



Community

Leadership Model

Leads

New Business

Growth

Service

Prospects

Education

Safety

Community Outreach



FARMERS

CD ROM

The Community Leadership Model (CLM) CD ROM has:

- 1** Phone scripts
- 2** Press releases
- 3** PowerPoints
- 4** Checklists



Welcome to the Community Leadership Model (CLM)

When it comes to community leadership, Farmers agents have a distinct advantage over the competition. We offer a robust collection of community outreach programs including Managing Information on Lost Kids (m.i.l.k.), March of Dimes, our award-winning education programs and more. Any one of these programs is a powerful tool to connect with your community. When you use them together, their reach and effect expands exponentially.

With this in mind, we created CLM - a unified, cohesive approach to community marketing. CLM demonstrates that Farmers community programs can, and should, work in concert to maximize their coverage and impact. We are convinced this coordinated strategy will increase your visibility and position you as a community leader. while providing even greater benefit to the communities we are privileged to serve.

We have divided our community programs into three categories or columns: Safety, Education and Community Outreach and created a turn-key model for you to use. If you have never engaged in a community leadership event – this guide will show you how to do one in a simple, ready, set, go process. If you are already using one or more of our community outreach programs, this guide will show you how to expand your efforts.

Use CLM to help make a name for yourself in your community. Walk the talk of community leadership.

Sincerely,

Faye W. McClure
VICE PRESIDENT STRATEGIC MARKETING

Guide components

CD ROM (INSIDE FRONT COVER)

- Phone scripts – Every program discussed in this guide has an accompanying phone script to assist you in making that first contact.
- Press Releases – Likewise, we have provided a press release for every program discussed in this guide that you can personalize and send out to your local newspapers, radio and tv outlets.
- Checklists – That you can use when preparing for every event

Review of the three columns (Page 4 - 7)

We have divided our robust collection of community outreach programs into three categories or columns: Education, Safety and Community Outreach. Brief summaries of every program used in this guide are included in this section.

Community Leadership Opportunity Calendar (Page 8 – 9)

Every month of the year offers an opportunity to use one or more of Farmers Community Outreach Programs. These opportunities are outlined in this monthly calendar.

Community Leadership Turn-key events – (Page 11 – 22)

A simple ready, set, go! process has been developed for all of the opportunities outlined in the community leadership calendar. Dashboard links and SRN tools are listed throughout to direct you to the resources available for all of the programs discussed in this guide.

Success Story DVD – (INSIDE BACK COVER)

Three stories of agents who have put on successful community events.

Before you get started

Color-coded program key for each event

Every event page has a color-coded program key (see sample on the left) that lists all of our community outreach programs. The key calls out which programs you will utilize for each event by highlighting the program in color. The sample on the left features m.i.l.k., Safety brochures, March of Dimes and Education Program Sampler.

Program Key Chart

Safety
m.i.l.k. Y.E.S. Safety brochures
Outreach
March of Dimes Be a Hero for Babies Day March for Babies Community Sponsorship fund
Education
Ed. Program Sampler American Promise Freedom's Song Across the Waves Bronze Screen Ordinary People Liberty's Apprentice High School Sports

Remember....

ALWAYS		
<p>Before Event: Use the event checklist <i>Found on CLM CD-ROM</i></p> <p>Write and distribute a press release <i>To newspapers, radio and TV stations.</i> <i>Press release for this event found on CD ROM</i></p>	<p>At Event: Get leads Take pictures</p>	<p>After Event: Put leads into e-CMS Share story <i>Write up event summary while it is fresh and share with DM, SED and Home Office for Dashboard</i> Plan next event</p>

Farmers Safety Programs

m.i.l.k. – Managing Information on Lost Kids

What is it? The m.i.l.k. program helps protect children. When you sponsor a m.i.l.k. event in your local area, you offer parents a free digital image of their child to store personal records as well as provide an opportunity to fingerprint their child with a Farmers Child Identification kit. During this safety awareness event, parents fill out contact cards to obtain a copy of a Home Organizer software program which stores their child's digital photo and identification information. In the case that a child goes missing this information can immediately be shared with the National Center for Missing and Exploited Children and law enforcement agencies across the country. The Home Organizer software also contains a virtual filing cabinet for maintenance of family records and other important documents.



