



FCA Recruitment Packet Contents

The following items are found inside of the recruitment packet:

- **Recruitment Tips** — use these as a guide to successfully approach potential new members
- **FCA Application** — Keep multiples of these to use for new members. Be familiar with correctly and legibly completing.
- **Junior FCA Application** — you can use this simplified form for Junior members ages birth to college student or the FCA application.
- **CattleWomen Application** — you can use this or the FCA form
- **Cattleman Magazine** — use to demonstrate the quality of the monthly magazine they will receive once they join. Give them a copy and replenish from your older issues.
- **Benefits of Membership** — use this list to encourage and explain to someone why they should join.
- **Note Pad** — to make any notes, phone numbers, contact persons.
- **Pen** — to complete the application forms.

Additional Packet Recommendations

1. Recommend that you add stamped envelopes addressed to the FCA.
2. Recommend that you add calendars with your county events marked.

****Kissimmee FCA office has more application forms and journals.
Save an original of ALL other forms to make additional copies.**

“Just Ask”

Florida Cattlemen’s Association Recruitment Tips

- **Set goals for yourself.**
 - For example make a note “one new member a month” and post it on the dash of your truck.
- **Keep your recruitment packet readily available.**
- **When approaching a potential member:**
 - Be in a fully positive mind set
 - Use good eye contact when approaching
 - Shake their hand.
- **Many people are waiting for someone to reach out and to “JUST ASK” them to join. The FCA networking is invaluable.**
- **Be ready for any possible excuses. If they say:**
 - “It’s too expensive”- Respond with explaining the value of membership. Review the benefits of membership and give them a copy of our award winning monthly magazine.
 - “I don’t have time” – Remind them that we are being attacked on all fronts by the EPA, PETA, HSUS, Legislators, Vegetarians, and on and on. We must all speak in one unified voice through our State & National lobbies. Remind them we have farmed out most of our nation’s products off shore. They cannot just stand idly by while our heritage and cattle industry are destroyed.
 - “I don’t know many people in the association” – Share your cattle passion with them and let them know about the county activities to meet other cattlemen. Also, mark events on a calendar for them.
- **Have a “Hook”**
 - This is an enticing item that you give them on the spot for joining eg: Beef auto tag, toy cow for their grandchild, No Farmers No Food auto sticker, entry in your raffle of your recent new members for a knife, hat etc.
- **Fill in the application form for them and mail it (ASAP).**
- **If they don’t have cash, take a check or Credit Card info.**
- **Review “The Secret” by Rhonda Byrne (CD) on envisioning yourself as a successful recruiter.**
- **Get them to Join Today!! Don’t take “no” for an answer.**

Recruitment Tools for the “JUST ASK” Campaign

The “JUST ASK” New Member Recruitment Program began June 1st. The short term goal is to recruit 1000 new members before the end of May 2011.

Membership Chairman Ned Waters launched the “JUST ASK” Program at Marco and described it in the July Florida Cattleman and Livestock Journal. (pages 24 and 37) A reprint of his article follows this cover letter.

A number of tools have been developed to assist FCA members in accomplishing the short and long term goals of the “JUST ASK” Program. The Table of Contents identifies all of the tools that should be in each Recruitment Tool Kit. The recruitment tools packet offers specific Tips to help all of us recruit new members. The Benefits Tool identifies the key benefits of an FCA membership and should be emphasized to all prospective members. There is even a list of Tangible Incentives that should motivate individuals to become active.

Plan to make additional copies of the FCA, Junior FCA, and Cattlewomen membership applications and place them in plastic sheet protectors for easy access. Plastic sheet protectors need to cover all of the originals to maintain the integrity of the Recruitment Tool Kit.

Last year a recruitment folder was designed and handed out on a limited basis. It included application forms for the Cattlemen, Juniors and Cattlewomen; the original detailed benefits of membership; a pen; a pad and a magazine. These packets are still relevant and can be updated by using the information on the following pages.

More “JUST ASK” packets are being developed for distribution to county leadership. Counties are encouraged to reproduce them for individual members. Ideally, all FCA members should have a packet available in their car or truck. EVERYONE NEEDS TO BE A RECRUITER!

During the last two weeks of August and at the September Quarterly there will be an educational road show presented in each of the 5 districts throughout the state. The meeting dates and times are as follows:

District 2	August 17 • 6:00 pm	(Tuesday)	Lake City
District 4	August 19 • 6:00 pm	(Thursday)	Kissimmee
District 5	August 24 • 6:00 pm	(Tuesday)	LaBelle
District 1	August 26 • 6:00 pm	(Thursday)	Marianna
District 3	September 2 • 10:00 am	(Thursday)	Wesley Chapel (FCA Quarterly)

The appointed district and county membership chairs and county board members are encouraged to attend as a minimum, and all members are welcome. Various FCA officers and membership committee members will be present at each meeting to provide the information needed to make this drive a statewide success.

