



Promoting the Essay Contest- 2018-19

“Making it happen at the Farmers’ Market”

The following ideas are suggestions for promoting the essay contest in your county.

1. Have a meeting of the Farm Bureau Ag in the Classroom and County FB Promotion and Education committee to discuss your county’s plan for promoting and handling the contest. Include any other people that could be helpful (i.e. FFA Advisors, 4-H leaders, home school contacts). Does your county offer any incentives or prizes for participants? Discuss how and when you’ll judge the entries, follow-up to the schools and other details.
2. Farmers’ Market Friday resources on the website: There are 29 different lessons, activities, websites or resources that could be used by teachers or volunteers to help students learn about farmers’ markets, fruits and vegetables, nutrition, and other related matters. These are in random order, so you don’t have to go from Week 1 to Week 29 in that order.
3. 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 4-5th grade classes. You can get a list of schools from the DPI website’s school directory (<http://dpi.wi.gov/directories.html>).
4. Personal contact is the best! A telephone call to the teacher to arrange a time to present the essay contest information would be best. The teacher may want to meet with you first to discuss the contest- or maybe the teacher will want you to come right in and give a classroom presentation. In schools where there are multiple classrooms of 4-5th grade students, you may be able to have a short meeting with all the teachers to explain the contest and hand out the resource packets. This is a good opportunity to promote your other county AITC resources.
5. Many schools are changing their policies about distributing information. A good committee task is to contact schools you haven’t had success with and ask what their rules are for distributing contest information. You may have to clear the essay contest flyer with an administration staff member first and provide enough copies for all students. Sometimes it needs to have the principal or curriculum coordinators approval.
6. If you are asked to give a classroom presentation, use one of the suggested lessons in the Resource packet. There are a variety of different options and all lessons can be changed to fit the classroom you’re presenting in.
7. Follow-up is important. Checking in with the schools periodically during the school year will help keep the essay contest fresh in the teacher’s minds. A reminder email, mailing or phone call a few weeks before the deadline is also a good reminder and you can verify where the essays should be sent to. You can offer a classroom presentation

or other assistance if they need it. Clarifying where the essays can be sent is important. You might even want to provide an envelope with the correct address information for the schools.

8. Consider an incentive for the teachers that have students entering the contest. Perhaps offering them a package of Ag Mags, a choice of one of the Children's Books, some of the American Farm Bureau Foundation products (www.agfoundation.org) or other resource might entice them to have students complete the essays.
9. Use the press releases in your local newspapers for promoting the contest. We are getting more home school families using AITC 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.
10. Contact your local agriculture education and FFA advisors. Perhaps their students can help promote the contest 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 assist you in promoting the contest.
11. Don't get discouraged! Teachers get numerous requests for various contests and activities. Work with the teachers to see how this contest can best fit into their curriculum.

When you receive essays....

Please follow-up with the schools or students that enter!

- Let them know that you received the essays!
- Let them know when you will be judging them and how they will find out who the winners are.
- Thank them for their participation and encourage 4th graders to watch for next year's contest.
- Inform them of any other information they should know about your county's essay contest program!

Thank you- the teachers, parents and students will truly appreciate your follow up!