



Champions of Excellence

A W A R D S

Program Rules & Guidelines

1. County Farm Bureau applications must be received at the state Farm Bureau office no later than **July 1, 2019**. Applications can be downloaded from the MFB website and emailed to champawards@michfb.com. Electronic applications are required - handwritten applications will not be accepted.
2. Applications must be complete and shall be no more than three pages long.
3. County Farm Bureaus may submit only one application per award category (Innovation and/or Advocacy). The program or activity must have been conducted between the dates of **July 1, 2018 - June 30, 2019**. A **maximum** of two photos and one other supporting document (i.e. press release, poster, invitation, etc.) may accompany application. These items must be submitted electronically and will become the property of Michigan Farm Bureau. *Note: Photos must be high resolution, good quality and sufficiently represent the activity or program for use in promotional materials if selected as a winner.*
4. Entry forms received at the state Farm Bureau will be evaluated solely on the contents of the entry form by both district and state judges.
5. By submitting an entry, county Farm Bureaus and their representatives agree to participate in the publicity efforts of Michigan Farm Bureau. Submission of entry does not guarantee publication.
6. Michigan Farm Bureau will announce district winners by **August 16, 2019**. District Directors will award winner(s) at county annual meeting(s). State winners will be announced and awarded at the MFB President's Conference, **Date TBD**.
7. One award winner per category will be selected in each district and will receive a \$350 county grant. State award winners (one per category) will be selected from district award winners and will receive a \$1,000 county grant.
8. Only one county Farm Bureau per award category will be selected as a district winner. District winner(s) will then be forwarded to compete at the state level.
9. It is the responsibility of the individual submitting the application to retain a copy for their records.

Judging

1. Award applications received by **July 1, 2019** will be forwarded to each district for judging.
2. The state Young Farmer and state Promotion and Education chair will submit one representative to be placed in a pool of judges.
3. District level (33): Three judges for each district, comprised of a representative from the pool, MFB regional representative and MFB staff, will review each entry in all award categories of another district as assigned by MFB. Judges shall remain impartial and not judge a district in which they hold a membership.
4. State level (12): There shall be at least three judges reviewing each entry in each of the award areas. Judges, comprised of one representative from the pool, one MFB staff member and a representative from an outside agricultural entity will judge applications by each award category as assigned.
5. Judges will receive electronic copies of entries for their review. If necessary, judges will confer via electronic means or via telephone to agree on designation of awards.

Entry Deadlines

Electronic forms must be received at Michigan Farm Bureau via champawards@michfb.com no later than **July 1, 2019**.

Announcement of district winners will be made no later than **August 16, 2019**.

Announcement of state winners will be made at the MFB Council of President's Conference, **January 29-30, 2020**.

Questions on the Champions of Excellence Award Program should be directed to:
Deb Schmucker (517) 679-5440 or
Sara Miller (517) 679-4781.

Applications must be emailed to: champawards@michfb.com



Champions of Excellence

— A W A R D S —

Entry Deadline

Forms must be received by the state Farm Bureau office no later than **July 1, 2019**.

Announcement of winners will be made no later than **August 16, 2019**.

Entries are limited to three single-sided pages. Electronic submission is required.

This PDF form is enabled to save application content, please retain an electronic copy.

ADVOCACY

Farm Bureau's ability to be effective implementing member policy is based on how well our members advocate our position or educate and promote our industry. The issue that you are advocating for can be from any part of Farm Bureau – local, state or national policy, or agricultural education or promotion. The key to this award area will be how successful you were at identifying a critical issue for your county Farm Bureau and what you did to make an impact on this issue.

County Information:

County Farm Bureau: _____ County #: _____ District #: _____

PLEASE PROVIDE AN EXECUTIVE SUMMARY OF ADVOCACY EVENT/ACTIVITY: (less than 75 words)

1. Describe the program and/or issue you were advocating for. (20 pts)

2. How many people were reached at the event? Who was your target audience? Why did you target them? (20 pts)

3. How did you engage members in carrying out this project? Describe the leadership roles filled by members. (20 pts)

4. How did you engage uninvolved or new Farm Bureau members in the project or activity? How many new or uninvolved members did you engage in the event? (15 pts)

5. How did it advance MFB Policy and/or the understanding of agriculture in Michigan? (15 pts)

6. What was the benefit to the county/state Farm Bureau? (10 pts)