

# Connecting Communities

## EXISTING PROGRAM RESOURCES



### Build on existing connections

In 2024, Michigan Farm Bureau is launching resources, templates, and a grant initiative to encourage county Farm Bureaus to conduct adult-focused consumer outreach to build relationships along the farm to fork path. Build on existing youth events to show adults the ways agriculture encourages youth to critically think about science, agriculture, and connections to daily life.

#### Project RED

Conduct a second day or evening event in conjunction with your county's Project RED. Invite local service clubs or community leadership to participate in a version of what the students participated in.

#### Available resources:

- *Project RED How-To Guide*
- Print and digital invitation templates
- Handout examples
- List of possible community groups to invite
- Scripts for welcoming group
- *Consumer Conversations Training*



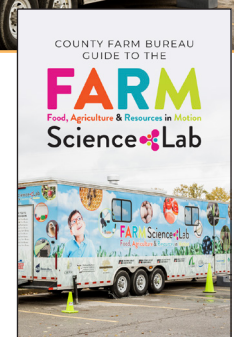
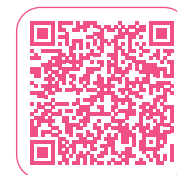
#### FARM Science Lab

Host an open house in conjunction with a FARM Science Lab visit to your community.\* This event should focus on outreach to adults — beyond teachers — to showcase the possibilities within agricultural education.

#### Available resources:

- *County Farm Bureau Guide to the FARM Science Lab* — scan the QR code to download
- Template emails
- Talking points
- List of possible community groups to invite

\*Grant dollars cannot be used for FARM Science Lab scholarships. This should be coordinated with an existing FARM Science Lab school reservation, and other programmatic limitations may exist. Contact Nate Hanselman at [farmsciencelab@michfb.com](mailto:farmsciencelab@michfb.com) to verify availability prior to submitting grant application. Dollars associated with an open house type event must be used toward sharing agricultural education with the broader community.



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### Budget Considerations

Item	Approximate Cost
Digital Invitations	\$00.05/recipient
Print Invitations (5"x7" double-sided)	\$18.00/50 invites
Commodity Posters (24"x36" corrugated w/ grommets)	\$30.00
Directional Signage (18"x24" corrugated w/ metal stand)	\$19.00
Event Refreshments	***
Event Giveaways <span style="color: green;">●</span>	***

\*\*\*Costs will vary.

Consider agriculturally accurate lesson bundles or books to donate to local schools. Scan the QR code to see options available for purchase from the Michigan Agriculture in the Classroom online store.



**Connecting  
COMMUNITIES**



County Farm Bureaus are eligible for \$1,000 toward Connecting Communities initiatives. Applications must be submitted by October 1, 2023. Scan the QR code to apply.