

**Here's the
What's Up!**

NATIONAL FFA WEEK
Feb 21-28, 2009

Welcome to the National FFA Week Planning Guide!

We have given you some of the tools for planning an awesome FFA Week. Get with a group of fellow members and use this info to plan fun events and tell your FFA story. Make it better than ever!

**SCOOP: Be environmentally friendly. You can print this document if it's easier for your planning, but we encourage you to save a tree - use this guide from your computer!*

FFA Week Merchandise

Make it visual with posters, table tents, billboards and more! See the enclosed flyer or check out FFAUnlimited.org.

YOUR FFA WEEK CHALLENGE:

Incorporate each one of these themes into your events.

Outreach - Plan activities for children in your community or visit your elementary. You can teach them about agriculture, the environment, food and nutrition.

Environment - Schedule a clean-up activity, start a recycling initiative or plan a "go green" presentation for your school. You decide!

Service - Volunteering in your community is so important! Plan a service project for the entire chapter.

Gratitude - Thank the FFA supporters who are there for you each and every year, like parents, alumni, teachers, sponsors and volunteers.

Fellowship - Spread the FFA word! Show yourselves off and have some fun with student activities. But remember...it's important to show the many different sides of FFA and tell others about the amazing opportunities.

**Tell
them to...**

**STEP
UP
STAND
OUT
JOIN IN!**

**STEP
UP
STAND
OUT**



**You Got It!
USE IT!**

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Resources

Poster

Make an impact! The poster is the visual centerpiece of your FFA Week promotional materials. Hang the poster in the halls of your school, around town and in your classroom. We've given you one, but you can buy more from FFAUnlimited.org.



Pocket Brochure/ Envelope Stuffer

A must-have for FFA Week and all year-round. This handy brochure is packed with information and is a great tool for bragging about the amazing FFA opportunities. Send it in the mail, include it with your press information, or pass it out during chapter activities.



Ad Slicks

ffaweek.ffa.org

Put an ad in your local newspaper, school newspaper or an organization bulletin.

You can even make your own flyers! Ad slicks are a great way to advertise National FFA Week and your chapter's activities.

Media Relations/ Press Releases/PSAs

ffaweek.ffa.org

The media needs stories and you have stories to tell! Give them the scoop on your chapter and what FFA is really about these days. Work with your local media and get to know their deadlines and preferred formats. Personalize the press releases and public service announcements (PSAs) available on the website.

Proclamation

ffaweek.ffa.org

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

Certificate of Appreciation

ffaweek.ffa.org

Everyone likes to be thanked! Present this certificate to community members, alumni and teachers who support or volunteer for your FFA chapter. Send it in advance of FFA Week so they can help promote your activities.

Use the FFA Week promo spots on a local TV station, in your school or at an event. Plus, there are other videos you can use year-round.



All templates and much more, now on ffaweek.ffa.org

**STEP
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OUT**



**Don't forget
to enter to win!**

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Checklist and Timeline



■ **Set your objectives** - What does your chapter want to accomplish? Recruit new members? Involve more parents? Set objectives in three categories: student, chapter and community.

■ **Choose your audience** - Who are you trying to reach? This will be key in planning your activities, the types of media you use and 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, games or entertainment. Get creative!

■ **Assign tasks** - Get a lot of members involved and excited about FFA Week. Create committees for publicity and planning. Engaging alumni, teachers or parents will get them excited too and they'll help spread the word.

SAY IT WITH VIDEO!

Use the special promo spots and other videos included on the DVD.



■ **Gather & schedule** - Order supplies from FFA Unlimited, ask local businesses for donations and schedule times/rooms/speakers for presentations or events. Plan out your publicity and inform school officials of your exciting plans.

■ **Make connections** - Contact your local newspaper, radio station, and TV station! Tell them about FFA Week and ask about delivery of press releases, ad slicks and PSAs (and the television promos on the DVD). And don't forget about the school newspaper and announcements.



■ **Promote and publicize** - Get up and out there! Hang up posters, send your press releases and mail invitations. E-mail, phone and advertising are great ways to get the word out, but face-to-face interactions can't be beat! (See ffaweek.ffa.org for tips on talking to the media.)