Remember to “JUST ASK” everyone to join FCA. You never know who has been awaiting your invitation.

“Just Ask”

Ned L. Waters, Membership Chairman

Membership is often the most overlooked necessity of any organization until it becomes a problem. It's the most important effort of an organization. Success in membership recruitment is also a good barometer of the health of an organization. Issues will come and go and, as important as they are, the life of any organization absolutely depends on how it handles membership. This sounds like a strong statement until you consider that an organization will not long survive in a changing environment without efforts to maintain and grow membership.

Over the years, the FCA has been very fortunate in that most folks who are members have been so for a long time, personally or as a family unit. Today very few members derive all their income from strictly cattle under their personal ownership, as most have other agriculture and non agriculture interest. This indicates that the environment of our membership has changed. Although most members are very passionate about the industry, its history, and the way of life that comes with it, percentage-wise most of our members derive the family living from other means of outside employment or other forms of agriculture and so on. If we don't make some adjustments in recruiting, our membership will decline in numbers to the point where we as an organization representing a strong industry will weaken.

Our industry and our association are favorable in the eyes of the general public, second to none historically, and a leader in progressive agriculture that produces a wholesome food product. With the strength of large producers coupled with the numbers of smaller producers, the combination results in a diverse, well- rounded organization. Considering these things, we as recruiters and they as potential new members, have an easy sell for us and for them. The key is we must be recruiters; we must shake hands and remind folks of things that they already know -- that the FCA is the organization that represents what is valuable to them and us. We must remind potential members that no matter if they are a large producer or someone with twenty head that the FCA has a place for them and a value to them. And that we as a group stand stronger than we alone. We must get involved in our local counties. The recruitment has its home in the county, and it all depends on folks making contact with folks they know. It adds value to membership. It takes county organizations developing a program that makes people want to be a part of it. It is not enough to sell the state association with the absence of the county. The value of fellowship should never be under estimated; our people like to come together and visit about all things in the cattle business. To many that is the value in membership.

Tools of the trade: The Membership committee and the past and present leadership of the FCA have recognized the need for help. At our annual meeting, we unveiled information that is an ongoing project to offer help in recruiting for the FCA. This help will involve district meetings that will offer tips, information, and aids in the recruitment process. These meetings will offer you the opportunity as recruiters and local leaders and members input in the recruitment process. Listed is an outline of the new Personal Recruitment Incentives for you as a recruiter. They are designed to reward your efforts in recruitment. Spread the word, and recruit recruiters. You will see new brochures and printed material that are simplified and direct. We have made contact with each county to identify a membership contact person to handle questions about membership locally. If your county did not identify such a person, please contact Judy at the state office and do so. Each region will also have a key membership contact person. That information will be in the Florida Cattlemen's Livestock Journal, along with meeting dates and places for the regional meetings. Each county membership contact person will be contacted with the place and time in your region. It all depends on you. You are the key to making something happen that will directly impact our Florida Cattlemen's Association future. I understand that you have heard this a few hundred time in the years past, but it is true. It takes you contacting folks and asking and encouraging them to join. No matter if you are a member, director, or the state president; everyone has a place in membership recruitment. All you have to do is **“Just Ask”!**

Personal Incentives for FCA Recruiters

The following is designed to offer personal recruitment incentive items to encourage members to make contact with and recruit new members to the FCA.

The following will be sent to successful recruiters each quarter by shipping or delivered to the recruiters by the county state director or membership contact person. The Incentives will be totaled and as you reach the next level, the next incentive will be awarded to the recruiter up to ten new members. Those rewards will be totaled at the end of the year on May 31, 2011. For those rewards, the recruiter can choose the prize listed; or choose FCA store credit; or a gift card to be used anywhere they choose.

<u>New Member</u>	<u>Incentive Item</u>
1	BEEF tag
3	FCA or BEEF ball cap (no choice, based on availability)
6	FCA T-Shirt
10	FCA or Beef long sleeve shirt (based on availability)

Accumulative totals reflect the totals above, plus one of the following Incentives calculated at the end of year membership period and awarded to recruiter. The amount or part of the accumulative total may also be redeemed for membership dues payment. If redeemed for membership dues, the FCA would forward the county's appropriate dues portion to the designated county.

