



# Champions of Excellence

## A W A R D S

### Program Rules & Guidelines

1. County Farm Bureau applications must be received at the state Farm Bureau office no later than **July 1, 2020**. Applications can be downloaded from the MFB website and emailed to [champawards@michfb.com](mailto:champawards@michfb.com). Electronic applications are required - handwritten applications will not be accepted.
2. Applications must be complete and shall be no more than three pages long, single sided.
3. County Farm Bureaus may submit up to two applications highlighting different programs or events for this award. The program or activity must have been conducted between the dates of **July 1, 2019 - June 30, 2020**. A **maximum** of two photos and one other supporting document (i.e. press release, poster, invitation, etc.) may accompany application. These items must be submitted electronically and will become the property of Michigan Farm Bureau. *Note: Photos must be high resolution, good quality and sufficiently represent the activity or program for use in promotional materials if selected as a winner.*
4. Entry forms received at the state Farm Bureau will be evaluated solely on the contents of the entry form by both district and state judges.
5. By submitting an entry, county Farm Bureaus and their representatives agree to participate in the publicity efforts of Michigan Farm Bureau. Submission of entry does not guarantee publication.
6. Michigan Farm Bureau will announce district winners by **August 16, 2020**. District Directors will award winner(s) at county annual meeting(s). State winners will be announced and awarded at the MFB Presidents Capitol Summit, **March 22-24, 2021**.
7. One award winner per category will be selected in each district and will receive a \$350 county grant. State award winners (one per category) will be selected from district award winners and will receive a \$1,000 county grant.
8. Only one county Farm Bureau per award category will be selected as a district winner. District winner(s) will then be forwarded to compete at the state level.
9. It is the responsibility of the individual submitting the application to retain a copy for their records.

### Judging

1. Award applications received by **July 1, 2020** will be forwarded to each district for judging.
2. Member of the state Young Farmer and state Promotion and Education committees will be placed in a pool of judges.
3. District Level Awards: Three judges for each district, comprised of a representative from the pool noted above, MFB regional representative and MFB staff, will review each entry of another district as assigned by MFB. Judges shall remain impartial and not judge a district in which they hold a membership.
4. State Level Awards: There shall be at least three judges reviewing each entry. Judges, comprised of one representative from the pool, one MFB staff member and a representative from an outside agricultural entity will judge applications for each award category as assigned.
5. Judges will receive electronic copies of entries for their review. If necessary, judges will confer via electronic means or via telephone to agree on designation of awards.

### Entry Deadlines

Electronic forms must be received at Michigan Farm Bureau via [champawards@michfb.com](mailto:champawards@michfb.com) no later than **July 1, 2020**.

Announcement of district winners will be made no later than **August 16, 2020**.

Announcement of state winners will be made at the MFB Presidents' Capitol Summit, **March 22-24, 2021**.

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**Questions on the Champions of Excellence Award Program should be directed to:**  
**Deb Schmucker (517) 679-5440 or**  
**Justin Hein (517) 679-4781.**

**Applications must be emailed to: [champawards@michfb.com](mailto:champawards@michfb.com)**



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### Entry Deadline

Forms must be received by the state Farm Bureau office no later than **July 1, 2020**.

Announcement of winners will be made no later than **August 16, 2020**.

*Entries are limited to three single-sided pages. Electronic submission is required.*

*This PDF form is enabled to save application content, please retain an electronic copy.*

Farm Bureau's ability to be effective implementing member policy is based on how well our members advocate our position as well as educate and promote our industry at the grassroots level. The purpose of this award is to acknowledge the efforts of county Farm Bureaus for their innovative efforts in advocating for agriculture and actively engaging a variety of members. The key to this award will be how successful your County Farm Bureau was at identifying and addressing a critical issue for agriculture or your community. Points will be awarded for how innovative you were in either creating a new program or elevating a current one. The ideas/events submitted through the Champion of Excellence Award process will be shared with other counties in the hopes that may utilize in the future.

### County Information:

County Farm Bureau: \_\_\_\_\_ County #: \_\_\_\_\_ District #: \_\_\_\_\_

1. Provide an Executive Summary of your event/initiative. How does it exemplify Farm Bureau's agricultural grassroots process?

2. Describe the agricultural program and/or issue in which your event focused. (20 pts)

3. What made your event/activity different and innovative? (15 pts)

4. What were the results and what was the benefit to the county/state Farm Bureau? (20 pts)

5. How many people were reached at the event? Who was your target audience and why? (20 pts)

6. How did you engage members in carrying out this project? Describe the leadership roles filled by members. (15 pts)

7. How did you engage uninvolved or new Farm Bureau Members in the project or activity? How many new or uninvolved members did you engage in your event? (15 pts)

8. How did it advance MFB Policy and/or the understanding of agriculture in Michigan? (10 pts)