



# 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, 2024**. 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, 2023 - June 30, 2024**. 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, 2024**. District Directors will award winner(s) at county annual meeting(s). State winners will be announced and awarded at the 2025 MFB Council of Presidents Conference.
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, 2024** will be forwarded to each district for judging.
2. Members 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, 2024**.

Announcement of district winners will be made no later than **August 16, 2024**.

Announcement of state winners will be made at the 2025 MFB Council of Presidents Conference.

---

**Questions on the Champions of Excellence Award Program should be directed to:  
Lindsay Ball (517) 323-6744.**



# Champions of Excellence

— A W A R D S —

## Entry Deadline

Forms must be received by the state Farm Bureau office no later than **July 1, 2024**.

Announcement of winners will be made no later than **August 16, 2024**.

*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 though the Champion of Excellence Award process will be shared with other counties in the hopes that may utilize in the future.

If this is a Promotion & Education related project, you are encouraged to participate in our Promotion & Education Showcase at State Annual Meeting, December 03-05. Please check here if your county is interested and the Promotion & Education Department will contact you with details in September.

American Farm Bureau has a County Activities of Excellence (CAE) showcase at each AFBF Annual Meeting. Information about the 2024-2025 showcase will be released later this summer. Would your county be interested in submitting this activity for the AFBF County Activities of Excellence?

## County Information:

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

1. Describe the agricultural program and/or issue in which your event focused. Please include the need, goals, and objectives. (15 pts)

2. Describe the planning process for the event/initiative including your target audience, why and what you did to meet that group's needs. (10 pts)

3. Explain how you implemented/carried out/executed this activity. How did you engage members? Describe the leadership roles filled by members (25 pts)

4. 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? (10 pts)

5. What makes this activity unique, or how does it bring new focus to the county Farm Bureau's mission? (15 pts)

6. What were the results of the activity, including the impact, number of people reached and benefit to the county/state Farm Bureau and/or the local community? How did it advance Farm Bureau policy? (25 pts)