



TRANSFORM

PURPOSE TO ACTION

National FFA Week • Feb. 18–25, 2017

PLANNING GUIDE

NATIONAL FFA WEEK

FEB. 18-25, 2017

Transform your purpose to action in agriculture!

Welcome to the National FFA Week Planning Guide. Celebrate FFA, agricultural education and agriculture during National FFA Week, Feb. 18-25, 2017. This is the perfect time to show your community how FFA members live the FFA motto: Learning to Do, Doing to Learn, Earning to Live, Living to Serve. In this guide you'll find the must-have tools to plan an awesome FFA Week. Get with a group of your fellow members and use this information to sketch out fun events, amplify the excitement around agriculture and FFA and maximize your FFA Week activities to make them better than ever.

One way to get the most out of your FFA Week is to incorporate parts of the motto into your events this year:

Living to Serve – There are three types of service: direct, indirect and advocacy. During National FFA Week, your chapter can identify a community need to address, pick which type of service will work best to meet that need and then create a plan of action.

You can develop direct service activities where students interact with recipients of service or the physical environment they have targeted for improvement. You and your chapter can volunteer at a food kitchen to serve community members in need. Or perhaps you can work with your community senior center to create an adopt-a-grandparent program that lasts beyond FFA Week.

Or, if you don't have a food kitchen in your area, you can organize an indirect service activity where students channel resources to a problem but do not interact with those being served. This can include organizing a canned food drive to donate to a food pantry in a neighboring community or participating in a community beautification project.

It is important to always be an advocate for the issues that inspire you. During advocacy service activities, students bring awareness to an issue and inspire others to take action. Advocacy can also address the underlying causes of a social problem by attempting to influence policymakers or elected officials.

Learning to Do – Plan special activities for children in your community or visit area elementary schools. Teach them about agriculture, the environment, food and nutrition. You can also schedule a clean-up day, start a recycling initiative or plan a “go green” presentation for your school board.

Other ideas to incorporate into your FFA Week activities include:

Gratitude – Thank FFA supporters—parents, alumni, teachers, sponsors and volunteers—who are there for you each and every year. Send them thank you letters or have a pancake breakfast in their honor. Say thank you to our sponsors by posting on their social media sites.

Fellowship – Spread the FFA word. Show off yourselves and have some fun with student activities. But remember...it's important to showcase the many different sides of FFA and tell others about the amazing opportunities. Have fun to get their attention, but then be ready to recruit.

2017 FFA WEEK SHARED PRINT

YOU GOT IT, USE IT.

FFA WEEK MERCHANDISE

Make it visual. You'll need a few things to attract attention and make FFA Week a festive occasion. Posters, table tents, billboards and more are available on FFA.org/Shop.



Poster

Transform your classroom. The poster is the visual centerpiece of your FFA Week promotional materials. Hang the poster in your classroom, in the halls of your school and around town.

Pocket brochure/envelope stuffer

A must-have for not only FFA Week but year-round, this handy brochure is packed with information and is a great tool for bragging about amazing FFA opportunities. Send it in the mail, include it with your press information or pass it out during chapter activities.



Ad slicks

Put an ad in your school or local newspaper or an organization bulletin. You can even make your own flyers. Ad slicks are a great way to advertise FFA Week and your chapter's activities. Look for them on FFA.org.

Media relations/press releases/PSAs

The media needs stories, and you have stories to tell. Give them the scoop on your chapter and what FFA is about these days. Work with your local media and get to know their deadlines.

Visit FFA.org to find press releases and public service announcements (PSAs). Select, personalize and send them to local media, informing them about FFA Week and your exciting activities. Talk with media folks to find out what format they prefer to receive news. They will love that you have information to share.

Proclamation

What better way to commemorate FFA Week than by having your school superintendent, mayor or town official sign a proclamation announcing National FFA Week. Plan an event around the signing and invite the media to generate awareness.



**SCOOP: These templates are great to use year-round. Just modify the copy based on a special announcement or activity you want to promote in your community. FFA publicity isn't limited to one week in February.*

2017 FFA WEEK

CHECKLIST & TIMELINE

FALL

- **Set your objectives** – What does your chapter want to accomplish? Your goal may be to recruit new members, involve more parents or generate awareness. Set objectives in three categories: student, chapter and community.
- **Choose your audience** – Who are you trying to reach? Answering this question will be key in planning your FFA Week activities, the types of media you will use, as well as the kind of message you want to send.
- **Plan activities** – Hold a brainstorming session with chapter members. Think about activities that will catch the attention of others or bring in a crowd. Add a few special touches like door prizes, interactive games or entertainment. Get creative!
- **Assign tasks** – This is a great way to get a lot of members involved and excited about FFA Week. Create committees for publicity and planning. Don't forget to ask for help. Engaging alumni, teachers and parents will get them excited too, and they'll help spread the word.

