

## America's Farmers Grow Ag Leaders Farmer Toolkit



### Get involved and support the next generation of ag!

The America's Farmers Grow Ag Leaders program, sponsored by the Monsanto Fund, is back to support the next generation in ag by providing more than \$500,000 in scholarships. Farmers are at the heart of this program, and we need your help to share the news of this scholarship opportunity. Help keep the future of ag strong by supporting tomorrow's leaders.

Use these toolkit materials to let deserving students know about the great career opportunities in ag and a chance to earn a \$1,500 scholarship towards their education in an ag-related field.



**America's Farmers Grow Ag Leaders, sponsored by the Monsanto Fund, encourages rural youth to become the next generation of ag leaders by awarding \$1,500 scholarships to support their pursuit of higher education in ag-related fields of study. The scholarships are administered by the National FFA Organization. Students need not be FFA members to apply.**

### **Purpose of Grow Ag Leaders**

The purpose of Grow Ag Leaders is to develop the next generation of leaders in agriculture by partnering with farmers.

With nearly 60,000 job openings in the industry and not enough qualified college graduates to fill them, the program works to create awareness and interest about the thousands of career opportunities within agriculture – including business, computer science, bio-chemistry, education, engineering, mathematics, communications, and more.

### **How the Program Works**

From Nov. 15 until Feb. 1, Grow Ag Leaders scholarships, sponsored by the Monsanto Fund and administered by the National FFA Organization, are available to high school seniors and college students pursuing degrees in ag-related field of study.

To be considered, each applicant is required to receive endorsements from at least two local farmers. Students will receive a unique ID number when starting an application, which farmers will need to submit an endorsement. Farmers can endorse a student at [FFA.org/scholarships](http://FFA.org/scholarships) or by calling 1-877-267-3332.

In 2018, more than 350 scholarships totaling more than \$500,000 will be awarded across 41 states. For more information about the program, rules and eligibility information, visit [www.GrowAgLeaders.com](http://www.GrowAgLeaders.com) or apply at [www.ffa.org/scholarships](http://www.ffa.org/scholarships).

## **Press Overview**

*Share the below press overview with your local newspaper, TV or radio station to announce the program and get the word out in your community.*

### **Scholarships Available to Students in [City/Town] Pursuing Ag Careers**

The [America's Farmers Grow Ag Leaders program](#), sponsored by the Monsanto Fund in conjunction with the FFA, will award more than 350 scholarships totaling more than \$500,000 to students looking to study ag-related fields. Scholarships are awarded in \$1,500 increments.

With nearly 60,000 job openings in the agriculture industry and not enough qualified college graduates to fill them, America's Farmers is working to create awareness and interest about the diverse career opportunities within the industry – including business, computer science, bio-chemistry, education, engineering, mathematics, communications, and more.

High school seniors and college students pursuing degrees in ag-related fields of study can apply to the Grow Ag Leaders scholarship program from now through Feb. 1, 2018. Both FFA members and non-FFA members are eligible to apply. More information about the program as well as a list of program rules and eligibility information, can be found at [www.GrowAgLeaders.com](http://www.GrowAgLeaders.com).

### **About America's Farmers**

The America's Farmers campaign highlights the importance of modern U.S. Agriculture through communications and community outreach programs that partner with farmers to impact rural America. To learn more, visit America's Farmers at [www.AmericasFarmers.com](http://www.AmericasFarmers.com).

### **About the Monsanto Fund**

The Monsanto Fund, the philanthropic arm of Monsanto Company, is a nonprofit organization dedicated to strengthening the communities where farmers and Monsanto Company employees live and work. Visit the Monsanto Fund at [www.monsantofund.org](http://www.monsantofund.org).

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## Email Template

*Fill out the below email template and share it with a deserving student who you think would be a great candidate for a Grow Ag Leaders scholarship.*

Hi [STUDENT'S NAME],

As you're applying to schools, I wanted to put a scholarship opportunity on your radar. The [America's Farmers Grow Ag Leaders](#) program, sponsored by the Monsanto Fund, is now accepting applications for students interested in pursuing careers in agriculture.

The **\$1,500** scholarship requires students to apply by **February 1, 2018**. To be considered, you must receive endorsements from at least two local farmers – and you can count on me as one!

Because of the countless opportunities within the field of agriculture, eligible fields of study are not solely limited to “traditional” ag-related fields, such as farming and agronomy. It also includes business, computer science, bio-chemistry, education, engineering, mathematics, communications, and more. You can find more info at [www.GrowAgLeaders.com](http://www.GrowAgLeaders.com).

I think this would be a great opportunity for you. Let me know if you're interested!

Best,

[YOUR NAME]

## Social Posts

*Below you will find sample Facebook, Twitter and Instagram posts for you to use to help start conversations in your social media circles.*

### Facebook

- Agriculture is changing, and the career opportunities are more diverse than ever before. If you're interested in a career in ag, apply for the \$1,500 [America's Farmers](#) Grow Ag Leaders scholarship. Visit [GrowAgLeaders.com](#) for more info.
- There are more ag-related jobs than grads to fill them! That's why [America's Farmers](#) is looking for the next generation of ag leaders through the \$1,500 Grow Ag Leaders scholarship program. Learn more at [GrowAgLeaders.com](#).
- Students, [America's Farmers](#) Grow Ag Leaders enrollment is now open for graduating seniors and college students to apply for a chance to win a \$1,500 scholarship to study ag. Visit [GrowAgLeaders.com](#) to learn more.

### Twitter

- Calling the next generation of #ag leaders. Don't miss your chance! Apply for [@AmericasFarmers](#) #GrowAgLeaders. Visit [GrowAgLeaders.com](#)
- Want to pursue a career in #ag? #GrowAgLeaders enrollment is open! Visit [GrowAgLeaders.com](#) for a chance to win a \$1,500 scholarship.

### Instagram

- We need more leaders in the ag industry! Interested in continuing your education and one day working in agriculture? Apply for the [@americasfarmers](#) #GrowAgLeaders program for a chance to win a \$1,500 scholarship. #agriculture #ag #farmers #scholarships
- Parents and students: [@americasfarmers](#) is looking for the next generation of ag leaders. Students can apply to the #GrowAgLeaders program for a chance to win a \$1,500 scholarship to pursue a career in agriculture or ag-related fields. #agriculture #ag #farmers #scholarships