



2016 NATIONAL GRANGE COMMUNICATION FELLOWS Program information and Nomination Materials

Background

A pilot of the National Grange Communication Fellows program was run in 2011, and from 2012-14, the National Grange was able to secure funding from outside partners to establish a training program that allowed members of any age to learn more about communications and the National Grange.

Over the four years, 20 members from 12 different State Granges were trained through the Fellows program. It is with great pride, that the fraternity that is the Communication Fellows boasts*:

- Two current State Masters
- One current and one former National Grange Staff member
- Five State Grange Communications Directors/News Publication Editors
- One State Grange Legislative Director
- Two State Grange Membership Directors
- One State Grange Youth Director
- Three State Grange Officers
- One National Grange Youth Ambassador
- Two State Grange Youth Ambassadors
- Two professional photographers
- One Local Radio Producer (who credits the Fellows program for helping enhance skills and resume to get the job)
- One Program Coordinator for Market Orders and Fairs at a State Department of Agriculture (who credits the Fellows program as integral in getting the job)
- One Past National President of the National Junior Horticulture Association
- One lawyer (who credits the time with the program and Grange with helping build confidence and skills needed during law school and make the application package more attractive to admissions officers)
- One Proposal Manager (who credits work with coordination and management of the Fellows program as a resume and confidence booster)
- One Agriculture Education teacher

Program Description

Fellows learn a great deal during their time in the program and are given quite a few opportunities to use that knowledge to the advantage of the local and State Granges upon returning home. From newsletter and press release writing, pitching stories, taking good photos for media, interviewing, editing, AP Style and other “best practices” in writing for the media and public, to live-streaming, social media strategies, communication campaigns and more, those who have completed the program have a variety of experience and tools in their tool kit to successfully prepare, complete and advise Granges on communications strategies. The relationship between programming, membership and communications is

* Clearly, as happens in the Grange, some of these former Fellows hold multiple positions in the organization



2016 NATIONAL GRANGE COMMUNICATION FELLOWS Program information and Nomination Materials

also stressed during the program and Fellows are cross-trained in development of quality programming for members and the public, as well as membership retention, engagement and attraction of potential new members. Many of these previous fellows have reported using some or all of the knowledge they gained during the program to enhance their resume and professional portfolio.

Starting on Sunday, Nov. 13 and ending on Saturday, Nov. 19, Fellows will produce a daily newsletter for convention attendees and the National Grange website and social media channels.

New for 2016

Fellows will learn and work in a dedicated room during the convention. They will get a primer on crisis communication and an introduction to coaching. They will also engage with the National Grange Membership Director and National Lecturers, past and present to learn more about how their newly developed skills can be used in multiple ways to enhance the Grange.

Fellows will enjoy some time to visit some of the D.C. landmarks as part of tours. They will hear from several media, branding and communications professionals.

Each fellow will help to develop community-facing programming for use in local Granges to inform the public about the organization, its history, mission, successes, major programs, current initiatives and more, which will be distributed to National Delegates and Officers, State and Local Lecturers and State Membership Directors.

Funding

Generous donations of State Granges (Oregon, Illinois, Pennsylvania), individual Grange members, partner organizations and local Granges allow us to fully cover the cost of the following for all Fellows:

- Transportation to and from the airport (Dulles preferred, or DCA or BWI) or Amtrak (Union Station, Washington, DC)
- 10 night hotel stay (quad housing) at the Convention Hotel
- Convention Registration
- Tour Tickets
- All convention meals (ticketed), most non-ticketed meals and some snacks
- All program supplies

Fellows are responsible for the cost of travel to the Convention. Some assistance may be available for Fellows who have exhausted personal and Grange options for travel funding and state their need to the National Grange Communications Director before Monday, Oct. 3. Fellows should also consider bringing \$50 or more for any additional food they wish to purchase or other personal necessities during the program.



2016 NATIONAL GRANGE COMMUNICATION FELLOWS Program information and Nomination Materials

Also Fellows are highly encouraged but not required to bring their own laptop to the program. Fellows who have quality digital camera equipment are also encouraged to bring it to convention.

Donations

To offset the remaining cost of the program, assist Fellows showing need with travel to participate in the program, to establish a fund to continue the program beyond the Convention and as seed money for upcoming Fellows classes, donations – that are potentially tax-deductible (speak with your tax advisor) – can be sent to the National Grange Foundation at 1616 H St. NW, Washington, DC 20006, marked “communication fellows.” 2016 Communication Fellows, in coordination with several previous Fellows, will also work with the National Grange Foundation to develop a coordinated communication plan for a Communication Fellows program fundraiser prior to convention. Look for more information in the Patron’s Chain e-newsletter September issue.

Expectations

Fellows should be committed to the continuation and success of the Grange, be interested in building skills in all facets of communication, leadership and strategic planning, and must have solid basic writing skills and show potential for growth and great potential to become a leader at any level in the organization. Any member in good standing may be nominated, regardless of their age, previous leadership roles in the organization, education, current or prior profession, etc., but should be mature and responsible. Due to the time commitment of both the Fellows program and the Youth Officer Team/Youth Programming or Degree Teams, Fellows may not participate in any other organized programming without first getting permission from the Communications Director and the Youth Director or Degree Coordinator.

