

Pennsylvania Farm Bureau – Position Description **COUNTY FARMERS CARE COORDINATOR**

PURPOSE:

The County Farmers Care Coordinator works with Farm Bureau volunteers to organize and implement activities. The goal is to raise awareness about our safe and affordable food supply and collect food, money and other needed items for Pennsylvania's five Ronald McDonald Houses or local food banks.

RESPONSIBILITIES:

- Work with the County Farm Bureau to develop a plan for Farmers Care activities.
- Coordinate a Farmers Care “kick off media event” at Ronald McDonald House or local farm.
- Work with the County Information Director (CID) to create public service announcements about the Farmers Care program to be aired on the radio.
- Work with CID to write letters to the editor and press releases on the Farmers Care program for publication in local newspapers.
- Report progress of Rural Road Safety activities to the County Board in person or in writing.
- Coordinate with County Women's Leadership Committee and the Ag Promotion Committee to develop local activities, which promote the Farmers Care program. Activities may include, but are not limited to:
 - Collection boxes at area supermarkets
 - Supermarket shopping spree with local celebrities
 - Pop-top/magazine collections
 - Meal Cooked by Women's Leadership Committee at Ronald McDonald House
 - Meal Cooked by Celebrity at Ronald McDonald House
 - Organize local youth connection help
 - Special activities at local schools
- Carry out duties promptly and reliably.
- Provide PA Farm Bureau with overview of planned activities.

BASIC REQUIREMENTS:

- Member of Farm Bureau
- General understanding of Farm Bureau structure and how it functions
- Willing to work with various groups and organizations to coordinate activities

TRAINING:

Farmers Care Coordinators will receive written documents outlining specifics of the Farmers Care program and ideas for activities. Additionally, help may be obtained from the PA Farm Bureau office on an individual basis.

RESOURCES:

- PA Farm Bureau Regional Organization Director
- PA Farm Bureau Community Outreach Director
- County Farm Bureau Board
- Ronald McDonald House or local Food Bank Directors
- American Farm Bureau media and information packet

*The County Farmers Care Coordinator is responsible to the County Woman's Leadership Committee Chair
The term of office is two years.*