Who is it for? m.i.l.k. is for anyone who has children or wants to maintain family records electronically.

Resources: To access the step by step learning modules and to order m.i.l.k. materials go to the Agency Dashboard and click on the m.i.l.k. link under the marketing tab. You can order Child Identification kits through the Materials Distribution Center (SRN 33-1594).

Y.E.S. – You're Essential to Safety

What is it? Y.E.S. was first introduced in 1992 to help our young drivers become more aware of the consequences of their actions behind the wheel. Farmers created You're Essential to Safety – Y.E.S. for short – to help parents and new drivers talk about safe driving. The program includes a Parent Guide and a Parent/New Driver Quiz and Driving Agreement, plus a DVD or VHS video, *WRECKED*. Life and Death on the Road, and its companion student workbook.

Who is it for? New or beginning drivers or parents who have new or beginning drivers. Drivers Education teachers or anyone interested in helping to promote safer driving habits among youthful drivers.

Resources: You can order the DVD or VHS and accompanying work books through the Materials Distribution Center (SRN 33-0950)

Safety Brochures (SRNs)

- 33-0564 Boat Safety
- 33-0565 Safety First: Preventing Household Accidents
- 33-0576 Tornado/Hurricane Safety
- 33-0577 Auto Safety: Teenage Drunk Driving
- 33-0578 Safety Fire stickers
- 33-0579 Flood Safety
- 33-0594 Bicycle Safety
- 33-0900 Play It Safe – Summer Safety Tips
- 33-1571 Home Earthquake Safety
- 33-1594 Child ID Kit
- 33-5951 Y.E.S. Counter Card – Youth Education and Safety
- 36-0026 New Parents Safety Kit



Community Outreach Programs

March of Dimes

What is it? The March of Dimes is a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects, premature birth and infant mortality. Farmers is the exclusive national insurance sponsor and through our sponsorship Farmers agents, District Managers and employees can take part in March for Babies and Be a Hero for Babies Day.



Opportunities: March for Babies (formerly WalkAmerica) takes place in nearly 1,100 communities in all 50 states, Washington D.C. and Puerto Rico. You can walk alone or get a group of co-workers or friends to walk with you. On Be a Hero for Babies Day, plan a fun event with other Farmers Agents, District Managers and employees to raise money for the March of Dimes.

Resources: For more information on Farmers involvement with March of Dimes, you can visit the Agency Dashboard and click on the March of Dimes link under the marketing tab.

Community Sponsorship Fund

What is it? Agents may submit a request to have an organization that they are involved in through volunteering and/or donating receive a donation of \$500 from Farmers. An organization may receive \$1000 per year. Colleges, universities, religious organizations, political organizations and individuals are not eligible.



How do you submit a request? Download the Agents' Community Sponsorship Fund application from the Agency Dashboard (SRN 32-1290). You can type the SRN into the search field. Submission directions are included on the form.

Farmers Education Programs

No other insurance company offers anything like Farmers award-winning education programs to teachers. This public service offers the agent a huge competitive advantage in the educator market in addition to offering a wide array of community outreach opportunities. Also, these DVDs and lesson plans are not only free to teachers, they are free to agents.

Here is a brief review of our current programs:

The American Promise

What is it? History and social studies program on American democracy and how it works. Includes two versions of DVDs and lesson plans. One version for elementary classroom and one for Middle/High School classrooms.



Who is it for? K through 5, elementary teachers. Middle and high school social studies and history teachers. Education departments at the college level also find these materials valuable. Elementary: SRN 32-8821, Middle/high school: SRN 32-8820

The Bronze Screen 100 years of Latino image in Hollywood

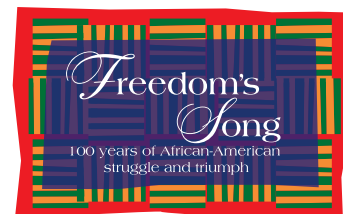
What is it? This documentary explores the contributions Latinos have made to the film industry from the silent screen to current blockbusters.



