



County Farm Bureau Centennial Toolkit



May 2017

Dear County Farm Bureau Leaders:

Congratulations on reaching this great milestone in your county organization's history!

It is an exciting time to be a member of Farm Bureau, and I hope that you take advantage of this opportunity to once again make a positive story from your county accomplishments over the years.

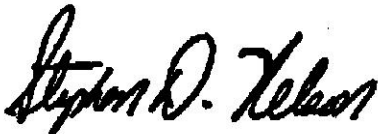
Celebrating 100 years can be quite a task, and I encourage you to take advantage of the resources that the state office has put together for your use. Please let us know if we can assist you in your celebration preparations.

As you may be aware, the state organization was founded in 1917, following a few trailblazing County Farm Bureaus.

It is with sincere gratitude that I have the honor and privilege to serve as your president at the time we celebrate the 100th year of the Nebraska Farm Bureau Federation. On behalf of my family and the entire Farm Bureau family, thank you for "A Strong Heritage of Serving Members."

We look forward to celebrating with you for your County Farm Bureau Centennial!

Sincerely,



Steve Nelson
President
Nebraska Farm Bureau Federation

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CENTENNIAL MEMO TO COUNTIES

May 1, 2017

To: County Farm Bureau Presidents
County Farm Bureau Promotion & Education Chairs
County OA and PKR's
Nebraska Farm Bureau Regional Directors of Membership

From: Tina Henderson, VP of Communication Strategy

RE: NEFB Centennial Website and Store

The Nebraska Farm Bureau Centennial website is up and ready for you to showcase to our Farm Bureau members at www.nefb.org/centennial or by visiting www.nefb.org and choosing "About Us".

On the site, you will be able to:

- Watch the Nebraska Farm Bureau's [Centennial Video](#) – highlighting what we have accomplished together;
- Enjoy [Photos](#) from Centennial Events;
- Purchase a Nebraska Farm Bureau Centennial Sculpture through Jane Heany janeh@nefb.org ([Learn More](#));
- View an electronic and order a free soft bound copy of the Nebraska Farm Bureau Centennial [History Book](#) - highlighting each County Farm Bureau's history. Contact Tina Henderson at tinah@nefb.org or (402) 421-4446 to receive your copy.
- Purchase Nebraska Farm Bureau Centennial items from the [Centennial Store](#);
- View a list of upcoming County Farm Bureau Centennials [County Farm Bureau Centennial Lists](#); and
- Download a [Centennial Toolkit](#) on how to celebrate your County Farm Bureau's Centennial Celebration!

We will also be highlighting these items in Newswire, and the Nebraska Farm Bureau News newspaper.

If you have any questions about the Centennial materials, please contact Tina Henderson at tinah@nefb.org or call me at (402) 421-4446.

COUNTY FARM BUREAU CENTENNIAL IDEA STARTER

TO PREPARE

1. Create a county “Centennial Committee” to provide ideas on how to promote the anniversary celebration.
2. Ask members to share how Farm Bureau has made a difference in their lives. Utilize quotes as part of public displays, web spotlights or media releases.
3. Do a compilation of Farm Bureau generations (pictures/stories/newspapers) for the news media and local displays.
4. Create a digital slide show of photos that illustrate Farm Bureau’s history and impact on the county to play at events and your annual meeting.

ACTIVITIES

1. Sponsor a Centennial float in local parades – invite members to ride.
2. Sponsor a Centennial poster or essay contest for students across your county with a Centennial themed prize on agriculture’s importance to your county.
3. Prepare a “Then and Now” display with photographs and county crops/yields/value over time.
4. Establish a recognition wall to honor current and past board members, scholarship recipients, etc.
5. Encourage a day of service by Farm Bureau members in honor of the 100th anniversary.
 - a. Host a 100-hour service project marathon – have staff, members and their families volunteer for a designated number of hours.
6. Conduct a Centennial beautification project somewhere in the community.
7. Work with your local Chamber of Commerce to declare a Farm Bureau day in your town. Publicize the proclamation at businesses, in newspapers and on websites and social media sites.
 - a. Host a “Proclamation Signing” event at the courthouse – serve refreshments.
8. Coordinate a 100-mile bike rally, 10-K run/walk-a-thon, or similar event with a Centennial theme. Registration proceeds can go to a Centennial service project.
9. Collect 100 pieces of different items (i.e. 100 pairs of shoes, school supplies, coats, gloves, eyeglasses, etc.) and distribute to those in need at a Centennial event.
10. Host a contest for: longest years as a member, oldest newspaper in one’s possession, etc.
11. Host a Heritage Day where old projects, brochures, newsletters are brought in for display.
12. Make a Centennial celebration county quilt and raffle for an endowment.
13. Invite legislators, local business leaders and students to tour the farms or ranches that surround the communities they work and live in.
14. Sponsor a radio trivia contest (commodities raised in county, name of first county president, etc.)

