



County Incentive Program Terms and Conditions

Below is the defined success and required proof for each task NEFB must receive in order for a county to earn points. To achieve active status, one of the requirements is at least half of your voting delegate seats are filled at annual meeting. Half is defined as:

Number of Seats Allocated for Your County	Number Required to be Filled to be Eligible
2	1
3	2
4	2
5	3
6	3
7	4

Operations and Administration

Participate in an NEFB event: **100 points**

- NEFB events would include all state Farm Bureau run events. Examples would be annual meeting, legislative conference, policy forum, issues orientation, statewide training, etc. This does NOT include YF&R as that is a separate category.
- Eligible to submit one time per event (the number of attendees does not impact the number of points you earn)
- Proof: picture of attendee at the program/event

Create/update county strategic plan/goals and share with RM: **100 points**

- A county strategic plan/goals would include at least one goal with a plan to achieve that goal. Goal must be measurable and have a time bound. (Suggestion: use the county goal forum found on the county leader resource page) Goal and plan must be shared with regional manager.
- Proof: Submit proposed written plan.

Review financials/create an investment plan: **50 points**

- Meet with a financial institution partner (preferably an FBFS partner) to discuss financial opportunities and growth for your county Farm Bureau
- Proof: Submit a photo with your financial advisor, copy of your meeting agenda, email from financial advisor saying the group met

Goal setting session with NEFB staff: 50 points

- Goal setting session would include having a dedicated session to set some goals, both short term and long-term goals, for the county. This could be led by an RM or LDT
- Proof: Submit meeting agenda, goal sheet, picture with staff

Connect with a local FBFS agent: 50 points

- Meet with your local FBFS agent. This is an opportunity to discuss how you can both support each other, grow membership, create community engagement together, etc.
- Proof: Submit a meeting agenda/minute, photo together, or something of the likeness.

Create a 5-year financial plan for the county: 50 points

- Long term financial planning is necessary for the long-term health of county Farm Bureaus. Creating a financial plan would evaluate revenue streams and establishing an operating budget.
- Proof: Submit the plan or minutes from the meeting

Have a full interactive board: 25 points

- Full board is defined by county bylaws. Interactive is defined as meeting quorum for at least four meetings a year.
- Proof: RM verified

Communicate with members about a meeting/event/project using a digital platform: 25 points

- Communication would be about an event or activity that the county Farm Bureau is hosting or information that the county feels members should know. This can be done through a county farm bureau run social media page, email, text, etc.
- Eligible to submit up to one time per month
- Proof: Submit a screenshot of the notice

Have non-board members attend your board meetings: 25 points

- Encouraging county boards to build the pipeline of future board members. This would mean having county Farm Bureau members that are not on the county board attend meetings.
- Eligible to be submitted up to 4 times a year
- Proof: Submit a record of attendance

Present a year in review at your CAM: 25 points

- Providing members a look back on what the county Farm Bureau has accomplished throughout the last year. This can be done through an oral presentation, written document, picture slide show, etc.
- Proof: Submit what you shared with members

Member Recruitment

Make ag member goal: 250 points

- Goal is defined by NEFB member goal chart. All counties should be aware of their ag member goal. This will be reviewed by NEFB staff at the end of the membership year.
- Proof: NEFB will verify- no need to submit.

Make quota: 250 points

- Quota is defined by NEFB. All counties should be aware of what quota would be for their county. This will be reviewed by NEFB staff at the end of the membership year.
- Proof: NEFB will verify- no need to submit.

Increase ag members more than 1% above goal: 100 points

- Goal is defined by NEFB member goal chart. All counties should be aware of their ag member goal. This will be reviewed by NEFB staff at the end of the membership year.
- This is eligible to receive 100 points for each additional percentage point over goal that a county goes
- Proof: NEFB will verify- no need to submit.

Create a county membership recruitment plan: 50 points

- Creating a member recruitment plan would include tactics and activities on how to increase membership and a plan to complete these tasks.
- Proof: Submit written county membership recruitment plan

Work through a lead list and invite new members: 50 points

- Connect with your FBFS agent and/or create your own list of people in your county that you believe should be NEFB members. Take action to invite them to join.
- Eligible to submit up to two times per year
- Proof: List of ways you invited them to join, RM verified

Submit a membership story/testimonial for NEFB social media: 25 points

- Member stories are the best stories we can tell! Submit an online form (to be designed by MC) to highlight why you are a Farm Bureau member.
- Eligible to resubmit up to four times per year
- Proof: Completed form, NEFB will verify

Review and take action on delinquent list: 25 points

- Take the delinquent list provided by NEFB and connect with those members to encourage them to renew their membership. This can be done through phone calls, texts, we miss you postcards, etc.
- Eligible to submit for points up to four times per year
- Proof: RM verified

Review membership class list: 25 points

- Review membership class list to ensure members are appropriately placed in the right class.
- Proof: RM verified

