



Your guide to
**National Young
Farmers'
Week 2020**

26-30 October 2020



Sponsored by **NatWest**

Are you ready?



If you love YFC and everything it stands for, then get behind National Young Farmers' Week 2020 to help raise the profile of this great Federation.

Your YFC funds have taken a beating due to the pandemic and as small charities it's time for you to call on others for help! That's why we're kicking off The Give it Some YFC Welly Relay at the start of National Young Farmers' Week and I hope you all get involved and make the most of this fundraising opportunity.

Get stuck into this toolkit as it will help guide you through the week and the opportunities available for some fun, learning and achievement. We'll be revealing the winners of the very first YFC Achiever Awards, and there's even a chance for you to vote on the winner of our Heart of YFC Award!

The week is full of some great tutorials from members to help you learn new skills and there's an opportunity to join an exclusive online debate to discuss rural life post-Brexit.

This kit includes sample social media posts, graphics and downloads to steer you through five days of YFC entertainment. But it will be great to see your ideas throughout the week too!

NFYFC is really grateful to NatWest for sponsoring National Young Farmers' Week for a third year – so please show your appreciation and tag @NatWestComm and @NFYFC in all your posts during the week too.

Let's do this!

Dewi

NFYFC Chairman Dewi Parry

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What does National Young Farmers' Week look like...

National Young Farmers' week is a five-day campaign that runs from 26 October to 30 October. It's a great way to promote what Young Farmers do to a much wider audience and create new opportunities for YFC members. The week is coordinated by NFYFC and sponsored by NatWest.

In 2020, it's all looking very different due to the impact of Covid-19 so we're focusing on celebrating the amazing work of YFCs through our new YFC Achiever Awards programme. There are loads of ways for you and your club to get involved in the week too.

**Monday
26 October**

Fundraising launch and announcement about Heart of YFC finalists



**Tuesday
27 October**

Celebrating our work in the community with Community winners and budget advice



**Wednesday
28 October**

Entrepreneur of the Year & YFC Supporter winners, plus NFYFC's online debate



**Thursday
29 October**

Celebrating YFC skills, New Member of Year and Committee Member of Year



**Friday
30 October**

Heart of YFC winners, fundraising update



The aims of the week

The aim of the campaign is to raise awareness of YFCs and the great work they do and encourage more young people to get involved in their local club.

- Recognise and reward YFC members for their achievements through the pandemic
- Encourage membership renewals
- Demonstrate the impact YFC can have during a crisis and the level of support it offers rural young people
- Promote the charitable status of YFCs and attract financial support.

Why do I need this toolkit?

The aim of this toolkit is to help YFCs and supporters get involved in National Young Farmers' Week on social media and this year to bring YFCs together 'virtually' during the global pandemic.

The toolkit includes ideas, sample social media posts and assets that we hope you will find useful during the week.

Young Farmers are a creative bunch though so we'll be looking forward to seeing the ideas you come up with to share during the week too. It's your chance to show how great it is to be part of your YFC - so let's all work together to make it our biggest campaign yet!

Hashtags to use during the week:

#NationalYoungFarmersWeek
#GiveitSomeYFCWelly
#TrueYFC

[Get your assets here!](#)

Follow us on social media



Getting ready for NYFW20

It's really easy to get involved with the campaign – and it's as simple as sharing a post on social media! This can be a short message, a video or an image on any or all of the days of the week.

Try this!

Using the hashtag #NationalYoungFarmersWeek throughout the week will help to raise awareness of our message. The more posts we can generate on Twitter that use the hashtag, the more likely we are to get the hashtag trending. If you're struggling for what to say during the week, here are some suggested social media posts:

It's #NationalYoungFarmersWeek and I'm proud to be a @NFYFC member and be part of the largest rural youth organisation in the UK @NatWestComm

[Click to tweet](#)

You don't have to be a farmer to be a Young Farmer! But we're proud of our links with British agriculture #NationalYoungFarmersWeek @NatWestComm @NFYFC

[Click to tweet](#)

Let's celebrate #NationalYoungFarmersWeek and the work YFCs do in supporting rural young people and their local communities. @NatWestComm @NFYFC

[Click to tweet](#)

We also have loads of designed graphics that you can use to support your posts in the build up to the week and during the week itself.



The #GiveItSomeYFCWelly Relay

What's it all about?

To help YFC members raise funds to support their clubs and counties - NFYFC is launching the Give it Some YFC Welly Relay. On 26 October 2020 - the start of National Young Farmers' Week - two County Federations will kick off the welly relay.

We're challenging all clubs to 'travel the distance' between each of the clubs in their county to pass a 'virtual' welly from one club to the next, raising funds along the way.

