

Ag Day & Ag Week Marketing Ideas

Ideas for the NBA's Ag Week Placemats

- Use the placemats at every place setting for your ag appreciation dinners, potluck dinners, pancake feeds, etc.
- Give the placemats to local cafés, restaurants, and fast food locations during Ag Week.
- Offer the placemats to the schools for their school lunch program.
- Provide placemats to your local senior center or nursing home.
- Give placemats to assisted living facilities in your community.

Ideas for Nebraska Ag Fact Cards

- Put an Ag Fact Card at every place setting at your ag appreciation and potluck dinners, etc.
- Use the cards as statement stuffers.
- Reprint the information in your bank newsletter, or use a few of the facts as “fillers” for small spaces in your newsletter.
- Offer to speak to school classes and other organizations about ag lending and the role banks have in financing agriculture—then complete a *Personal Economics Program Activity Report*. Use the Ag Fact Cards to make up your own quiz.
- Offer the cards to local ag businesses, the co-op, cafés, salebarns, etc.

Ideas for Camera-Ready Newspaper Advertisements

- Work with your local newspaper to include the information in the cards in the paper or as an insert.
- Remember to personalize the newspaper ad with your bank name.
- Add an additional message if you want—invite your customers to an ag appreciation open house at your bank or hold a breakfast at your local co-op or another ag-related business.
- Use the ad in your bank newsletter.
- Place the ad in your community newspaper.
- Consider joint sponsorship of the ad. Coordinate the use of the ad with other banks in your community.

More Ideas

- Work with your local schools to organize a poster or photography contest about agriculture and banking. Award prizes for the best entries to encourage participation. Post entries in your bank lobby for customers to see.
- Host a classroom field trip to a local farm or ranch or to a university's agricultural research farm. Or, have students come to the bank to learn about career opportunities in agriculture and banking.
- Organize a petting zoo in your parking lot where children and their parents can see farm and ranch animals and learn more about them. Ask local farmers and ranchers to provide the animals. Sponsor an ag outlook or marketing seminar with interesting speakers.
- Work with a local food bank to collect canned and non-perishables for a worthy cause demonstrating how agriculture meets the needs of everyday life by providing food and fiber.

- Organize a pizza party and explain how ingredients from kids' favorite foods come from farms and ranches, how each is processed and delivered to the grocery store or restaurant, and what role the banking industry plays in financing the process.
- Display products in your bank lobby that are Nebraska grown or processed and then hold a drawing to give the products away. Create your own "Nebraska baskets" for multiple drawings.
- Sponsor a community barbecue and serve Nebraska products. Invite the local newspaper to cover the event and the local TV and radio stations to broadcast live from the event.
- Have a bank open house with an agriculture theme. One bank featured a "green tractor" cake (which the local John Deere dealer photographed for the company magazine) along with "cow" (including milk cows, black angus, hereford, charolais, etc.) and "pig" cookies.
- Visit your local salebarn and take time to talk with the farmers and ranchers. Coffee and rolls are sure to be appreciated! Bring along your Ag Fact Cards and Placemats.
- Pick up the tab for free rolls and coffee at the local coffee shop where farmers begin their day. Coffee and cake could be offered in the afternoon. One Nebraska bank paid for treats for the farmers and ranchers the first day of Ag Week and lined up other businesses to do the same the rest of the week.
- Another bank sponsored a drawing at the local elevator for the chance to "Win a Banker for the Day." Farmers had the opportunity to register to win the banker's help for a day. The promotion received television and newspaper coverage.
- Ask children or your local high school's art class to paint the windows of the bank and downtown businesses with ag themes. Award prizes.
- Work with your local grocery store and have children decorate paper grocery sacks for National Ag Week.
- Sponsor a "Careers in Agriculture Day" at your high school.
- Recognize the young people involved in agriculture (FFA, 4-H, etc.).
- Work with your local implement dealer to display farm equipment in your parking lot. One Nebraska bank brought in a riding tractor mower for their lobby display. Another bank displayed miniature farm toys in the lobby. You might want to work with your local implement dealer that carries the toys and have drawings for them.