JANUARY

- **Gather and schedule** – Time to coordinate the details. Order supplies from Shop FFA, ask local businesses for donations and schedule times/rooms/speakers for presentations or events. This is also a great time to specifically plan your publicity and inform school officials of your exciting plans.
- **Make connections** – Schedule a meeting or make a phone call to members of your local newspaper or radio station...even a TV station. Tell them about FFA Week and ask about delivery of press releases, ad slicks and PSAs. And don't forget about the school newspaper and announcements.

FEBRUARY

- **Promote and publicize** – Get up and out there! Hang posters, send your press releases and mail invitations. Email, phone and advertising are great ways to get the word out, but face-to-face interactions can't be beat.
- **Energize and implement** – Double-check details and make sure there are no questions among fellow members. Then get pumped up! All of your hard work is ready for action. Get some sleep and turn on the charm for this special week devoted to you and FFA.

MARCH

- **Thank and evaluate** – After FFA Week has come and gone, get together and evaluate your success. What challenges did you encounter? Did you publicize the event enough? Write thank you letters to those who helped with activities. Reach out on social media to say thank you as well. And don't forget to thank the FFA Week sponsor, Tractor Supply Company.

2017 FFA WEEK

ACTIVITY IDEAS

We have no doubt you plan fantastic FFA Week events each year. But maybe you can shake it up a little. Transform your chapter's expectations! Check out some of these activities suggested by advisors and members. Encourage your chapter members to plan at least one new event this year. When posting information on your social media sites, be sure to use **#FFAWeek**.

RECRUITMENT/RETENTION

- FFA Week Scavenger Hunt: Come up with an awesome game for teachers and students to participate in and win prizes. It could be for one day or the entire week. Get creative and educational with your clues.
- Hunger Action Day: Pick a day where you can show your spirit of service by helping to fight hunger. Volunteer at a local food pantry, hold a canned food drive or share the message of hunger with others.
- Show your American pride. Choose a day to wear red, white and blue and lead the school in the Pledge of Allegiance on the morning announcements.
- Be official! What better way to make your mark than to wear Official Dress or Official Casual Dress during FFA Week.
- Wear Blue Friday! Wear your FFA gear on Friday and urge the rest of the school to wear blue and gold as well. Then take photos and post them on social media using the hashtag **#FFAStyle**.
- Invite nonmembers to participate in interactive FFA Week activities. Have an FFA member paired with a nonmember.
- Stand at the school entrances and give away FFA pens, mints or other items.
- In Official Dress or wearing FFA clothing, help serve the meals in the school cafeteria or greet students as they step off the bus one morning.
- Participate in special FFA events that may be scheduled through your state association.
- Announce the weekly activities during your school announcements.
- Toss FFA T-shirts into the crowd at a school basketball game and have an announcement read over the public address system.
- Invite nonmembers to sit in on an FFA meeting.
- Invite prospective members for pizza and a movie.
- Host an interactive activity for FFA members and nonmembers (a dance, bowling, pizza party or movie night).
- Using an ag-related picture, hold a coloring contest at area elementary schools.
- Get everyone involved! Take pictures of teachers (not just ag teachers but all teachers and school staff) wearing FFA merchandise such as hats and T-shirts. Take them before FFA Week and publish them in the school newspaper or take them during FFA Week and post them throughout the school.
- Ag Olympics: Make up your own events based on your school's interests and resources (sack races, roping contests, etc.).

2017 FFA WEEK

ACTIVITY IDEAS

SERVICE ENGAGEMENT

- Urge others in your school to become involved in the fight against hunger. Challenge students, teachers and others in the community to donate food to local food pantries.
- Volunteer to work for a local food bank. Collect food and pack boxes for those who are food-insecure.
- Visit nursing homes and spend time talking to the residents or take pets to interact with them.
- During your special assembly, hold sign-ups for volunteering and community service projects. Let members and nonmembers participate.
- Organize FFA members to work with elementary students to plant a tree in their name at the school, in the woods or at a public park.
- Send FFA members in Official Dress to greet people at local stores, restaurants or busy places in town or to help with bagging and carrying sacks at an area grocery store.
- Organize a clean-up campaign and pick up litter around town and alongside the roadways.
- Landscape the school, town areas or a chosen home with donated flowers or those grown in the chapter greenhouse.
- Volunteer time at a community event (setting up tables, cleaning afterward, hauling materials, etc.), or to work for a family in need.