While your county is clocking up the miles (this can be done in members' back gardens or on a Covid-secure organised route, and on any mode of transport you choose*) you must use social media to 'nominate' another county to get involved until all counties have been passed a Welly.

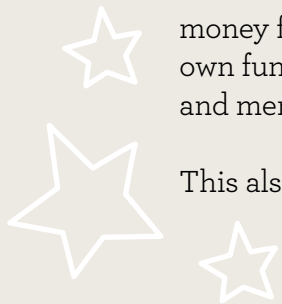
While the 'welly' is in your County, it's important to do as much local promotion as you can to help you raise as much money for your County as you can. Each County can set their own fundraising target and encourage as many of its clubs and members to get involved as possible.

This also means using social media and tagging NFYFC in

your posts and stories so we can share on a wider scale and drum up loads of support for the relay.

While NFYFC will provide the supporting materials - we want every County to take control of their fundraiser and have fun doing it in their own way. All we ask is that once your county is 'sent' a welly, you remember to nominate another county on social media to keep the welly moving.

We suggest that all counties start planning now for their fundraiser as you never know when the welly will land in your county and you want to be ready to hit the ground running and raise as much money as you can!



Links to the YFC fundraising campaign

NFYFC has created a campaign page on JustGiving where Counties can add their own 'team page' so they can start fundraising immediately.

There's no pressure to set a team page up if you already have a preferred platform your County uses. NFYFC created the campaign to make it easier for Counties to start fundraising straight away without the admin required for registering. NFYFC will be able to display and link to your County's fundraising page from the main campaign page, which should also help supporters find your page more quickly.

If you want to use NFYFC's campaign page to help your County receive donations, [set up a Fundraising page](#).

County Federations can create a team page by [following this guide](#). This is a good way of inviting other JustGiving pages – such as YFC members representing clubs – on to the page so they can be seen. It will also give you a good overview of the fundraising progress of your supporters.

Tips for getting started

1. Get your JustGiving page set up as soon as possible and start promoting it on social media.
2. Be creative in your approach, could you all wear fancy dress, travel the distance in a different mode of transport, do something unusual on your route, involve a local celebrity.
3. Speak to the media early and let them know you're taking part. Use the template press release and be ready to shout about the money you need as a charity. It's worth thinking about a list of ways you will use the funds.
4. Use the social media graphics provided to promote when you are taking part. Encourage members to print off the wellies and share stories on Instagram and other social media channels.
5. For more fundraising tips see the [JustGiving guide here](#).





Sample social media posts for you to use:

We're taking part in the #GiveitSomeYFCWelly Relay to raise vital funds with @NFYFC, so we can keep supporting rural young people. Please support our fundraiser - ADD DONATION LINK

Click to tweet

The YFC welly is in our County! Help us to raise funds as our members take part in the #GiveitSomeYFCWelly relay. Donate now – ADD DONATION LINK #NationalYoungFarmersWeek

Click to tweet

We're raising urgent funds to save YFCs with @NFYFC and the vital services we offer to rural young people. Can you support our #GiveitSomeYFCWelly Relay? Donate now – ADD DONATION LINK

Click to tweet

We're taking part in the @NFYFC #GiveitSomeYFCWelly relay and travelling the distance between our XX YFCs. That's XXXX miles in XX days. Support us here –

Paste to tweet

We're nominating {TAG COUNTY} to take part in the @NFYFC #GiveitSomeYFCWelly Relay. It's your turn to pass the welly between your clubs and raise YFC funds.

Click to tweet

YFC Achiever Awards

We had well over 100 entries to the inaugural YFC Achiever Awards and we can't wait to reveal our winners during National Young Farmers' Week

What's it all about?

The YFC Achiever Awards have been launched to recognise the great and the good within the YFC community. There are seven categories for the awards and all of them shine a light on the amazing work that YFC members and their supporters do throughout the year.

Judges from across the industry and the YFC community have chosen all of our winners but YFC members will have the final say on who should win the Heart of YFC award out of our three shortlisted finalists.

Voting for the Heart of YFC Award will open on Monday 26 October 2020 and close at midday on Thursday 29 October, with the winner announced on Friday 30 October – the last day of National Young Farmers' Week.

All shortlisted finalists will be revealed in October and the winners will be announced during National Young Farmers' Week. Please help to share these amazing stories so we can celebrate their success.

The three finalists for National Young Farmers' Week will be revealed on Monday 26 October and everyone is invited to vote on the person they feel is the Heart of YFC.

How do I vote?