Prior to convention, Fellows will receive materials, including tips sheets, a communications handbook and more, and are expected to familiarize themselves with this material before coming to convention. This will set the stage for all they learn during the program. Fellows may also be asked to participate in one or several Zoom Conference calls to prepare for the program.

Fellows are required to arrive on Thursday, Nov. 10 at the Hilton Dulles Hotel where the 150th National Grange Convention will be held. On Thursday evening, we will hold an orientation and dinner at 7 p.m. EST. Training will begin that evening at the conclusion of dinner and will resume on Friday morning.

Fellows should be dedicated to learning how to best serve the Grange from the time they are accepted into the program through the training. After training, they should be committed to assisting their local Grange, Pomona Grange (if applicable), State Grange and Granges within their State to prepare for typical media releases and encounters and devise



2016 NATIONAL GRANGE COMMUNICATION FELLOWS Program information and Nomination Materials

strategies for all Granges in their State to call attention to their history and current relevance within their communities as part of the entire organization's 150th Anniversary celebration. State Masters should also work with the Fellow or Fellows from their State to liaise with the State Lecturer, State Membership Director and State Communications Director to create a clear and effective strategy for the celebration that encourages outreach, education and engagement to positively impact Granges across the state in membership and a heightened profile of the organization on a local, state and national level.

Nominations

State Masters/National Delegates, National Grange Officers, National Grange Staff and former Communication Fellows are permitted to nominate no more than two Grange members in good standing for the program. Nominees do not need to reside in the same state as the nominator, however the nominator should have great knowledge of the skills, personality and commitment of the person they nominate.

Nominators are asked to write a letter of recommendation, noting the following:

- How long has the nominator known the nominee?
- What makes the nominee stand out as a member?
- What does the nominator believe the nominee will bring to the program?
- What skills does the nominator believe the nominee can learn or most improve in the program and how will that positively impact their local, State or the National Grange?
- Do you believe this person will be committed to assisting throughout the entire 150th Anniversary Celebration of the National Grange at the local and State Grange levels?
- Do you believe this person understands or is interested in programming and membership (recruitment, retention, engagement)?

Nominees must complete the attached form and provide their own letter of interest in the program (typed). All materials must be sent via email to the National Grange Communications Director at communications@nationalgrange.org by Monday, Aug. 8. Early submissions will receive higher priority.

Selection

A committee composed of the National Grange Communications Director, Master of the National Grange, and one past National Grange Communications Fellow will make the selection of the 2016 Fellows. Selections will be made on or before Friday, Aug. 19 and those selected will be notified by Monday, Aug. 22, giving ample time for the Fellow to secure time off from job, school or other commitments. Fellows should confirm their acceptance to the National Grange Communications Director no later than Monday, Aug. 29.



**2016 NATIONAL GRANGE COMMUNICATION FELLOWS
Program information and Nomination Materials**

NOMINEE FORM

Name: _____

Mailing Address: _____

Email Address: _____

Phone: (_____) _____ - _____ Age as of 11/10/2016: _____ Gender: _____

Years in Grange (may count Junior years): _____

I hold active membership (and office/appointment) in the following Grange(s) (may include Pomona):

Are you willing to be housed with up to three other members of the same gender in a hotel room with two queen beds for the duration of the program? ___ YES ___ NO

If no, do you commit to funding (personally or through your own source of fundraising) your own hotel room and/or finding your own roommates for the duration of your stay? ___ YES ___ NO

(Rooms are \$117.60 for double occupancy with two double beds)

Please rate your skills in the following areas on a scale from 1 (no knowledge/experience) to 5 (highly proficient/professional level).

- ___ Writing (news) ___ Videography ___ Audio Editing
- ___ Writing (Storytelling/feature) ___ Video Editing ___ Interviewing
- ___ Editing (writing) ___ Photography ___ Photo Editing
- ___ Layout/Design (newsletter/magazine) ___ Website Assistance
- ___ Social Media Management ___ Meeting Deadlines/Time Management

Do you have a laptop/tablet/iPad you will bring to convention? ___ YES ___ NO

Do you have a digital camera that you will bring to convention? ___ YES ___ NO



**2016 NATIONAL GRANGE COMMUNICATION FELLOWS
Program information and Nomination Materials**

Do you have any dietary restrictions, allergies or foods you must avoid? YES NO
If so, please describe and be specific.

Check one: Morning Person Night Owl

Check one: Loud/Outgoing Quiet/Shy

Check one: I want to network with other future Grange Leaders

I want to network with current Grange leaders

Check one: I need 8 hours sleep but can work all day.

I don't need a lot of sleep but I need regular breaks during the day.

What are your three non-alcoholic beverages of choice?

On a separate page, please type a letter of interest, noting the most important skill or experience you hope to get out of this program, in addition to why you would be a good fit and how you will use the knowledge and skills to assist your local, Pomona, and State Grange and the National Grange.

On a separate page, choose one of the following to answer *(please respond in no more than one page but no less than one-half page)*:

Who is your favorite Granger and why?

What one Grange "rule" (or custom or tradition) would you change and why?