

Your County Farm Bureau's Strategic Plan

Why do you *your County Farm Bureau* do what you do?



Benefits of having a plan?

What happens **without** a plan?

What could your plan include....



Programs/Activities	Board operations
<input type="checkbox"/> Policy & Legislative <input type="checkbox"/> PR & Advocacy <input type="checkbox"/> AITC <input type="checkbox"/> Community Involvement <input type="checkbox"/> Farmer Education <input type="checkbox"/> Sponsorships & Contributions <input type="checkbox"/> Public Image <input type="checkbox"/> Membership	<input type="checkbox"/> Board composition <input type="checkbox"/> Meetings <input type="checkbox"/> Structure, Committees <input type="checkbox"/> Finances, Investment Plan <input type="checkbox"/> Building <input type="checkbox"/> Agent relations

✓ what is most important to your county right now

Who to involve & How to include them? (Options)



1. Pres/VP initiate ideas in pre-year planning session

2. Planning session with full board

3. Committees draft plans for activities, board approves



4. Country Strong assessment to identify +/- areas



5. Program evaluation to prioritize & eliminate



Which of the above approach(es) is/are the best fit for your county?



Planning to Implementation

- Calendar
- Delegate
- Resources
- Information
- Visibility

Monitoring

and

Evaluation