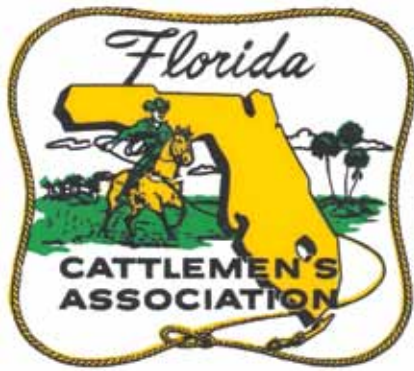
Members recruiting 20 or more members receive a choice of Convention Registration/s or Gift Cards of Equal Value.

		<u>Value</u>
20	One Badge to FCA annual convention	\$70.00
40	Two Badges to FCA annual convention	\$140.00
50	One full registration including meals	\$185.00
75	One Badge and one full registration	\$255.00
Any recruiters over 100 would receive Special Recognition		
100	Two Full registrations to FCA convention	\$370.00
125	Two full registrations and one year's membership	\$470.00
150	Two Full registrations and two one-year memberships	\$570.00

Questions and comments, please forward to
Ned L. Waters at waterscattle@yahoo.com or call (863) 698-1587

**** GRAND PRIZE TO THE TOP RECRUITER —
A NEW B BAR D SQUEEZE CHUTE ****

*DONATED BY STOCKMAN SOLUTIONS,
IVEY OUTDOOR SUPPLY and
BLANTNER'S B BAR D EQUIPMENT*



Florida Cattlemen's Association Membership Benefits

**Here are the top six of numerous benefits to review
with your prospective members.**

1. Representation in Tallahassee and Washington DC

- a. Informing legislators of cattle industry issues, such as trucking weight restrictions, green belt taxes, grazing and property rights.
- b. FCA is working in the state and federal capitals, while we work on our ranches.

2. Public Relations

- a. FCA provides a public, united voice to "tell our story" during times of controversy.
- b. Promotes beef consumption nationally and internationally.

3. Beef Cattle Research and Educational Programs

- a. The University of Florida leads the way in cattle research. FCA works closely with them to direct needed research. They share the products of these efforts in the magazine each month.
- b. The FCA in conjunction with UF presents educational courses throughout the year. They include the Cattlemen's Institute and Allied Trade Show, Cattlemen's College, Beef Short Course and numerous others.

4. Environmental Regulation

- a. FCA is constantly working to limit unreasonable and costly environmental regulations.
- b. FCA encourages regulatory agencies to adopt regulations that are both scientific-based and economically reasonable.
- c. We are aligning with like-minded groups to protect our interests.

5. Monthly Magazine

- a. This is the top communication tool for the FCA. Each edition of this award-winning magazine is filled with up-to-date research and educational information.
- b. It is a quick reference of advertisements for cattle products and services.

6. Youth Activities

- a. FCA has a strong junior program designed to mentor our young people and develop future industry leaders.
- b. This is achieved through educational programs, competitions, field days and travel courses. They are all focused on promoting leadership skills, sound animal care and environmental management of the natural resources.
- c. We plan to remain the best in the nation.

FLORIDA CATTLEMEN'S ASSOCIATION DUES STRUCTURE

Dues shown reflect the total annual dues including county, state and a year's subscription to The Florida Cattleman & Livestock Journal (12 issues).

- | | | |
|---|--|--|
| Alachua - \$70
Baker - \$60
Big River - (Calhoun/Liberty) \$70
*** Bradford-Union - \$65
Brevard - \$75 +.05/hd. *
Broward - \$75
Charlotte - \$80
Citrus - \$70
Clay - \$80
Collier - \$75
Columbia - \$70
Dade - \$100
Desoto - \$80
Dixie - \$75
Duval - \$60
Flagler - \$60
Gadsden - \$60
*** Gilchrist
Glades - \$75 + .10/Hd * | *** Gulf
Hardee - \$75
Highlands - \$100
Hillsborough - \$100
Hamilton - \$65
Hernando - \$65
***Hendry - \$75 + .10/hd *
Indian River - \$80
Jackson - \$80
Jefferson - \$65
Lake - \$70
Lee - \$80
Levy - \$70
Madison - \$80
Manatee - \$80
Marion - \$75
Martin- \$80
*** Nassau - \$65 | Northwest - (Escambia/Santa Rosa) \$70
Okeechobee - \$100
Orange - \$75
Osceola - \$75 + .05/hd *
Palm Beach - \$70
Panhandle (Okaloosa/Walton) - \$65
Pasco - \$70
Polk - \$100
Putnam - \$65
Saint Johns - \$60
Saint Lucie - \$75
Sarasota - \$100
Seminole - \$65
Sumter - \$75
Suwannee - \$65
Volusia - \$65
Wakulla - \$65
Washington - \$80 |
|---|--|--|