Member Value

Host a county event (outside of your regular meetings): 250 points

- Hosting an event can look like anything! This would be anything you do outside of your scheduled board meetings. Some ideas might include but are not limited to member appreciation events, town halls, community nights, etc. This does NOT include any events that are specifically mentioned on another task in this program (example, YF&R or P&E event.)
- This is eligible to be submitted as many times as the county does something during the year.
- Proof: photos of the event

Participate in a local non-profit that supports agriculture: 100 points

- Participation is defined as volunteering, financial assistance, or leading event/task/activity. Local non-profits that support agriculture might include 4-H, FFA, MANRRS, Ag Society, Ag Chamber, etc.
- This is eligible to submit up to one time per month
- Proof: picture of participation

Send at least one person to a state YF&R event: 100 points

- Have at least one person attend a YF&R event. This does not have to be paid for by the county directly. Could be paid by the member. This would include YF&R conference or a YF&R on the Road activity.
- Proof: Picture of attendee at event

Attend Council of Presidents: 100 points

- Have the county president or a member of the board if the president is unable to attend go to council or presidents at NEFB annual meeting.
- Proof: submit one thing you learned during the session- NEFB will verify attendance as well.

Participate in a community event or partner with a local organization: 100 points

- Participation is defined as volunteering, financial assistance, or leading event/task/activity. Local organization would be any group in your community- not one that is agriculture related. (this would be submitted under the ag non-profit task) this may include local chamber of commerce, village/township group, schools, etc.
- Eligible to submit up to one time per month
- Proof: picture of engagement

Submit an application for a YF&R award: 50 points

- Submit at least one application for a YF&R of the year award.
- Proof: screenshot of application/submission screen- NEFB verify

Have at least one applicant for Leadership Academy: 50 points

- Submit at least one application for Leadership Academy
- Proof: screenshot of application/submission screen-NEFB verify

Invite your NEFB board member to speak at an event: 50 points

- Have your NEFB board member come to a meeting or event and speak about NEFB.
- Proof: Submit a picture of your board member at your event/meeting

Participate in County Leader Webinar trainings: 25 points

- County leader webinars are held throughout the year. These can be attended live or watch the recording on the county leader resource page on NEFB's website.
- Eligible to submit one time per webinar
- Proof: Screenshot of the zoom plus one thing you learned

Have 4-H/FFA members help at an event: 25 points

- Connect with the next generation and show them Farm Bureau is the place for them! Encourage them to volunteer at your events, come to your meetings, etc.!
- Eligible to submit up to one time per month
- Proof: Picture of youth involvement

Policy and Advocacy **denotes only in an election year*

Host a county day at the capitol: 250 points

- Coordinate with NEFB PPT Staff (probably Hannah Smallhouse, Director of Grassroots Engagement) to plan a county day at the capitol. Have at least what would be considered quorum at a meeting attend the event to be eligible to earn points.
- Proof: Picture of group at the capitol

Testify at the local or state level in accordance with NEFB policy: 250 points

- Testify at a local (zoning, school board, county commissioner, village board, NRD, etc.) or state (legislative) hearing. All state testimony HAS to be approved and verified by NEFB PPT staff. NEFB PPT staff is available to support testimony development and preparation.
- Eligible to be submitted up to one time per hearing. Multiple people testifying at a hearing counts as one submission.
- Proof: Picture of testifying or the written testimony

≥ 25% of ag members signed up for action alerts/texts: 250 points

- Sign up for text alerts. Sign up using this link https://nefb.quorum.us/sign_up/5354/ or text
- Proof: NEFB will cross reference the list on the texting service to the ag member list per county. Done one time per year.

Invite elected officials on a farm tour, to a CAM, FB event: 100 points

- Bring your elected officials to you! Let them experience agriculture firsthand. This can be local officials (school board, NRD, county commissioners, etc.) state officials (state senators, governmental departments, etc.) or national officials (congressmen and senators). PRIOR TO ANY STATE OR NATIONAL VISIT, CONTACT NEFB. Do not reach out directly to the federal delegation. Please go through Jordan Dux for any federal delegation connection.
- Proof: Picture of officials at event

Host a candidate forum for locally elected races: 100 points*

- Bring candidates together and pose questions to see how their policies would influence your communities. This can be for sheriff, school board, NRD, county commissioner races, etc. If doing one for a state legislative race, please contact NEFB.
- Proof: Picture from forum

Meet with local elected boards/officials: 50 points

- Have the county Farm Bureau board meet with local officials. Primarily to discuss places to work together, grow, and improve.
- Eligible to submit up to one time per person/board met with
- Proof: Picture with officials and/or agenda or meeting minutes

Submit a policy resolution: 50 points

- Your voice matters! Share a policy resolution to be considered during the NEFB policy development process (SLPC and delegate session) Check out our policy development guides for ideas on where policy could be useful.
- Eligible to submit one time per resolution
- Proof: Submit your policy resolution

