

Farm Bureau® Women's Communications BOOT CAMP

WASHINGTON, DC



Women's Communications Boot Camp is an intensive training opportunity for any female Farm Bureau member interested in building skills needed to communicate about agriculture and for Farm Bureau. To date, 180 women have graduated from the program. These skilled alumni provide Farm Bureau with a passionate and persuasive group of advocates who connect with influencers on the local, state and national levels.



The American Farm Bureau Women's Leadership Committee is proud to announce two sessions of Communications Boot Camp in Washington, D.C. in 2019. Participants will receive training on advocacy, public speaking, communicating with elected officials, social media strategy, targeted messaging and working with the media. Only 15 participants are selected to participate in each class of Women's Communications Boot Camp. All applications are reviewed and scored individually by a panel of judges providing a select class with an experience of a lifetime. Successful applicants must complete a pre-training coaching session with AFBF staff and come prepared to present a brief speech on one of AFBF's 2019 priority issues. Feedback is given throughout the training to assist participants in becoming stronger Farm Bureau advocates.

FARM BUREAU®
WOMEN'S LEADERSHIP

"Farm Bureau provides an advanced level of leadership and communications training. Women leave educated in the classroom setting, engaged in real-life practice, enabled with connections and guidance, and empowered to take action."

Krista Swanson, Women's Communications Boot Camp Graduate and Illinois Farm Bureau Member





Communications Boot Camp graduates are expected to use their training in several ways:

- By joining AFBF's Grassroots Outreach (GO) Team to positively influence elected federal legislators and create or act upon local media opportunities to support Farm Bureau's policy work.
- By joining social media campaigns to share positive messages about agriculture.
- By influencing consumers when planning and implementing outreach events.
- By speaking about agricultural innovations and enterprises with a variety of audiences, community groups, in classrooms and with neighbors.

Women's Communications Boot Camp tuition is \$300 and payable upon acceptance to the program. The registration fee covers materials, equipment and group meals. Participants are responsible for their transportation, hotel and meal costs. Participants will be refunded \$100 of the registration fee when a follow-up report is completed highlighting how a graduate used her enhanced skills to speak for agriculture with a group outside Farm Bureau.

Applications can be found at: <http://bit.ly/WLCommBootCamp>

Applications will only be accepted electronically.*

Two Session Options:

Summer Session: June 18-21, 2019

- Application Period: February 4-March 28, 2019
- Notice of application status to be sent on or before April 12, 2019.

Fall Session: October 22-25, 2019

- Application Period: July 1-August 15, 2019
- Notice of application status to be sent on or before September 6, 2019.

Please note: AFBF will verify applicants with a state Farm Bureau administrator, organization director or women's leadership program coordinator prior to judging. Please contact your state Farm Bureau before submitting your application.

Questions:

Specific questions regarding the online application can be directed to Maggie Good at maggiegood@fb.org.

** Current employees or agents of county, state and/or the American Farm Bureau organizations and their affiliates are not eligible to participate.*