*** Must Join through the County Association

- Allied - \$100
 JR FCA - \$10 or \$20 w/Magazine
 FL CattleWomen State Dues - \$15
 (Send separate check payable to FCW)

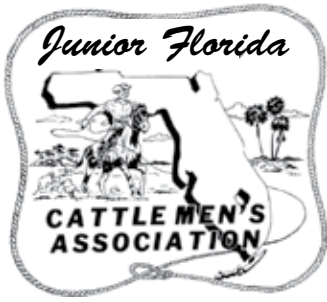
FCA/County DUES \$ _____ County Dues ____ Per Head* _____ * Brevard, Glades, Hendry, Osceola Counties ONLY FCW Dues \$ _____ JFCA Dues \$ _____ Cattle PAC \$ _____ Allied \$ _____ Total Enclosed \$ _____



www.floridacattlemen.org
fcamembersjm@aol.com

Return your payment to:
Florida Cattlemen's Association
PO Box 421929
Kissimmee, FL 34742-1929
Phone: (407) 846-6221
Fax: (407) 933-8209

MEMBERSHIP APPLICATION	
Annual membership in FCA includes a one-year subscription to The Florida Cattleman & Livestock Journal	
Date _____	County / Allied _____
Name _____	
Ranch/Company _____	
Address _____	
City _____	State _____ Zip _____
Home / Office Phone _____	Cell Phone _____
Fax _____	Email _____
Website Address: _____	
Recruited by _____	
PAYMENT TYPE Credit Card: <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> Amex <input type="checkbox"/> Discover or Check # _____	
Card # _____	Exp Date _____
V Code _____ (# on back of card) Signature _____	
Name on Card _____ Phone () _____	
Your signature authorizes FCA to charge your payment to the above card number specified	



Junior Florida Cattlemen's Association

MEMBERSHIP APPLICATION

(Please Print)

Name: _____

Home Phone: _____ Cell: _____

Address: _____

City: _____ State: _____ Zip+4 _____

Email: _____

County: _____ Date of Birth: _____

Parent's Name: _____

County: _____ Phone: _____

I am a member of: 4-H FFA Other: _____

Renewal Membership New Membership

____ Enclosed is \$8.00 to join or renew membership in the Junior Florida Cattlemen's Association. This membership DOES NOT include a subscription to *The Florida Cattleman & Livestock Journal*.

____ Enclosed is \$20.00 to join or renew membership in the Junior Florida Cattlemen's Association. I am under age 18 or I am attending an accredited college. This membership DOES include a subscription to *The Florida Cattleman & Livestock Journal*.

Signed: _____

Date: _____

RETURN THIS APPLICATION ALONG WITH YOUR CHECK PAYABLE TO:

Florida Cattlemen's Association

P.O. Box 421929

Kissimmee, FL 34742-1929

P.O. Box 421929 • Kissimmee, FL 34742 • 407-846-6221



Florida CattleWomen Inc. is a statewide organization dedicated to promoting Florida's beef industry through public relations, educational and promotional projects and providing assistance to the Florida Cattlemen's Association in its efforts to promote the welfare of the livestock industry. FCW members participate in coordinating programs with the Florida Beef Council.

Eligibility of membership in Florida CattleWomen Inc., is open to women who are members of the Florida Cattlemen's Association, wives of members, or any other woman interested in the promotion and welfare of the livestock industry and in the purpose of the Florida CattleWomen Inc.

To join the Florida CattleWomen Inc. contact the FCW State Membership Chairman below for information on joining your County, State FCW and ANCW (American National CattleWomen):

Sarah K. Childs, Membership Chairman
Florida CattleWomen Inc.
Phone 863-441-0105
E-Mail sarah.childs@lykes.com

Name _____ Date _____
Address _____

City _____ State _____ Zip Code _____
County _____
Home Phone _____ Cell Phone _____
Business/Ranch Name _____ Business Phone _____
E-Mail _____

Enclosed is my check in the amount of \$15.00 for annual FCW State dues.

DUES ARE DUE ANNUALLY IN JANUARY

Local dues vary according to the local association

Return completed form and check made payable to the

Florida CattleWomen Inc. to:
Florida Cattlemen's Association
P.O. Box 421929
Kissimmee Florida, 34742-1929
Telephone 407-846-6221
Fax 407-933-8209