

# Membership Ask Made Simple

Use this guide to help you navigate how to ask someone to become a member of Nebraska Farm Bureau and successfully get them signed up!

## The Membership Ask Formula

### Introduction:

Who are you and how are you connected to Farm Bureau?

*Hi, I'm Abby. I'm a Merrick County Farm Bureau member. I raise cattle near Palmer.*

### Why are YOU a member?

Who are you and how are you connected to Farm Bureau? Why did you join?

*I really value that Farm Bureau helps raise my voice in Washington.*

### Make the ask!

Ask the question and close the sale!

*Want to join me at a Merrick County Farm Bureau meeting?*

## Membership Ask Examples:

### At a Farm Show:

*Hi, I'm Abby and I'm a Merrick County Farm Bureau member and I raise cattle near Palmer. I really value that Farm Bureau helps raise my voice in Washington. Will you join Nebraska Farm Bureau?*

### Talking to a student:

*Hi, I'm Abby and I'm a Merrick County Farm Bureau member and I raise cattle near Palmer. Did you know that Farm Bureau offers scholarships? Farm Bureau has scholarships and project grants for students like you!*

## Now You Try It!

FB Intro: \_\_\_\_\_

\_\_\_\_\_

Why you joined: \_\_\_\_\_

\_\_\_\_\_

Make the ask: \_\_\_\_\_

\_\_\_\_\_

## Responding to Common Concerns

*Practice answering these common responses when someone is asked to join.*

- **‘That is a lot of money!’**
  - *I know how you feel. I felt the same way at first but I found...*
- **‘I don’t like the organizations policies’**
  - *‘I know how you feel. When I first heard of some of the policies I felt the same way, however I found...*
- **‘I’m a member of a similar organization’**
  - *I know how you feel. I felt the same way myself at first, but I found...*
- **‘I get the benefits of our lobbying efforts whether I join or not.’**
  - *I know how you feel. I felt the same way too, and what I found was...*
- **‘I don’t have time to participate’**
  - *I know how you feel. I felt just like that myself, but I found...*

## How to Sign Up a Member Online

1. Go to **nefb.org**
2. Click the red **JOIN** button.
3. Fill out the online form.
  - a. For **membership class** select:
    - i. Ag Operation - Farmer, Rancher or has vested interest in agriculture (this will be your most common selection)
    - ii. Associate - No connection to agriculture (typically insurance customers)
    - iii. Student - Students ages 16-23
4. Pay membership dues using CC or mail in a check.
5. **Celebrate!** You just signed up a member!

**Scan this to go  
straight to the  
website!**

