your local historical society for some great ideas.
- **Have a WFBF birthday party on May 27 (the day WFBF was started)** – Make it a public event or just a special member get-together.

Promotions

- **County Fair** – You may already have a food or ice cream booth where you could set up a display, but even if you don't, there probably are spaces available to rent in some of the exhibit buildings.
- **Presentations at local community group meetings or events** – Contact your local Rotary, Kiwanis, Lions or other community service group. They would enjoy hearing about Farm Bureau's history in the community at one of their meetings.
- **County Farm Bureau social media pages** – Post and share photos, stories, blogs and videos. You can share the stories from wfbf.com or create your own.
- **A centennial page in your district newsletter** – Your district coordinator will be happy to help with this.
- **Make a time capsule of materials to seal up until a later date** – This could be something displayed at a town or county building, or just put something together so that your storage unit gets more organized.
- **Make a scrap book** – Keepsake items can be created on Canva.com, Shutterfly.com and many other similar sites. It could be a handout at displays or a special program for your annual meeting.
- **Appear on a radio talk show** – Many radio stations have programs that feature the community. Find out where you might fit in.
- **Sponsor (and fund prizes for) a radio call-in Farm Bureau centennial trivia contest** – This could tie-in with promoting a special event, breakfast on the farm or fair food stand.
- **Newspaper guest column** – A letter to the editor is quick and simple. You also can contact your local editor to see if they would highlight the centennial with something more elaborate such as an article.
- **Create a series of press releases to local media** – Highlight your special events or promotions while giving some history of the organization.

Community Service in Honor of Centennial



General Ideas

- **Donate** or raise money for your local Red Cross
- **Organize** a community blood drive
- **Send** cards to soldiers serving overseas
- **Hold** a bake sale and donate the money to the Wisconsin Farm Bureau Foundation
- **Read** books or letters to a person who is visually impaired
- **Organize** Farm Bureau members to participate in a charity race
- **Contact** a tree farm about donating Christmas trees to nursing homes, hospitals or families who can't afford to buy
- **Help** register people to vote
- **Organize** a car wash and donate the profits to charity
- **Deliver** meals and gifts to patients at a local hospital



Helping Children and Schools

- **Tutor** children during or after school
- **Donate** stuffed animals to children in hospitals
- **Collect** baby clothes and supplies to donate to new parents
- **Sponsor** a bike-a-thon and give away bike safety gear, like helmets and knee pads, as prizes
- **Collect** used sports equipment to donate to families and after-school programs
- **Organize** a summer reading program to encourage kids to read
- **Organize** an Easter egg hunt for neighborhood children
- **Organize** a reading hour for children at a local school or library
- **Donate** used children's books to a school library



Helping Senior Citizens

- **Read** to residents at a nursing home
- **Deliver** groceries and meals to elderly neighbors
- **Teach** computer skills to the elderly
- **Drive** seniors to doctor appointments
- **Mow** an elderly neighbor's lawn
- **Host** a bingo night for nursing home residents
- **Host** a holiday meal for senior citizens
- **Organize** a family day for residents of a retirement home and relatives to play games together
- **Ask** residents of a retirement home to tell you about their lives
- **Pick up** medicine for an elderly neighbor
- **Help** elderly neighbors clean their homes and organize their belongings
- **Rake** leaves, **shovel** snow or **wash** windows for someone in need



Community Service in Honor of Centennial



Helping the Hungry and/or Homeless

- **Build** a house with Habitat for Humanity
 - **Donate** your old clothes
 - **Volunteer** at a local food pantry
 - **Donate** non-perishable food to a food bank
 - **Donate** blankets to an area food pantry for families in need

- **Make** ‘care kits’ with shampoo, toothbrushes, combs, etc. to donate to homeless shelters
 - **Collect** grocery coupons to give to a local food pantry
 - **Organize** a winter clothes drive to collect coats, hats, scarves and gloves



Promoting Community Enhancement

- 
 - **Paint** park benches
 - **Donate** used books to your local library
 - **Plant** flowers in bare public areas
 - **Organize** a campaign to raise money to buy and install new playground equipment for a park
 - **Volunteer** to clean up trash at a community event

• **Help** fix or raise funds to repair a run-down playground

KasaKaitas Joins Staff; Aid In Community Work

Folks out in the country will be glad to hear that William "Bill" KasaKaitas, Montello, has joined the growing staff of the Wisconsin Farm Bureau Federation as director of community activities.

KasaKaitas will be working directly with township and county Farm Bureaus, his main interest being an informed membership. He will assist in developing programs and supplying townships with educational information with educational information, in order that community interests will be kept to the best advantage.

In addition to working with the Farm Bureau membership, he will be in contact with other organizations throughout the state.

KasaKaitas is a graduate of the University of Wisconsin College of Agriculture, majoring in education and economics. After teaching vocational agriculture in Princeton, Wis., he served as county agent in Marquette County for four and a half years. Here he helped organize their County Farm Bureau.

He has been assisting in the management of the Lake View Fruit Farms in Montello, and for the past few months has been serving as Emergency War Food agent in Milwaukee, Winnebago and Kenosha counties where he helped to set up an artificial insemination center.

KasaKaitas is married and has a four-year-old daughter, Karen Lou.

William KasaKaitas

Track Success

In order to track county Farm Bureau involvement the WFBF Centennial Committee asks that you complete a form.

You can download this form at wfbf.com/centennial.

**Wisconsin Farm Bureau Federation®'s
Centennial Activity Report Form**

Name of Activity:

Dates of Activity:

How many Farm Bureau volunteers were involved?

Were any Rural Mutual Insurance or FS employees involved?

Give a general description of activity. Include details on how many people were reach, and how your local community was impacted. (Minimum of 100 words)

Please also submit 1-3 digital photos of activity along with report form.
Email report form and pictures to:
Deadline: **October 1, 2019**



Contacts

**The WFBF Centennial Committee has subcommittees for certain initiatives.
For questions, contact the subcommittee chair:**

Public Relations – Amy Eckelberg, 608.828.5706

Historical Collection – Wes Raddatz, 866.355.7346

Foundation/Fundraisers – Becky Hibicki, 920.517.2445

WFBF Annual Meetings – Dale Beaty, 608.828.5714

Outside Audience Outreach and Partner Involvement – Dave Daniels, 262.770.0248

A full committee list is below:

Dale Beaty, chair

Amy Eckelberg

Tracy Pape

Leslie Svacina

Rosie Lisowe

Carl Casper

Wes Raddatz

Doug Rebout

Rob Klussendorf

Betty Engel

Becky Hibicki

Dave Daniels