Voting will open on Monday 26 October for the three finalists of the Heart of YFC Award. You will be directed to an online form to vote. The link will be advertised on social media and also on the website.



Your NYFW20 calendar

Monday 26 October

Launch day

- Voting opens for the Heart of YFC finalists
- Give it Some YFC Welly Relay kicks off
- Launch of the post-Brexit rural future survey results

How do I get involved?

- ✓ Vote for your Heart of YFC winner
- ✓ Share selfies to show you're supporting NYFW20
- ✓ Get involved in the Give it Some YFC Welly Relay
- ✓ Share infographics from the survey results

Tuesday 27 October

Community focus

- Advice from NatWest on protecting your YFC's budgets
- Community Spirit Award winner announced
- Community Supporter of the Year winner announced

How do I get involved?

- ✓ Watch the tutorial from NatWest and share it at a club meeting
- ✓ Share the winners of the community awards
- ✓ Post about how your YFC has helped its local community

Wednesday 28 October

Rural issues

- Join YFC AGRI's online debate with NFYFC President Nigel Owens
- Entrepreneur of the Year winner announced
- YFC Supporter of the Year winner announced

How do I get involved?

- ✓ Register now for the online YFC AGRI debate (only 100 spaces available)
- ✓ Share the winners of the two awards
- ✓ Post about how YFC supports rural young people - share your personal experiences

Thursday 29 October

Development

- Learn new skills as YFC members share their talents in mini tutorials
- New Member of the Year winner announced
- Committee Member of the Year winner announced

How do I get involved?

- ✓ Watch mini tutorials from YFC members
- ✓ Share your own mini tutorial or just talk about the skills you have gained in YFC
- ✓ Share the winners of the two awards
- ✓ Last chance to vote for your Heart of YFC favourite

Friday 30 October

Love of YFC

- Heart of YFC winner announced
- Fundraising total

How do I get involved?

- ✓ Share the Heart of YFC winner's story
- ✓ Share posts about why you love YFC
- ✓ Share your County Federation's fundraising total.

Speaking to the press

National Young Farmers' Week is all about trying to share positive messages about YFC to as wide an audience as possible. As well as social media, it's a good idea to let your local press, radio and TV know if you're doing anything interesting to mark the week.

Speaking to local journalists in advance of the week to let them know about activities you have planned (even if they're 'online' events) is a good idea. And if you have a photo of your club to share with them that's even better for securing some space in the newspaper.

You could speak to your local radio station to ask if you could be on one of the shows to talk about YFC – the funding crisis and the welly relay will open up some opportunities here.

If your club is doing anything to support the local community through the pandemic, this is the perfect time to share this news too.

Preparing a press release ahead of your activities is a good idea and we have a template you can use to help get you started. There is a quote included that you can use from the NFYFC Chairman of Council Dewi Parry.

Top tip

Don't send large attachments to journalists as they may not receive your email. Always paste the press release into the email and send a low resolution image – just let them know a high resolution photo is available if required.

Section 2

More support and resources for your club

This section of the toolkit will give you detailed advice on managing the recruitment of members during the pandemic and retaining members. This information is based on information in The Source – NFYFC's handbook – and you can get more guidance online at www.nfyfc.org.uk/thesource

In this section:

1. Managing recruitment during a pandemic
2. Improve your YFC online presence
3. How to retain current members
4. How to welcome new members and information for parents

1. Recruitment during a pandemic

While we're aware of the desire to attract new members to join YFC, clubs will need to follow national and local guidelines to ensure everyone remains safe.

Value what you have

Focus first on encouraging existing members to re-join - this is important so that there is knowledge in the club of how it is run, the activities that members can enjoy and of course be there to welcome new members.

Attracting new members

If the club has capacity to recruit new members, then the committee must put a system in place to: a) obtain the essential information about the new member and b) inform/reassure the new member (and parents if appropriate) about how YFC is operating with the restrictions in place.

- 1 Firstly confirm the age of the new member enquiry - over 18 or u18.
2. Confirm there is space for them to join.
3. Before attending the first virtual or real meeting

they must have received an e-pack of information, including:

- A membership form and parental consent form/ virtual meeting parental consent form if under 18.
 - Written information about how the club is operating and the Covid procedures that are in place including how virtual meetings are held
 - Club Programme
 - Other information that you feel is relevant e.g contact information, county programme etc.
4. Clubs/Counties should state in their pack the subscription fee and detail what the fee covers - such as venue hire, insurance and membership to NFYFC.
 - 5 The new member must have completed and sent the membership form/parental consent form back in advance so that the lead officer can check the medical information and any additional needs and record the emergency contact details.

