

# OPPORTUNITY

## What Opportunities Attract Volunteers to Farm Bureau?

Look over the list of reasons why people volunteer for Farm Bureau.  
Check  the items that are true for you.

- |  |  |
|--|--|
| <input type="checkbox"/> Serve the industry                | <input type="checkbox"/> Identify with a cause               |
| <input type="checkbox"/> Create change                     | <input type="checkbox"/> Work on a state issue               |
| <input type="checkbox"/> Be with people                    | <input type="checkbox"/> Learn about the community           |
| <input type="checkbox"/> Network with others               | <input type="checkbox"/> Promote agriculture                 |
| <input type="checkbox"/> Learn about industry changes      | <input type="checkbox"/> Improve status                      |
| <input type="checkbox"/> Update skills and experience      | <input type="checkbox"/> Create excitement                   |
| <input type="checkbox"/> Feel needed or important          | <input type="checkbox"/> Work with youth                     |
| <input type="checkbox"/> Be creative                       | <input type="checkbox"/> Share in family activities          |
| <input type="checkbox"/> Work on a local issue             | <input type="checkbox"/> Look for a significant relationship |
| <input type="checkbox"/> Serve the community               | <input type="checkbox"/> Conform to peer pressure            |
| <input type="checkbox"/> Use skills and experience         | <input type="checkbox"/> Serve as a resource                 |
| <input type="checkbox"/> Have fun                          | <input type="checkbox"/> Escape boredom and routine          |
| <input type="checkbox"/> Receive recognition               | <input type="checkbox"/> Work with friends                   |
| <input type="checkbox"/> Help a friend or relative         | <input type="checkbox"/> Prepare for future positions        |
| <input type="checkbox"/> Fulfill a duty                    | <input type="checkbox"/> Work on a national issue            |
| <input type="checkbox"/> Express concern about an issue    | <input type="checkbox"/> Be close to the action              |
| <input type="checkbox"/> Accept a challenge                | <input type="checkbox"/> Travel                              |
| <input type="checkbox"/> Accomplish something constructive | <input type="checkbox"/> Give back to the organization       |
| <input type="checkbox"/> Establish peer relationships      | <input type="checkbox"/> Asked by someone you respect        |
| <input type="checkbox"/> Improve self                      | <input type="checkbox"/> Other: _____                        |

### VOLUNTEER HOT BUTTONS



---

---

---

## COMMUNICATION

### Are You Effectively Communicating the Benefits of Volunteering?



Before members will commit their time and energy to volunteering, they want to know the value of the experience. Potential volunteers need to understand the clear and relevant benefit their contribution will have. Most people are taught to sell Farm Bureau involvement by telling others why they are active. However, this strategy isn't always successful because people have different **Hot Buttons**. If you don't share the same hot button as a potential volunteer, your attempts to sell that person on volunteering may have the opposite effect. Instead of attracting volunteers to Farm Bureau, you may be pushing them away.

**Hi, my name is \_\_\_\_\_.**  
**I wanted to introduce myself and welcome you.**

- **What type of farm/ranch do you have?**
- **What is it about Farm Bureau that made you join?**
- **What other organizations have you volunteered with?**
- **What types of activities did you enjoy doing with them?**
- **What other things do you enjoy doing in your free time?**

## EXPERIENCE

### Can You Make Volunteering a Magnetic Experience?

Case Study: Your state P&E Committee is planning an ag promotion night at the local minor league baseball stadium. Several new people have volunteered to help, so you are thinking ahead to how you will provide an excellent volunteer experience for them.

<b>Volunteer's Need</b>	<b>How you'll meet it</b>
<b>To feel welcomed</b>	
<b>To feel like an active participant</b>	<ul style="list-style-type: none"><li>○ Make sure they have an active role to play</li><li>○ Give them a fun job. Let them lead the cow onto the field; don't ask them to clean up the manure</li><li>○ Have the right number of people for the job so everyone feels essential</li></ul>
<b>To feel like it mattered that I was there</b>	<ul style="list-style-type: none"><li>○ Make sure the job you ask them to do matches their skills and interests</li><li>○ Ask the state president to individually thank them</li></ul>
<b>To feel like it was worth my time</b>	<ul style="list-style-type: none"><li>○ Introduce them to staff or other volunteers so they build their network while volunteering</li><li>○ Send them a thank you note with a summary of the impact the event had—the number of people who attended, a copy of the newspaper article, photos of the governor milking a cow, etc.</li><li>○ Help them learn something new</li></ul>

---

**Margee Wolff**

Vice President, Leadership, Education & Engagement, AFBF  
mlwolff@fb.org