Who is it for? Middle and high school social studies, ethnic studies and history teachers. Education departments at the college level also find these materials valuable. Middle/high school: SRN 32-8825

Freedom's Song 100 years of African American struggle and triumph

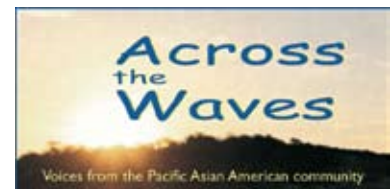
What is it? Freedom's Song brings Black history to life relating stories from every decade of the 20th century. DVD and lesson plans. Middle/high school: SRN 32-8822



Who is it for? Middle and high school social studies, ethnic studies and history teachers. Education departments at the college level also find these materials valuable.

Across The Waves

What is it? Across the Waves is a chronicle of immigrants from Pacific Asian countries who overcame extreme odds to leave their homeland and seek the American dream. DVD and lesson plans.



Who is it for? Middle and high school social studies, ethnic studies and history teachers. Education departments at the college level also find these materials valuable. Middle/high school: SRN 32-8824

Liberty's Apprentice

What is it? Liberty's Apprentice explores the crucial role public schools play in our society. Nine minutes in length.

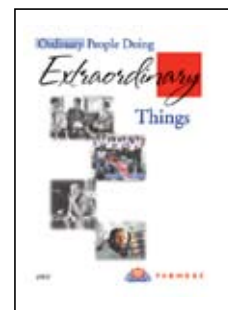
Who is it for? This is Farmers first program designed for public school administration use. A very valuable tool for public school principals, superintendents, school boards and PTAs. SRN 32-8829



Ordinary People Doing Extraordinary Things

What is it? This is an exceptional motivational music video (about four minutes in length) showcasing everyday people who accomplished great things and made a difference internationally.

Who is it for? While this program has no lesson plans, it holds the most universal appeal of all of our programs. Literally any teacher or school administrator would find value in this program. SRN 32-8828



Farmers Education Programs Sampler

What is it? A collection of trailers of our various education programs on one DVD.

Who is it for? Literally any teacher or school administrator would be an appropriate person to get this DVD. SRN 32-8827



More Education Program Resources

Click on the teachers link on the Agency Dashboard under the Marketing Tab to learn more about these programs. The Educator Marketing Guide (SRN 36-1599) also offers a complete review of these programs plus support materials.

High School Sports Association Partnerships

What is it? The High School Sports Partnership Program is a corporate sponsorship with statewide high school athletic and activity associations throughout several states in our operating territories. The partnership provides an opportunity to build strong grass-roots relationships and position you as a community leader within your selected local high school. A key value of the partnership is that it allows you to interact with teachers, parents and administrators and reinforce the Farmers brand to future customers, i.e., students. This partnership is currently available in Arizona, California, Nevada, New Mexico, Ohio, Utah, Washington, Colorado, Texas, Oregon and Illinois.



Who is it for? Right now the Partnership Program must be initiated by District Managers. If you are interested in being involved, contact your District Manager for more information.

Community Leadership

January

- Martin Luther King Day (Black History)
- High School Sports games/boosters
- Police/Fire department events
- Service Organizations

February

- Black History Month
- High School Sports games/boosters
- Police/Fire department events
- Service Organizations

March

- High School Sports games/boosters
- Police/Fire department events
- Service Organizations
- March for Babies

April

- High School Sports games/boosters
- Police/Fire department events
- Service Organizations
- March for Babies

May

- Asian Heritage Month
- Teachers Appreciation Week
- March for Babies
- Prom/graduation
- Memorial Day
- High School Sports games/boosters
- Police/Fire department events
- Summer events/fairs
- Service Organizations

