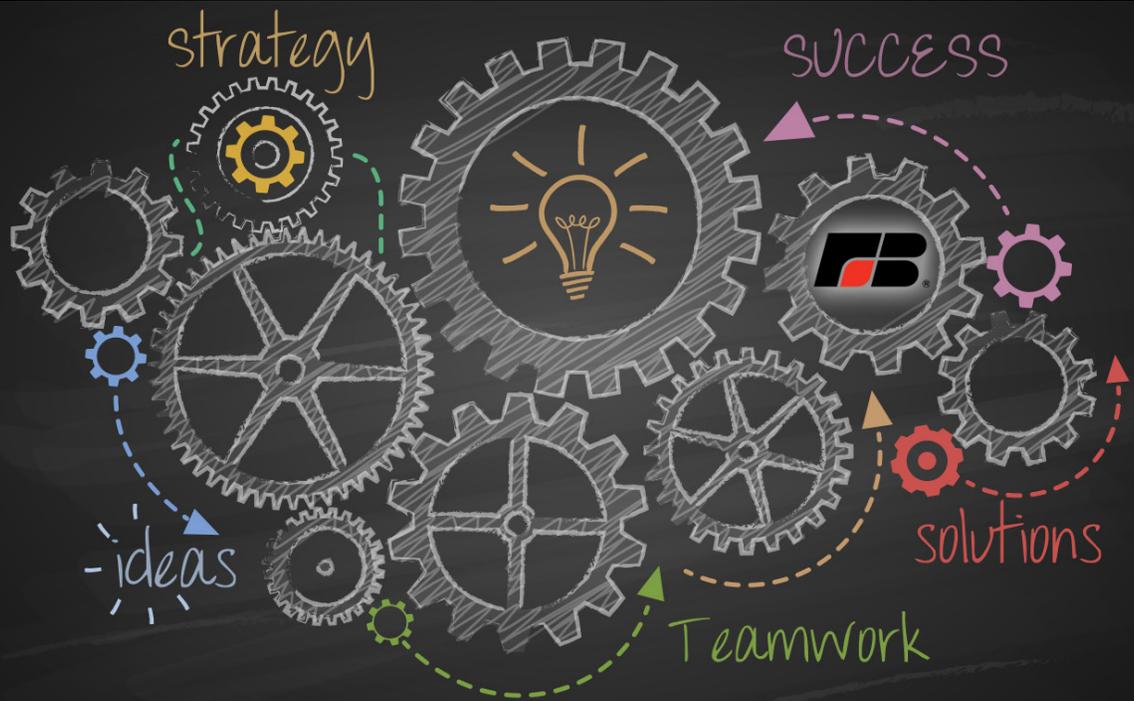


MONTANA FARM BUREAU STRATEGIC PLAN



MISSION

Montana Farm Bureau is a grassroots organization dedicated to preserving and improving the agriculture and natural resource industries through member involvement in education, political activities, programs and services.

VISION

Leading Montana agriculture toward a future with a prosperous ag economy and thriving rural communities.

Grassroots Membership

MFBF is an organization guided by and focused on our members.

GOAL #1: Build on grassroots membership recruitment and retention in order to maintain status as the state's largest ag organization.

Objectives:

1. Increase membership of young farmers and ranchers.
2. Demonstrate the value of belonging to new and existing members.
3. Members share their Farm Bureau story and Farm Bureau beliefs.

Key Outcomes:

1. Return to consistent overall membership growth.
2. Develop age demographics of membership.
3. Use age demographic information to set a growth goal for YF&R.
4. Return to 95% overall retention rate.
5. Measure quantitative rate of return on membership and increase by 10%.

Success Measures:

1. Members take ownership of recruitment and retention by sharing their Farm Bureau story.
2. Every county has membership recruitment and retention in their annual Program of Work.

GOAL #2: To grow and maintain county Farm Bureaus in communities across Montana.

Objectives:

1. Lead by example. Recruitment is easy if others see members living by the Farm Bureau beliefs and walking the walk.
2. Drive active membership and activities at the local/county level. Every leader should be locally involved. Volunteers lead by example at the county level.
3. Members know the value of membership.

