

# Minnesota Farm Bureau Strategic Plan

## Why?

**Minnesota Farm Bureau is an advocate for agriculture driven by the beliefs and policies of our members.**

## What?

**Goal Areas Identified With Numbers and sub-letters**

## How?

**Identified With Bullets**

**Policy: MFBF will advocate the policies developed by our members.**

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### 1. Policy Development

- a. Members are engaged by surfacing ideas and identifying actionable policy proposals
  - Develop and present training materials for county leaders to implement year round policy development work

### 2. Policy Implementation

- a. Members are involved to accomplish issue focus areas as identified by MFBF Board of Directors.
  - Talking points for Farm Bureau members to work with legislators on focus areas
  - Assist county Farm Bureau's in establishing working relationships with elected officials
  - Local/regional "Day on the Farm" events for legislators
  - Continue current activities such as Day on The Hill and Farmers to Washington, D.C.
  - Continue legislative outreach through "Action Request" systems and encouraging participation

### 3. Political Action

- a. Farm Bureau is instrumental in the successful election of farm friendly government leaders
  - Increase PAC and CEC participation
  - Surface candidates including current Farm Bureau members
  - Increase visibility for endorsed candidates and expand follow-up with local Farm Bureau's

## **Leadership: MFBF will recognize, empower and engage our members.**

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### **1. Create a culture that provides opportunities for leadership development and growth**

- Continue with MFBF Leadership Conference
- Continue to provide leadership opportunities at the annual meeting
- Integrate leadership growth opportunities into committees, programs, and activities
- Seek opportunities to partner with agricultural/other organizations
- Effective leadership development activities
  - Increase participation in YF&R leadership contests
  - Regional trainings
  - Increase state and county committee participation
  - Increase involvement at the local level (4-H, FFA, etc.)

### **2. Identify and Utilize Member Strengths**

- Track member engagement in activities

### **3. Reliable integrated membership database system**

- Collect and update data on members
- Utilize current data base system whenever possible
- Establish staff technology work group

## **Image: MFBF will enhance and strengthen its profile.**

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### **1. Strengthen Farm Bureau Brand**

- a. Effective and timely internal and external communications
  - Effective use of e-letters, social media, newspapers
  - Town hall meetings
  - Coordinated message development
- b. Comprehensive media plan
  - Over-all media outreach
  - Assist county Farm Bureau's with effective media outreach resources
  - Media training at all levels
- c. Responsiveness to member requests
  - Quality customer service with integrity
- d. Create a greater understanding and visibility of MFB Foundation
  - Work with county Farm Bureau's and individual members for a better understanding of the opportunities' the Foundation provides
- e. Build value of membership
  - Promote all benefits of Farm Bureau membership
  - Sharing our story through testimonials

## 2. Earn Key Influencer Trust

- a. Intentional effort to engage key influencers
  - Programs that pro-actively engage members with consumers
- b. Enhancing agricultural literacy
  - P&E and YF&R activities
  - Media outreach
  - Outreach to consumers, policy makers, educators, media and Farm Bureau leaders

## Resources

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### 1. Membership Growth

- a. Engage members to promote and achieve membership growth
  - Continue transparency of financial and membership numbers at the state and county level
  - Create incentives that encompass all
  - Provide programs and grants to counties
  - Develop and research additional membership benefit partners
- b. Strengthen relationships with FBFS
  - Build partnerships at all levels (county/agent and management levels) of the organization
  - Promote collaboration between FBFS and Federation
  - Partner with Insurance Agents Association

### 2. Revenue Growth

- a. Seek opportunities for additional revenue
  - Increase ag company donation levels
  - Identify and secure individual and corporate sponsors
  - Provide member benefits training to counties and FBFS Insurance Agents, Sales Managers, and Sales Associates
  - Increase usage of member benefit programs
  - Raise additional funds for Foundation

### 3. Fiscal Responsibility

- a. Develop programs and activities to support long-term financial stability at the county and state level
- b. Long-term financial forecasting
  - Continually update and review at the county and state level to ensure it is aligned with the strategic plan
  - Continue to communicate important financial information with leaders