GRATITUDE

- Provide a special meal, such as a pancake breakfast or BBQ lunch, for teachers and administrators. Don't forget to invite the student council and class officers too.
- Hold a Teacher Appreciation Day at school. Have members take apples or apple pies to each teacher. Or give a small gift each day and make sure there is FFA information included.
- Take flowers or potted plants to selected classrooms for all grade levels. Ask to address the class and tell them about FFA and agricultural education. Let them know where those plants come from.
- Make presentations to supportive administration and staff. Use plants, floral arrangements or other chapter-made items as rewards.
- Have each FFA member identify one former FFA member in the community. Contact that person to wish them a Happy FFA Week.
- Write thank you notes to the teachers who assist and support you with FFA activities (this includes your advisors).
- Present community businesses with certificates, plaques or pictures thanking them for their continued support.
- Make personal visits to businesses in the community. Be sure to wear Official Dress.
- Hold a dinner or family fun night to recognize your parents and family for their love and support.
- Set up a dinner for local FFA Alumni and participate in fun activities.
- Hold a ceremony for a teacher or supporter who isn't a former FFA member and make them an "honorary" member.

2017 FFA WEEK

ACTIVITY IDEAS

PUBLIC RELATIONS/FFA AWARENESS

- Write an editorial for the local newspapers. Highlight the many opportunities FFA has to offer.
- Provide “FFA Fun Facts” for your local media and school newspaper. Write a list of things such as, “FFA has more than half a million members throughout the United States, Puerto Rico and the US Virgin Islands.”
- Hold an open house for the community. Show off your classrooms, facilities and other special chapter areas. You also could do this at an off-site location, not necessarily a farm.
- Have the local mayor and or town officials sign the Proclamation of FFA Week.
- Work with local newspapers, radio and TV stations to highlight the activities of the chapter and chapter members. Don't forget about your school newspaper.
- Take food or treats to the morning radio/TV stations.
- Work with local billboard agencies and secure space for an FFA Week billboard. Maybe they will donate the space for a month or so.
- Develop an FFA Week supplement for the local paper or for the school newsletter. Or make it electronic and post it on websites.
- Send ad slicks to area businesses for possible placement in newsletters, etc. Work with your local newspaper for donated ad space.
- Hold an auction – not only for special items, but auction off member time used for community service or labor at a family farm.
- Place “FFA Supporter” signs in the windows of partnering businesses.

EDUCATION/OUTREACH

- Work with a local school, orphanage or special-needs school and plan a garden. Get the students involved in the planning and building so they can learn about agriculture and where their food comes from.
- Hold a “Farm Day” or “Agventures Day” where young children (or even non-FFA members your age) visit and learn about animals, crops and the many agricultural industries. Use this opportunity to teach others about food safety, farm business management and more.
- Tell your family, friends and community why you wear the FFA jacket. Share its history and explain the meaning behind the FFA emblem. It's like a letterman jacket that has stood the test of time.
- Start a month-long series of events leading to National Agriculture Day in March. Show the FFA connection to agricultural education and the food and fiber industries in the United States. Check out www.agday.org.
- Develop a presentation for your school's administration highlighting the benefits of FFA and agricultural education.
- Contact a neighboring school without agricultural education or an FFA chapter. Volunteer to make a presentation to their school's administration.

NATIONAL FFA WEEK

FEB. 18-25, 2017

- Hold an Ag Trade Show for the community. Make people aware of how many agriculture-related businesses and opportunities are in the area.
- Make displays on agriculture for the local banks and doctors' offices. Give examples: How many milk cartons are filled from one cow milking? How much sap does it take to make a gallon of syrup? How many gallons of milk make a pound of cheese?
- Hand out brochures in grade school classes. Provide coloring pages or word games developed by FFA members.
- Have students develop commodity displays that are placed near the commons area. Play games too (example: Set out a container of grain and give a prize to the student who closely guesses the correct number of kernels).
- Spend a class period exploring the 235 unique careers in agriculture featured on **AgExplorer.com**. Each career profile offers a description, typical responsibilities, educational requirements and more. Have students check out the Career Finder, an interactive assessment designed to help students match careers with interests.

National FFA Week proudly sponsored by



as a special project of the National FFA Foundation.

The FFA Vision

Students whose lives are impacted by FFA and agricultural education will achieve academic and personal growth, strengthen American agriculture and provide leadership to build healthy local communities, a strong nation and a sustainable world.

The FFA Mission

FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.

The Agricultural Education Mission

Agricultural education prepares students for successful careers and a lifetime of informed choices in global agriculture, food, fiber and natural resources systems.

The National FFA Organization is a resource and support organization that does not select, control or supervise state association, local chapter or individual member activities. Educational materials are developed by FFA in cooperation with the U.S. Department of Education as a service to state and local agricultural education agencies.

The National FFA Organization affirms its belief in the value of all human beings and seeks diversity in its membership, leadership and staff as an equal opportunity employer.