FFA | TEMPLATE

FFA Chapter Recruitment Plan

Recruitment plan template for an FFA chapter to set goals, audiences, activities, and follow-up, so officers can organize outreach to students and families in a thoughtful way.

Farm / unit: _____ Date: _____ By: _____

Recruitment goals

Target groups of students

Key messages about FFA

Outreach activities

Partners and helpers

Materials needed

Timeline of events

Follow-up with prospects

Measures of success

TIP Include current members in planning since they are the best voices to explain what FFA offers.