Farm Bureau Fish Fry

Program Area: Public Relations & Information (PR/I)
County Farm Bureau: Dodge County Farm Bureau
State: WI
Membership Category: 1,001-3,000
Year: 2014
Phone: (920) 296-2382
Email: brossard_andrea@uwalumni.com
Program Description: The members of the Dodge County Farm Bureau in Wisconsin recognized the need to build strong community relations between members of its farming community and the public in general. Naturally, the county determined that food could serve as a catalyst in helping them accomplish their goals. Furthermore, the county Farm Bureau's leadership saw this new activity as a means to foster relationship building within the leadership of their county Farm Bureau. They wanted a platform that could facilitate different membership constituencies working together including the county's young farmer and rancher program, women's leadership program and members of the county board of directors.

In preparing for this new community-building event, the leadership of the Dodge County Farm Bureau brought volunteers together to build the menu for the Farm Bureau Fish Fry (which included chicken), secure the event site, coordinate volunteer assignments, develop the program of guest speakers, create informational displays, and develop and deploy the marketing and promotion of the event.

The fish fry proved to be extremely successful. Five hundred and fifty guests from the community attended the event and interacted with the county's farming community. Furthermore, the county Farm Bureau had the foresight to use the event as a platform to promote membership in the organization. A total of fifteen new members were signed as a result of membership marketing efforts that were incorporated into the event.