Ideas for club meetings

Whilst many YFCs like to hold new members' evenings, this can only be run so long as the above has been completed first. NFYFC advises against 'just turn up evenings' as it would conflict with the Covid arrangements, If you do hold a new members evening think carefully about the activities that you will run, as you may not be able to run some of the normal team games.

Remember, youth groups are currently operating under the 'amber' readiness level – as advised by the National Youth Agency. This means that the following is advised:

- Online and digital youth services.
- Detached/outdoor local youth services (consistent with social distancing guidelines),
- 1-2-1 sessions.
- Small group sessions delivered indoors (consistent with social distancing guidelines).

Please note all of the ideas need a Covid-secure risk assessment.

Outdoor ideas

- Family Car Treasure Hunt

- Countryside walk – word hunt trail, scavenger hunt (where you take photo of the item rather than gathering the items)
- Mini Olympics
- Obstacle course (low level and avoiding contact)
- Activities eg rounders, Kwik cricket, martial arts
- Book an activity centre to take part in golf, archery, high ropes, clay pigeon shooting
- Water sports at a Covid-secure venue, such as kayaking, water inflatable obstacle course, paddleboards etc
- Tractor tour of a farm (which is normally open to the public)
- Hobby horse Grand National (One week make the hobby horse at home, next week hold fun races)



Indoor ideas (all ideas need a Covid-secure Risk Assessment)

- Mental health support – yoga, relaxation, aromatherapy, movie night, teddy first aid
- Careers – industry speakers, Ready, Steady Cook, CV development
- Arts and crafts - e.g pottery painting, photography, flower arrangements
- Public speaking comps – just a minute, call my bluff
- A fun games night eg bingo, Pictionary, charades, chair football
- Festive activities: Pumpkin carving, making Christmas cards, wreath making, bauble painting etc

Online activities

- ABC Scavenger Hunt – Set a challenge for members to go on a hunt for items in their house and garden – first back wins.
- Actions – First person does an action, second person repeats that action and adds one of their own, and so it continues for all members.
- Guess the object – Each member chooses a household object and doesn't tell anyone what it is.

Other members of the group ask up to 20 yes/no questions to guess what the object is.

- Careers advice? Ask a guest speaker to join your meeting to talk about their subject area. .
- I went to the market and I bought – First person says an item, second person repeats that item and adds one of their own and so it continues.
- Pictionary/Hangman – Club officers can use the whiteboard on Zoom to start off with for members to guess the answers.
- Virtual stockjudging – requires preparation, as photos of stock need to be taken in advance. Members view pictures and place them in order and give reasons for their choice. The judge then gives their order and reasons.
- Quiz night – Research some questions for different rounds: music, farming, YFC, current affairs etc. Host the quiz through Zoom or platforms such as Facebook Live if you would like more people to join in.
- Virtual tour – tour a member's business or a tour by a gamekeeper, a virtual visit to a farm, shoot, research centre or veterinary clinic. Consider the time and season of the year as well as the industry's busy/quiet times.



2. Improve your YFC online presence

With increased promotion during National Young Farmers' Week, it's a good idea to make sure your website and social media channels are all up to date.

How visible is your online presence?

- Check your website or any of your online communication channels are up to date. Decide with your County officers whether to use your County's contact details as the initial point of contact for enquiries or set up an email address for your club.
- Search online for things to do in your area to see if YFC appears in the top rankings. Make sure your club's details can be found on local community websites and you have reciprocal links to partner websites.

Social media

If your club uses social media sites, check the privacy settings to see whether the pages are open to the

public. If they are, think carefully as to the content of your pages, who can post on the site and decide who has overall responsibility for its content.

Check through images on your club's Instagram and Facebook profiles to ensure they represent an inclusive club that works positively in the community.

Your page should include a piece about YFC, a link to your website, a link to the county website and contact details. Keep the YFC Facebook page for YFC business and separate from your personal pages to ensure that personal information is not shared.

It's better to have a Facebook page to promote yourself to an external audience. This needs to be kept up to

date and show a range of activities on offer. Facebook groups are fine – but use these for existing member communications.

Websites

Many people search online for things to do and clubs to join. Make the most of your website by making sure the homepage is welcoming and engaging for potential new members and not designed exclusively for existing members.

Try to update the site regularly, so it stays fresh. Finally, if you get an enquiry make sure you respond quickly and are always friendly and welcoming.

Club Programme

Having a printed club programme, which shows the full range of different activities, is a great way to promote YFC and give potential members a flavour of the sorts of things they can get involved with. During the pandemic, you might want to direct people to your website and keep an updated programme on there as you may need to update it frequently!



