



Champions of Excellence

A W A R D S

Program Criteria: Involvement

The key to a strong county Farm Bureau is active involvement from a variety of members, instead of a select few. This involvement award category will focus on your county Farm Bureau's ability to involve the maximum number of members in your programs and activities. It will focus on both the total number of members involved and the percentage of members that performed a volunteer activity, such as participating in a legislative event, promotional activity or young farmer event. The key to this category will be; involving a larger percentage of membership & identifying new regular members to become active in a Farm Bureau activity.

Based on county reported numbers for the 2024-2025 program year, we will evaluate the following criteria:

- Percent of regular members involved (50 pts)
- Percent of newly involved members (25 pts)
- Percent of young farmer's actively involved (25 pts)

To be eligible for the award, counties must have a full board of directors, and all committees. This must be reviewed and updated in iMIS prior to the application submission.

Judging

1. No application will need to be submitted. Numbers will be taken from the iMIS database. Be sure all program event attendance is updated prior to July 1, 2025.
2. District & State Level Awards: Three MFB staff will analyze data from involvement to determine winners.

MFB Involvement Definition

Member Type is Regular, Spouse, or Dependent.

If Spouse or Dependent, must be attached to a Regular Member.

For involvement tracking percentage purposes, a household counts as one toward involvement.

Current Category is in New, Renew, Renew Pending or a Life Member.

Member needs to be entered into iMIS as sitting on a Committee, Attended an MFB Event, attended a County Event, achieved Key Club status, achieved Carhartt club status, attended a membership training event, attended a fly-in event, attended another type of meeting, or engaged with CQ Roll Call or Phone2Action.

The Member is not deceased.

The Member does not have a relationship with Michigan Farm Bureau (Can't be a Staff Member or CAM).

Announcement of district winners will be made no later than **August 15, 2025**

Announcement of state winners will be made at the 2026 MFB Council of Presidents Conference.

Questions on the Champions of Excellence Award Program should be directed to: Lindsay Ball (586) 292-2553.