Submit names to serve on SLPC: 25 points

- Send names of individuals to Whittney Helms whittneyh@nefb.org of individuals who would be willing to serve on the State Legislative Policy Committee. This does not guarantee they will serve
- Proof: List of names submitted

Host a county legislative update: 25 points

- This can be a meeting or call with NEFB staff. This can happen at your board meeting or at a separate time.
- Proof: picture of meeting or agenda/minutes

Appoint a representative to serve on the District Evaluation Committee: 25 points*

- Provide a representative to the District Evaluation Committee (DEC) that your county serves on
- Proof: Submit the name of the individual serving

Education and Outreach

Host an Ag Day/ Rural Education Day/ Ag Safety Day: 250 points

- This can take shape how your county sees fit. Connect your community with agriculture or remind agriculture about being safe on the farm! Can be an event for any age audience.
- Eligible to submit for as many events fulfill these requirements per year
- Proof: photos of the event

Participate in your county fair: 100 points

- Participation at your county fair is defined as volunteering, financial assistance, or leading event/task/activity. This could be hosting a booth, sponsoring fair t-shirts, supporting a livestock show, pedal tractor pulls, watermelon feed, etc.
- Proof: photos from engagement

Host a Promotion and Engagement- type event: 100 points

- Any event/activity that helps bridge the gap between consumers and producers. Could be an Ask a Farmer event at your local grocery store or farmers market, an event for teachers, leading a booth at your town festival specifically about an agricultural concept. Reach out to your regional P&E committee member or Abby Samuelson abbys@nefb.org for more ideas.
- Eligible to be submitted for as many activities as are completed in a year
- Proof: photos from your event

Host a YF&R event: 100 points

- Any activity/event designed to engage the young farmer and rancher community in your county/area. YF&R is ages 18-35. This is often a time to fellowship and build community. Might be a happy hour, tailgate, barn dance, sand volleyball or corn hole tournament, or anything else you come up with. Reach out to your regional YF&R committee member or Audrey Schipporeit audreys@nefb.org for more ideas.
- Proof: photos of the event

Participate/Attend an AFBF event: 100 points

- Attend/participate in an American Farm Bureau event. This includes but is not limited to AFBF annual meeting, AFBF YF&R, FUSION, the bi-annual DC fly-in (must coordinate with NEFB PPT) Women's Communication Boot Camp, ACE Summit, Target Training, etc.
- Eligible to submit up to one time per event (the number of people attending does not influence the number of points earned)
- Proof: Submit photos of attendance during the event

Donate to the Foundation: 50 points

- Make a donation to the NEFB Foundation. Donation questions can be directed to Lona Thompson lonat@nefb.org
- Proof: NEFB Foundation verify

Read an accurate ag book to a school/library and donate the book: 50 points

- Participate in our Ag Reading Hour program. Reach out through your RM or to the Foundation to get copies of the book of the year. (Copies are limited- but you can order your own if copies run out. Read the book to a classroom or library story time and donate the book to that group. (feel free to also do a supporting activity or coloring sheet to maximize impact)
- Eligible to submit up to five times per year
- Proof: picture of volunteer reading

Award a scholarship or grant: 50 points

- Award a scholarship or grant to students in your community
- Proof: Submit name and contact information for winners

Participate in Ag Week: 50 points

- Utilize the resources that NEFB Foundation creates to celebrate ag week. Order these through your RM or the Foundation.
- Proof: pictures of resources being utilized

Connect your local schools with an NEFB Foundation AITC Educator: 25 points

- Send an email (or other communication methods) to introduce your local school with NEFB Foundation AITC educators. This does not guarantee educators have availability that coincides with the school's availability, but the best introductions come from relationships that are already built! (That means you!) If you have a question about which educator to connect to your school, please contact Brooke Carpenter brookec@nefb.org
- Sample email: Dear (name) I wanted to virtually introduce you to (educator name). She is an Agriculture in the Classroom (AITC) Educator for the Nebraska Farm Bureau (NEFB) Foundation. AITC is a statewide program that helps K-12 students and teachers develop an awareness and understanding that agriculture is essential to their everyday life. AITC resources align with Nebraska state education standards, and the best part is they are free for schools to use. Our educators can come to our classrooms and complete hands-on lessons with students throughout the year. (Educator name) is the best way to connect with the program. I just wanted to make the introduction! Thanks for all you do to support our students! (Your name)

Omaha Educator: Shelby Khan- shelbyk@nefb.org

Wayne Educator: Elizabeth Raines- elizabethr@nefb.org

Grand Island Educator: Jordan Carfield- jordanc@nefb.org

Alliance Educator: McKenna Schlueter- mckennas@nefb.org

- Eligible to submit one time per school per year
- Proof: screenshot of email

Wild Card

This would be an option for counties to submit something on a case-by-case basis that they feel does not fit into any one specific task. They would fill out a separate proposal form to describe the activity/task, recommend a point value, and provide the report of the event. The program committee would then review and award points as they see fit.