Key Outcomes:

1. Increase the number of county Farm Bureaus to 35 over the next 10 years.
2. Every county Farm Bureau fills 100% of their delegates to the MFBF Convention.
3. Every county Farm Bureau provides outreach on the local value of their Farm Bureau membership.
4. Increase community involvement representing Farm Bureau.

Success Measures:

1. If agriculture wants something done, they go to the Farm Bureau.
2. Every member can see their direct impact on policy.
3. Active membership and activities are driven by the local, county level.

COMMUNICATION

Sharing the positive message of agriculture with producers, consumers and members using all forms of media.

GOAL #1: Grow brand understanding among members and non-members with unified, consistent communication.

Objectives:

1. Voting members know and can share the Farm Bureau mission, values and beliefs, or a summary of those.
2. Educate and engage agents and members by consistently and strategically sharing the who, what, why of Farm Bureau.
3. Provide consistent information to the counties and the MWFBMIC agents with tools they need to share the message that Montana Farm Bureau is the voice for Montana agriculture.
4. Continually re-evaluate the forms of media and other outreach methods we use, updating for relevancy among our members.

Key Outcomes:

1. Increase brand recognition through a successful marketing plans.
2. Increase joint county member/agent activity to strengthen the Farm Bureau brand.
3. Develop a training program for new agents to bridge gap on Farm Bureau mission and vision.
4. Review and revise mission and vision statements in 5 years.

Success Measures:

1. Members know Farm Bureau is Montana agriculture, not just insurance.
2. All communications include MFBF mission, values and beliefs.
3. All members effectively communicate what Farm Bureau is in 3-5 words.
4. MFBF members and staff are communicating relevant information through all forms of media continually.
5. Associate members have a broader support and understanding about the MFBF organization.
6. County organizations experience annual meeting participation growth.
7. Growth in membership.

GOAL #2: Be the voice for agricultural awareness and understanding to all Montanans.

Objectives:

1. The face of Farm Bureau is our members and their stories.
2. Urban and suburban public should be familiar with the Farm Bureau “brand.” IE: our mission, values and beliefs.
3. Our storytelling defines our credibility to outside audiences. We will be vigilant and diligent in sharing the stories of the families and faces of Farm Bureau.
4. Develop effective organizational partnerships at the local, regional, state and national levels.

Key Outcomes:

1. The MFBF staff grows to include an in-house media position or team.
2. Maximize use of stories on multiple platforms.
3. Increase and diversify outlets for members’ faces and stories.
4. Increase members posting on their own social media about Farm Bureau...the what, where and why of their involvement.
5. MFBF staff develops comprehensive media outreach tools to show members and stories are the face of Farm Bureau.
6. Develop a list of credible spokespersons to visit with media to show the face of Farm Bureau.
7. Build partnerships with other businesses and organizations that value rural development.

Success Measures:

1. Consumers have a greater connection to the agricultural industry.
2. MFBF is recognized and respected as the go-to organization for the voice of Montana agriculture.
3. Associate members have a broader support and understanding of agriculture.
4. The media and policymakers seek out Farm Bureau on agricultural issues because they recognize MFBF members are the voice of agriculture.

POLICY

Created by the members, for the members to promote, protect and develop a sustainable future for production agriculture.

GOAL: To be the credible, respected grassroots voice for agricultural policy.

Objectives:

1. Focus on policy issues that impact agriculture and rural communities.
2. Develop clear and direct policy.
3. Establish a productive relationship with lawmakers and policy influencers.
4. Be non-partisan in making policy.

Key Outcomes:

1. Provide policy development training to key Farm Bureau leaders.
2. Board sets priority issues annually.
3. Policy Development Committee fully reviews sections of the policy book annually, provides recommendation to county Farm Bureaus.
4. Policy Development Committee meets to review adopted resolutions after the first day of the Delegate Session.
5. Host ag issue events for legislators on priority issues.
6. Provide educational opportunities for members on priority issues.

Success Measures:

1. Grassroots policy represents members’ beliefs.
2. Increased number of members involved in the policy development process.
3. Create and maintain clear, concise policy on agricultural issues.
4. Lawmakers seek out Farm Bureau’s position on issues.