



2016 Ag Champions Application

Ag Champions Application Worksheet

Please completely fill out the following questions. Submit this typed worksheet **AND** a typed cover letter to the Nebraska Corn Board by email to susan.zabel@nebraska.gov or by mail to Nebraska Corn Board, Ag Champions Program, 301 Centennial Mall South, 4th Floor, PO Box 95107, Lincoln, NE 68509. Deadline to submit an application is **December 1, 2015 (Deadline has been extended to Dec 21st)**. If videos, pictures or other large files are used, feel free to use Dropbox or another file sharing program.

Chapter Name: _____

Advisor: _____

Advisor email: _____

Part 1: Defend

1. What ag issue is prevalent in your community that your chapter wants to focus on and why?
2. What audience will you reach with your Ag Champions advocacy plan and why?
3. What are your objectives in reaching out to your audience about this issue?
4. How will you defend your issue and how will you inform your audience?
5. What materials would you provide to your audience and how would you get these materials to them?
6. What public relations plans would you put into place?
7. How would you follow-up with your audience after the issue has been brought to their attention and in the media for over one week?

Part 2: Offense—Educate/Communicate

1. To help educate to your audience identified in Part 1, set at least three (3) goals/objectives for communicating to and educating your audience about an agricultural issue(s).
 - a.
 - b.
 - c.
2. What is your scope of impact? (*where and how will you reach your audience to inform them about your issue*)
3. What materials would you create for your audience?
4. How could you use social media to educate and communicate the information you gathered for your audience?

Part 3: Overall Plan

1. Budget. What dollar amount and types of resources will you need to put your advocacy plan into place?
2. Include a cover letter with your plan to the Nebraska Corn Board sharing the scope of impact and objectives with your plan, as well as why it is an effective plan that should be chosen as the winning Ag Champion plan.

Approval Signatures

Chapter President: _____ Advisor: _____