



## ***Promoting the Soybean Science Kits***

The following ideas are suggestions for promoting the Soybean Science Kits.

1. Have a meeting of the Farm Bureau Ag in the Classroom, Young Farmer and Agriculturist, Promotion and Education Committee to brainstorm ways to promote the kits through Farm Bureau. Consider stories in the county Farm Bureau newsletter, social media and contacting the county's Ag in the Classroom teacher database.
2. Does your county have a database or list of teachers you work with? If not, contact the schools in your county and find out which schools have especially 5-9<sup>th</sup> grades. You can get a list of schools from the DPI website's school directory ([dpi.wi.gov/directories.html](http://dpi.wi.gov/directories.html)).
3. Ask if you can give a classroom presentation using one of the lessons. There are a variety of different options and all lessons can be changed to fit the classroom you're presenting in.
4. If you are a teacher, send out an email to your staff members. Offer to have an after-school or lunchtime in-service or demonstration. If you aren't a teacher, ask one that you have worked with to do this. If you can establish a contact in all the schools districts in your county, it gives you someone that can help promote the kits.
5. Display the promotional posters in libraries, public bulletin boards and other places that home school parents, 4-H leaders and others might see them.
6. Consider using some of the activities at June Dairy Month displays, county fair education exhibits, Ag Day, FFA Week and other events, displays or activities. There are a number of lessons that don't need electricity or that are really fun (i.e lip balm, hand lotion).
7. Use the press releases in your local newspapers for promoting the kits. We are getting more home school families using Ag in the Classroom resources, 4-H clubs (after school programs) and others that see our opportunities. You can modify the press release to fit your local communities and put in your county information.
8. Contact your local agriculture education and FFA advisors. Perhaps their students can help promote or use the kits through their Food for America activities. The FFA also has an Agriculture Education Proficiency area so your local school may have some students that have an interest in working with elementary classes and could use the kit as a part of their lessons.

If you need further assistance, please contact Darlene Arneson at 608.828.5644 or [darneson@wfbf.com](mailto:darneson@wfbf.com)