June

- Be a Hero for Babies Day
- Prom/graduation
- Police/Fire department events
- Summer events/fairs
- Service Organizations

Opportunity Calendar

July

- 4th of July
- Police/Fire department events
- Summer events/fairs
- Service Organizations

August

- Teacher orientation day
- Back to school/parent nights
- Police/Fire department events
- Summer events/fairs
- Service Organizations

September

- Labor Day
- Back to school/parent nights
- Teacher orientation day
- High School Sports games/boosters
- Police/Fire department events
- Service Organizations
- Bikers for Babies

October

- Latino Heritage Month
- High School Sports games/boosters
- Police/Fire department events
- Service Organizations
- Bikers for Babies

November

- Thanksgiving
- High School Sports games/boosters
- Police/Fire department events
- Service Organizations

December

- Holidays (Christmas/Chanukah/Kwanza)
- High School Sports games/boosters
- Police/Fire department events
- Service Organizations

Community Leadership Opportunities

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Community Leadership Opportunity

March of Dimes - March for Babies

Farmers is the exclusive national insurance sponsor of The March of Dimes and through our sponsorship Farmers agents, district managers and employees can take part in March for Babies (formerly WalkAmerica) or Bikers for Babies. You can participate alone or get a group of co-workers or friends to join you. You can also participate in your town's event with your staff and family.

Ready Set up event

Who to contact: On the Agency Dashboard, click on the March of Dimes link under the Marketing Tab to find out when March for Babies/Bikers for Babies events will take place. Make sure your office staff and/or your family are available to make up your team. Contact your current customers and ask them to donate or even walk with your group.

Set Prepare event

Materials: Have Farmers shirts made with your agency name for all of your walkers.

Suggested complimentary programs: If a m.i.l.k. booth has not already been scheduled for the walk, ask the organizers if you can do one yourself. On the Agency Dashboard, click on the m.i.l.k. link under the Marketing Tab for details on running a m.i.l.k. booth. Also have on display Safety brochures (See page 4 for list) and a few Education Program Samplers SRN 32-8827.

Lead cards: If you do not have a m.i.l.k. booth, March for Babies does not provide an opportunity to gather lead cards. Be sure to do a press release to maximize the effectiveness of this public relations opportunity.

Go Participate in Event

Program Key Chart

Safety

m.i.l.k.

Y.E.S.

Safety brochures

Outreach

March of Dimes

Be a Hero for Babies Day

March for Babies

Community Sponsorship fund

Education

Ed. Program Sampler

American Promise

Freedom's Song

Across the Waves

Bronze Screen

Ordinary People

Liberty's Apprentice

High School Sports

Community Leadership Opportunity

Program Key Chart

Safety

m.i.l.k.
Y.E.S.
Safety brochures

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March of Dimes - Be a Hero for Babies Day.

This is an excellent opportunity to reconnect with current customers as well as find prospects. Plan a BBQ, car wash, bake sale, etc. in your office's parking lot or a nearby park to raise money for the March of Dimes. Be sure to set up a m.i.l.k. booth to add value to the attendees.

Ready Set up event

Who to contact: Send out invitations to your current customers to tell them about our partnership with the March of Dimes and ask them to come to your BBQ, car wash or bake sale. Be sure to contact local media representatives and other community leaders who can help make this event a success.

Set Prepare event

Materials: Hot dogs, hamburgers, sodas, water or whatever you plan to sell. You can also order co-branded merchandise such as balloons from One Source on the Agency Dashboard. Click on the m.i.l.k. icon under the Marketing Tab for a complete list of materials and how to get them (including m.i.l.k. CDs.)

Special concerns: Grill for BBQ and digital camera for m.i.l.k. booth

Suggested complimentary programs: Education Program Sampler DVDs (SRN 32-8827); other safety brochures (see list on page 4); Be sure to mention our partnership with the March of Dimes and High School Sports Partnership Program where applicable.

Lead cards: SRN: 36-0552

Go Hold event

Community Leadership Opportunity

Summer events (fairs, Memorial Day, 4th of July, Labor Day)

Summer offers many opportunities for you to get your agency out into the community at scheduled holiday, fair and carnival events. The perfect program for these events is m.i.l.k.