3. How to engage and retain members

With the ongoing uncertainty of the pandemic keeping hold of existing members should be a key focus for clubs.

A good club programme

This is one of the most important ways of retaining members. The club should have a club programme secretary or committee responsible for the programme which is produced yearly or termly. However, all members should contribute to the planning for it to work and be a success. Make sure the programme is all-inclusive, includes a mix of online activities to reflect the current situation, and that everyone has a copy. It is crucial that members are kept informed of arrangements. More information can be found in The Source Section 1: You've got what it takes and Section 2: Get what you need and Section 4: The club mix.

Get everyone involved

Everyone needs to feel valued and the best way to do

this is by making sure they're involved. Every member is part of the team and has a role to play. A good team needs a mix of people. For example:

- Leaders who are good at motivating
- Creative types who generate ideas
- Extroverts who have good networks
- Dynamic individuals who thrive on pressure
- Analytical types who can evaluate the usefulness of ideas
- Cooperative team players
- Anyone with a specialist skill
- Hard workers that get things done.

The officers need to recognise the roles that all members play, even if they are not specific.

Keep members motivated

Motivated members generate enthusiasm, energy, commitment and inspiration. The club officers have an important role to play in keeping members motivated and can do so by:

- Being enthusiastic and supportive of members
- Being open to ideas from members
- Ensuring they are friendly and open to all
- Being tolerant and understanding to those in need of help
- Ensuring high standards are maintained and by setting a good example
- Knowing the team and what makes them tick
- Learning to delegate
- Never taking anyone for granted
- Remembering that you are responsible for club activities, so it's essential that members support you.

Learn and achieve

Members need a challenge and also gain a sense of achievement when they have reached their goal. While much of the YFC programme has been adapted during the pandemic, there is still much to gain at club,

county and national levels. By participating in YFC, which offers members a chance to learn skills that will remain with them for life, members can reach their potential, which can then become the foundations of a future career.

Communicate effectively

During the pandemic, communication is vital for reassuring your members and keeping them informed of changes. Communicate to members by:

- Sending every member a copy of your programme
- Sending texts to remind members of activities and times
- Using social media sites to keep members informed of YFC business
- Creating a telephone tree where the chairman/ woman phones the other officers who in turn each phone a group of members – especially important during these challenging times
- Sending emails to keep everyone informed of what is going on, as long as everyone checks their inbox regularly. Create an email distribution list of members, but make sure you keep those not on email up-dated too

- Including a diary dates page and bulletin board on the club website. Remember to update them regularly
- Producing a regular newsletter that includes what's on and diary dates (include all online activities as these are just as important at the moment – and provide a back up plan for physical meetings that might not be able to go ahead due to Covid-restrictions). You can also include the club's successes, gossip and jokes and send the newsletter to members who've gone away to college or university to keep them involved, so that when they return they know what's on and what they've missed out on
- Communicating face to face is always best if you need to explain anything.

Following guidelines

During the pandemic it's important to follow national and local guidelines. It means you'll need to be prepared to alter plans at short notice if the situation changes. While this might sound like a lot of hard work – it can be as simple as informing a speaker in advance that you might need them to do their presentation over Zoom instead of attending a

meeting or changing your competition practice to an online 'show and tell' session.

While the Covid restrictions are affecting a lot of activities – technology means clubs can at least be creative in their offer to members.

If you have an online solution for every activity you host, then your programme will be more attractive to members who won't be concerned about missing out on lots of things if they can't physically meet.

4. How to welcome new members

How to welcome new members

YFC thrives as a result of new members joining the organisation each year, bringing fresh ideas, enthusiasm and diversity with them. YFC embraces this. It might be difficult for your club to recruit new members while restrictions are in place but it's good to be mindful of what to do if you are able to recruit someone new.

Once your club has followed the process in section 1 of this guide, it's important to welcome a new member on board.

NFYFC would encourage YFCs to have 'Welcome of new members' on the club's agenda (this can be a virtual welcome at the moment). The chairman/woman can formally introduce the new member(s), stating their name, where they live, where they work or go to school or college. The new member(s) could be invited to talk a little about their interests and

what they are looking forward to in YFC, but this is voluntary. This will be officially recorded in the minute book.

Gone are the days when new members are voted in by existing members. It's not constitutional or appropriate because it could be deemed to be discriminatory. It could also potentially cause upset and anxiety for the new member if they don't know any of the existing club members well enough to be voted in and added stress and embarrassment if no one votes them in.

YFC is open to all young people aged between 10 and 26 living or working in rural areas whatever their background and we welcome a diverse membership.



**Welcome
information for
parents**



Have fun!

26-30 October 2020



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