



JUST  NE

NATIONAL FFA WEEK | FEB. 16-23, 2019

NATIONAL FFA WEEK PLANNING GUIDE

# FFAJUSTONE

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Just one moment. Just one decision. Just one conversation. We all have the power to choose Just One action that propels us forward. Imagine the collective strength our individual “Just Ones” can have during National FFA Week. Together we can make a monumental difference!

During National FFA Week, we hope you take time to celebrate FFA, agricultural education and the future of agriculture while encouraging others to do Just One thing to make a difference. Use this planning guide as a resource to schedule events, encourage action and leverage National FFA Week to celebrate and garner awareness for this amazing organization. Who is ready?

## LIVING TO SERVE

- We urge you to volunteer in your community in a way that will impact the fight against hunger, including:
  - Volunteer your time at a food kitchen or a local food pantry.
  - Work with your community to plant a garden where individuals can learn to grow their own food and have fresh produce to eat.
  - Organize a canned food drive.
  - Donate food to a local food pantry.
  - Raise money for local food banks.

## ADVOCATE

- Ag literacy and advocacy are such critical components of our role within FFA. Share an article regarding food, via social media, share your Living to Serve activity and the whys. It doesn't have to be large to make a widespread impact.

## LEARNING TO DO

- Plan a special activity for children in your community.
- Visit area elementary schools and read a book or plan an activity about agriculture, the environment, food or nutrition.
- Schedule a clean-up day, start a recycling initiative or plan a “go green” presentation for your school board.

## GRATITUDE

- Thank FFA supporters (parents, local businesses, 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 using their handle or hashtags on social media.

## FELLOWSHIP

- Encourage members to talk to Just One friend or classmate about their FFA experiences.

# NATIONAL FFA WEEK | SHARED PRINT



## You've 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. Materials are available on [FFA.org/Shop](http://FFA.org/Shop).

### VIDEO

This year's Just One video is a perfect medium to kick off the week and challenge members to choose their "Just One" for the week.

### FFA WEEK POSTER

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

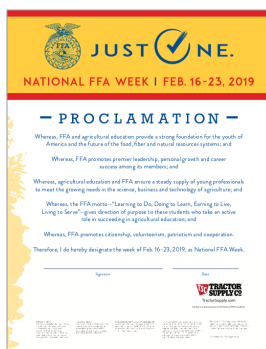
A must-have for not only FFA Week but year-round, this handy brochure is packed with information and is a great tool for sharing amazing FFA opportunities. Send it in the mail, include it with your press information or pass it out during chapter activities.

### AD SLICKS

Put an ad in your school or local newspaper or an organization's bulletin. Ad slicks are a great way to advertise FFA Week and your chapter's activities. Look for them on [FFA.org](http://FFA.org).

### MEDIA RELATIONS/PRESS RELEASES/PUBLIC SERVICE ANNOUNCEMENTS

The media needs stories, and you have stories to tell. Visit [FFA.org](http://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 specific activities and "the whys." Talk with the media to find out what format they prefer to receive news. They will appreciate 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.



# 2019 CHECKLIST AND TIMELINE

## DECEMBER

- **Set your objectives:** What does your chapter want to accomplish? Your goals might 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 plans.
- **Make connections:** Schedule a meeting or make a phone call to members of your local newspaper, radio station or 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 press releases and mail your invitations. Using 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!

# NATIONAL FFA WEEK | ACTIVITY IDEAS



We have no doubt that you plan fantastic National FFA Week events each year, but let's all commit to do Just One thing to take it up a notch in 2019. Together we will share the FFA message! 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 #FFAJustOne.

## GROW LEADERS THROUGH 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.
- 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 #FFAJustOne.
- 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 on 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.).

# NATIONAL FFA WEEK | ACTIVITY IDEAS



## **BUILD YOUR COMMUNITY THROUGH SERVICE AND ENVIRONMENTAL AWARENESS**

- 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.
- Have each FFA member identify one former FFA member in the community. Contact that person to wish them a Happy FFA Week.
- 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 along 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 help a family in need.

## **BE THANKFUL!**

- 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.
- Hold a Teacher Appreciation Day at school. Have members take apples or apple pies to each teacher or give a small gift each day with FFA information included.
- Take flowers or potted plants to selected classrooms for all grade levels. Ask to speak to the class and tell them about FFA and agricultural education. Let them know where the plants come from.
- Make presentations to supportive administration and staff. Use plants, floral arrangements or other chapter-made items as rewards.
- Write thank you notes to the teachers who assist and support you with FFA activities (including your advisors).
- Present community businesses with certificates, plaques or pictures thanking them for their continued support.
- Make personal visits to businesses in your 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.

# NATIONAL FFA WEEK | ACTIVITY IDEAS



## STRENGTHEN AGRICULTURE BY TELLING THE FFA STORY!

- Write an editorial for your 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 650,000 members throughout the United States, Puerto Rico and U.S. 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 and not necessarily a farm.
- Have the local mayor and/or town officials sign the Proclamation of FFA Week. Take it a step further and reach out to the governor for the proclamation!
- 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. Ask them if 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. Along with special items, you could also auction off members’ time to be used for community service or labor at a family farm.
- Place “FFA Supporter” signs in the windows of partnering businesses.

## GROW YOUR COMMUNITIES BY EDUCATING AND REACHING OUT!

- Work with a local school or area assisted living facility and plant 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 blue jacket. Share its history and explain the meaning behind the FFA emblem.
- 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](http://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 | ACTIVITY IDEAS



- 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).

## ALUMNI

We are thrilled to roll out a brand-new platform for our alumni and supporters to stay connected. Together we are FFA strong so please encourage former FFA members and supporters to CHECK IN! Locate and connect with former classmates, teachers, officers, and more. Forever blue.

National FFA Week proudly sponsored by



### *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.

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