Ready Set up event

Who to contact: Your municipal office or Web site is usually the best place to start to find out what events are being held when and where. It will also often provide a contact person and number for the event.

Make contact: Use the m.i.l.k. phone script in the CLM CD-ROM to schedule a m.i.l.k. booth at the event.

Set Prepare event

Materials: On the Agency Dashboard, click on the m.i.l.k. link under the Marketing Tab for details on running a m.i.l.k. booth and for a complete list of materials and how to get them (including m.i.l.k. CDs.)

Special concerns: A digital camera is needed for this event.

Suggested complimentary programs: Education Program Sampler DVDs (SRN 32-8827); other safety brochures (see list on page 4); Be sure to mention our partnership with the March of Dimes and High School Sports Partnership Program where applicable.

Lead cards: SRN: 36-0552

Go Hold event

Program Key Chart

Safety

m.i.l.k.

Y.E.S.

Safety brochures

Outreach

March of Dimes

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High School Sports

Teacher orientation day

Before fall sessions begin, schools or districts all hold a Teacher Orientation Day. This is an excellent opportunity to start the school year off making contact with your local school(s). Usually there is an opportunity to set up a vendor table where you could distribute educator discount brochures, Ordinary People and Education Program Sampler DVDs.

Ready Set up event

Who to contact: Get the number of the school office (you can use directory assistance but online might provide you with a name.) Start with trying to speak to the principal, you may be referred to someone on their staff.

Make contact: Use the generic education phone script in the CLM CD-ROM to schedule a booth at the event.

Set Prepare event

Materials: Ordinary People (SRN 32-8828) and Education Program Sampler DVDs (SRN 32-8827). Order Educator Discount brochures (SRN 36-0001)

Special concerns: A TV with DVD player is a great plus to have one of the DVDs running at the event.

Suggested complimentary programs: Safety brochures (see list on page 4); Be sure to mention our partnership with the March of Dimes and High School Sports Partnership Program where applicable.

Lead cards: SRN 36-0552

Go Hold event

Community Leadership Opportunity

Back to school/parent nights

Every elementary, middle and high school has a back-to-school parents night. This is an extraordinary opportunity to not only connect with local school administrations but families, as well. In most cases, schools will allow a vendor to set up a table at the event. The opportunity in elementary and middle schools is a m.i.l.k. booth; for high schools it is the Y.E.S. program.

Ready Set up event

Who to contact: Get the number of the school office (you can use directory assistance but online might provide you with a name.) Start with trying to speak to the principal, you may be referred to someone on their staff.

Make contact: Use the Elementary/Middle School Open House or the High School Open House phone script in the CLM CD-ROM to schedule a booth at the event.

Set Prepare event

Materials: On the Agency Dashboard click on the m.i.l.k. icon under the Marketing Tab for a complete listing of materials and how to get them (including m.i.l.k. CDs.) Order Y.E.S. materials to distribute (SRN: 33-0950).

Special concerns: A digital camera is needed for this event. A TV with DVD player is a great plus to have one of the DVDs running at the event.

Suggested complimentary programs: Education Program Sampler DVDs (SRN 32-8827); Be sure to mention our partnership with the March of Dimes and High School Sports Partnership Program where applicable.

Lead cards: SRN: 36-0552

Go Hold event

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Safety

m.i.l.k.

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High School Sports

School Sports games/boosters

Like open houses, school sports events offer you an opportunity to not only connect with your school but gather leads from the general population. States where we sponsor the High School Sports Associations offer an additional PR opportunity. The opportunity in elementary and middle schools is a m.i.l.k. booth; for high schools it is a m.i.l.k. booth plus the Y.E.S. program.

Ready

Set up event

Who to contact: Get the number of the school athletic director (you can use directory assistance but online might provide you with a name.).

Make contact: Use the School Sports Event or the High School Association phone script in the CLM CD-ROM to schedule a booth at a game.

