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.

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.

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.

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**

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

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