■ **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.



■ **Thank and evaluate** - 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 and don't forget to thank the FFA Week sponsors.

■ **Enter to win** - National FFA Week chapter contest details on the next page.

All tools and resources are now available on ffaweek.ffa.org

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**3rd
ANNUAL**

NATIONAL FFA WEEK
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**Think you
have the best FFA Week ever?**

NATIONAL FFA WEEK CHAPTER CONTEST

1. Write us an essay that explains the following:

- Your FFA Week activities and their purpose
- The success of each event
- How you planned your FFA Week as a chapter
- Why you think your FFA Week is unique

2. Send a short video OR pictures that show your activities

- Video should not be longer than 2 minutes
- Video should be provided on DVD or CD-Rom
- Pictures can be printed out or included on CD-Rom
- We advise you to make copies because disks or prints may not be returned.

Entries judged on:

- Creativity and uniqueness of FFA Week activities: are you showing all aspects of FFA and agriculture?
- Scope and reach of activities: did it reach multiple audiences and deliver the right message?
- Service and environmental initiatives.
- Chapter involvement in planning and implementing of activities.
- Neatness and professionalism of entry.

What can you win?

FIRST PLACE:

- Spot on the FFA Today television show featuring your chapter!
- Your picture or video featured on ffa.org.
- Sponsor prizes for your members.
- \$250 FFA Unlimited certificate good for 2010 FFA Week merchandise

SECOND PLACE:

- Your pictures or video featured on ffa.org.
- \$125 FFA Unlimited certificate good for 2010 FFA Week merchandise.

THIRD PLACE:

- Your pictures or video featured on ffa.org.
- \$75 FFA Unlimited certificate good for 2010 FFA Week merchandise.

Include chapter name, address, advisor name and phone number with entry.

Mail to:

National FFA Organization
ATTN: FFA WEEK CONTEST
6060 FFA Drive, P.O. Box 68960
Indianapolis, IN 46268-0960

**SCOOP: Due date for
entries is April 1. (Winners
announced by May 15)**



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ACTIVITY IDEAS

FFA Week Scavenger Hunt

Hold a special assembly in the gym! Play games, throw shirts and give speeches.

Wear Official Dress or Official Casual

We have no doubt you plan fantastic events each year. But maybe you can shake it up a little! Check out some of these activity ideas suggested by advisors and members. Encourage your chapter members to plan at least one brand new event this year.

AG OLYMPICS

Lead a community food drive or charity effort

ANNOUNCE THE WEEKLY ACTIVITIES OVER THE P.A.

Go to **FFA Nation** or our official **facebook** page to share activity ideas.

Contact a neighboring school without an FFA chapter and give a presentation.

Organize a clean-up campaign

Host an activity for members and non-members (a dance, bowling, pizza party)

Take pictures of teachers wearing FFA hats and T-shirts.

Family Fun Night to recognize your parents.

START A MONTH-LONG SERIES OF EVENTS LEADING UP TO NATIONAL AGRICULTURE DAY.

Find LOTS more activity ideas on the

ffaweek.ffa.org

FFA Open House for the community.

Work with school newspaper, local newspapers, radio and TV stations

Ag Trivia Quiz Bowl

Get the whole school involved!

Make personal visits to businesses in the community.

Work with elementary students to plant a tree

Create a fun FFA video and play it on your in-house TV system.

Take flowers to classrooms and tell the class about FFA.

STEP UP
STAND OUT



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**THANKS TO OUR
NATIONAL FFA WEEK
SPONSORS!**



Direct your notes of appreciation to the company contacts below.

Carhartt, Inc.
Attn: Shaw Smith

Tractor Supply Co.
Attn: Laurie Hamilton

Mail to:
FFA Week Thank You
Notes
6060 FFA Drive
Indianapolis, IN 46268-0960



2008 National FFA Week Chapter Contest Winners



FIRST PLACE
Chatham Middle
School FFA

Chatham, VA

SECOND PLACE
Winder-Barrow FFA

Winder, GA

THIRD PLACE
Rushville FFA

Rushville, IN

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