*If your state sponsors the state High School Sports Association

Set

Prepare event

Materials: On the Agency Dashboard click on the m.i.l.k. icon under the Marketing Tab for a complete listing of materials and how to get them (including m.i.l.k. CDs.)

Special concerns: A digital camera is needed for this event.

Suggested complimentary programs: Education Program Sampler DVDs (SRN 32-8827)

For High Schools: Y.E.S materials (SRN: 33-0950); Be sure to mention our partnership with the March of Dimes and High School Sports Partnership Program where applicable.

Lead cards: SRN: 36-0552

Go

Hold event

Community Leadership Opportunity

Prom/graduation

During Prom season or at the end of the school year, contact your local high school about showing the WRECKED program. This is an excellent opportunity to show the You're Essential to Safety video at a time when new drivers will be out on the road for special events. This is also a good opportunity to re-contact a school if you have already been working with them.

Ready Set up event

Who to contact: Get the number of the school office (you can use directory assistance but online might provide you with a name.) Start with trying to speak to the principal, you may be referred to someone on their staff like one of the Driver's Education teachers. Make contact: Use the Prom/Grad phone script on the CLM CD-ROM.

Set Prepare event

Materials: Order the WRECKED DVD or VHS and accompanying workbooks (SRN 33-0950)

Special concerns: A TV with DVD player is a great plus to have one of the DVDs running at the event. Engaging your local police department to discuss driver safety not only adds power to your event but touches another community organization.

Suggested complimentary programs: Education Program Sampler DVDs (SRN 32-8827); Be sure to mention our High School Sports Partnership Program where applicable.

Lead cards: SRN: 36-0552

Go Hold event

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Black/Asian/Latino heritage month

One of the unique offerings you have for middle and high schools are our three diversity education programs. One myth about these programs is that they are only valuable to communities and schools where the ethnic groups can be found. Not true! In fact, schools with no diversity at all value these programs perhaps the most. During the respective heritage months (Black History, Feb.; Asian Heritage, May; Latino Heritage, Oct.) you have a great opportunity to sponsor a lunch/coffee for teachers at your local school to present one of these programs

Ready Set up event

Who to contact: Get the number of the school office (you can use directory assistance but online might provide you with a name.) Start with trying to speak to the principal, you may be referred to someone on their staff. Make contact: use the Black History, Asian Heritage or Latino Heritage phone script on the CLM CD-ROM.

Set Prepare event

Materials: Order copies of Freedom's Song (SRN 32-8822), Across The Waves (SRN 32-8824) or The Bronze Screen (SRN 32-8825). The Educator Marketing Guide (SRN 36-1599) is also a great resource for materials.

Special concerns: Arrange to have a TV with DVD player available so you can show an episode or two.

Suggested complimentary programs: Education Program Sampler DVDs (SRN 32-8827)

Lead cards: SRN: 36-0552

Go Hold event

Community Leadership Opportunity

Police/Fire department events

Two of Farmers community outreach programs, m.i.l.k. and Y.E.S., offer unique opportunities to add value to a local police or fire department event. The m.i.l.k. program is a perfect fit with fundraisers like a pancake breakfast. Co-sponsoring booths at safety fairs could allow you to incorporate m.i.l.k. and Y.E.S.

Ready Set up event

Who to contact: Call your local police or fire department and, using the Police or Fire Dept. phone script on the CLM CD-ROM, ask to be transferred to a person with whom you could discuss upcoming events.

Make contact: Use the same script to schedule a m.i.l.k. and or Y.E.S. booth at the event.

Set Prepare event

Materials: On the Agency Dashboard click on the m.i.l.k. icon under the Marketing Tab for a complete listing of materials and how to get them (including m.i.l.k. CDs) and/or order Y.E.S. materials to distribute (SRN: 33-0950).

Special concerns: A TV with DVD player is a great plus to have the WRECKED DVD running at the event. A digital camera is needed for a m.i.l.k. event.