CENTENNIAL NEWS RELEASE QUESTIONNAIRE

1. County Name:

2. Centennial Date:

3. Media Contact
 - a. Name:
 - b. Phone:
 - c. Email:

4. Current County President:

5. First County President:

6. Number of Members in County Farm Bureau:

7. Annual County Activities (time of year/date, location, average attendees, additional details):

8. Annual County Awards (scholarships, recognition, etc.):

9. Planned Centennial County Activities (date, time, location, additional details):

10. Notable County Farm Bureau Members (Please include name, when joined and contributions):

**Return to Nebraska Farm Bureau,
ATTN: Tina Henderson, P.O. Box 80229, Lincoln, NE 68501 or via email tinah@nefb.org.**

CENTENNIAL TALKING POINTS

- ((COUNTY NAME)) Farm Bureau is a member of the Nebraska Farm Bureau, as Farm Bureau is a grassroots organization that supports farm and ranch families and works for the benefit of all Nebraskans through a wide variety of advocacy efforts.
- The strength of ((COUNTY NAME)) Farm Bureau is in its members. Farm Bureau is the only organization with a presence in all 93 Nebraska counties, giving Farm Bureau the ability to reach all Nebraskans, and our services, programs and benefits are developed based on the needs and concerns of our members.
- While much has changed since farmers and ranchers originally founded ((COUNTY NAME)) Farm Bureau in ((YEAR)), their vision of an organization committed to bettering people, their communities and their state based on the Nebraska values of family, faith and hard work remain the same today.
- Nebraska Farm Bureau has been the collective voice for nearly a century and will continue our efforts into the next century by continuing to support Nebraska's farmers, ranchers and families; champion our youth and everything they offer Nebraska's future; supporting our communities and working to provide the resources they need.
- Farm Bureau members provide Nebraska schools with millions of dollars of support and back programs such as Agriculture in the Classroom that help youth understand how they are touched by agriculture in the form of food, fuel and fiber. Farm Bureau members also invest in youth by offering scholarships and sponsoring leadership development.
- Nebraska Farm Bureau isn't just working for farmers and ranchers; Farm Bureau works for Nebraska's future. Through Farm Bureau's work, in supporting and promoting agriculture, education, health and technology we bring people together to better Nebraska communities.
- Nebraska Farm Bureau works with Nebraska farmers and ranchers to help fuel Nebraska's largest economic driver – agriculture. Agriculture and its related businesses account for one of every four jobs, it's important agriculture thrives for future generations.
- Nebraska Farm Bureau members receive many money saving benefits. The most popular benefit is through Farm Bureau Financial Services which includes insurance for health, home, auto and more. Farm Bureau became involved with insurance because farmers, ranchers and rural Nebraskans could not find affordable coverage in the 1900s, and today we continue the commitment to help our urban and rural members access quality, cost effective coverage.

COUNTY FARM BUREAU CENTENNIAL DATES

County Name	Founded	Centennial	County Name	Founded	Centennial
Adams	1956	2056	Johnson	1917	2017
Antelope	1935	2035	Kearney	1945	2045
Arthur	1963	2063	Keith	1920	2020
Banner	1935	2035	Keya Paha	1962	2062
Blaine	1962	2062	Kimball	1919	2019
Boone	1930	2030	Knox	1941	2041
Box Butte	1962	2062	Lancaster	1918	2018
Boyd	1946	2046	Lincoln	1961	2061
Brown	1960	2060	Logan	1962	2062
Buffalo	1918	2018	Loup	1962	2062
Burt	1920	2020	Madison	1949	2049
Butler	1953	2053	McPherson	1962	2062
Cass	1945	2045	Merrick	1944	2044
Cedar	1961	2061	Morrill	1918	2018
Chase	1935	2035	Nance	1917	2017
Cherry	1919	2019	Nemaha	1935	2035
Cheyenne	1917	2017	Nuckolls	1962	2062
Clay	1947	2047	Otoe	1918	2018
Colfax	1918	2018	Pawnee	1962	2062
Cuming	1919	2019	Perkins	1925	2025
Custer	1918	2018	Phelps/Gosper	1917	2017
Dakota	1914	2014	Pierce	1936	2036
Dawes	1914	2014	Platte	1947	2047
Dawson	1917	2017	Polk	1926	2026
Deuel	1936	2036	Red Willow	1918	2018
Dixon	1947	2047	Richardson	1919	2019
Dodge	1918	2017	Rock	1962	2062
Douglas	1946	2046	Saline	1918	2018
Dundy	1930	2030	Sarpy	1939	2039
Fillmore	1918	2018	Saunders	1917	2017
Franklin	1962	2062	Scotts Bluff	1947	2047
Frontier	1918	2018	Seward	1947	2047
Gage	1946	2046	Sheridan	1916	2016
Garden	1957	2057	Sherman	1942	2042
Garfield	1961	2061	Sioux	1962	2062
Greeley	1961	2061	Stanton	1961	2061
Hall	1942	2042	Thayer	1921	2021
Hamilton	1948	2048	Thomas	1966	2066
Harlan	1936	2036	Thurston	1913	2013
Hayes	1935	2035	Valley	1953	2053
Hitchcock	1935	2035	Washington	1923	2023
Holt	1961	2061	Wayne	1961	2061
Howard	1936	2036	Wheeler	1937	2037
Jefferson	1937	2037	York	1954	2054