Suggested complimentary programs: Education Program Sampler DVDs (SRN 32-8827); order safety brochures (see list on page 4); Be sure to mention our partnership with the March of Dimes and High School Sports Partnership Program where applicable.

Lead cards: SRN: 36-0552

Go Hold event

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Safety

m.i.l.k.

Y.E.S.

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Service Organizations (Kiwanis/Rotary/Chamber of Commerce)

Two opportunities present themselves with community service organizations: m.i.l.k. booths at fundraising events or public speaking opportunities at meetings. For the m.i.l.k. booth: see page 19. Follow instructions substituting the Community Service Phone Script for the police or fire dept. script. For the speaking opportunity, follow the instructions below.

Ready Set up event

Who to contact: Most local service organizations can be found through directory assistance or a Web site (which might provide you with a name as well as phone number.)

Make contact: Use the Service Organization phone script in the CLM CD-ROM to schedule a speaking engagement. The script offers you several options for topics of discussion. The CD-ROM also provides speeches and PowerPoints for each topic to use at the presentation.

Set Prepare event

Materials: Go to the marketing page on the Dashboard and click on the teachers link to obtain the materials related to your topic. You will want to provide every member in the audience with a copy of the program you have selected. Check for the appropriate SRNs on pages 4 and 5.

Special concerns: TV with DVD player and/or computer to show DVD and/or PowerPoint will be needed. The organization may have that available, be sure to ask.

Lead cards: SRN: 36-0552

Go Hold event

Community Leadership Opportunity

Holidays (Thanksgiving/Christmas/Chanukah/Kwanza)

The holidays offer you an opportunity to help those less fortunate through food and toy drives. Schools offer perhaps the best, but not the only, opportunity. Police and fire departments, as well as churches, are also possibilities. Note: this is an ideal time to use the Community Sponsorship Fund.

Ready Set up event

Who to contact: If you are trying to decide which organization to contact (school, service or church) start with someplace where you already have a contact.

Make contact: The most important thing to remember is: ASK and LISTEN! Let the school, organization or church tell YOU what they need. Use the Holiday phone script in the CLM CD-ROM to help yourself walk through the conversation.

Set Prepare event

Materials: Will vary, depending on the nature of your gift and event. Keep your mind open to incorporating m.i.l.k. or the education programs when you can. Order safety brochures (see list on page 4); Be sure to mention our partnership with the March of Dimes and High School Sports Partnership Program where applicable.

Lead cards: SRN: 36-0552

Go Hold event

Program Key Chart

Safety

m.i.l.k.

Y.E.S.

Safety brochures

Outreach

March of Dimes

Be a Hero for Babies Day

March for Babies

Community Sponsorship fund

Education

Ed. Program Sampler

American Promise

Freedom's Song

Across the Waves

Bronze Screen

Ordinary People

Liberty's Apprentice

High School Sports

Community Leadership Opportunity

Program Key Chart

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High School Sports

Agent Community Sponsorship - Sponsor a non-profit (civic organization, safety project, health and education event)

This program allows you to sponsor events held in your local communities. You promote your business through a grant, and with this sponsorship, you can receive media coverage while giving back to the community.

Ready Set up event

Make contact: Your local charity is the best place to start. They can be found through directory assistance or website (which might provide you with a name as well as a phone number).

Set Prepare event

Materials: Go to the Dashboard, search the site and type in Agents' Community Sponsorship Fund application. Click on Agents' Community Sponsorship application and download. Fill out the application and submit it to your local marketing department for funding.

Special concerns: 501 (c) 3 tax identification documentation. When appropriate have m.i.l.k. banners, camera CDs, and lead cards ready. Some charity events are just to give back to the community; you won't always collect leads. Contact the media before the event and send a press release after the event.

ACSF form: SRN: 32-1290

Lead cards: SRN: 36-0552

Go Hold event



Want to be inspired?

Watch this video of CLM in action!



“Become the change you want
to see in the world.”

- Mahatma Gandhi



FARMERS

Gets you back where you belong.®

SRN 32-8840 5/08