



# South Dakota Farmers Union Farming For The Future

Content Guide



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## Overview

South Dakota Farmers Union (SDFU) Farming For The Future media challenge is designed to help you advocate for family farmers/ranchers and the agriculture industry online. You will receive education materials and engage with others about agriculture by posting on social media and completing weekly challenges. You will have the opportunity to discuss current and emerging issues facing farmers and ranchers and tell personal stories. To be awarded points be sure to use #FarmingForTheFuture.

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## Awards and Scholarships Available

### Social Media Award

To receive a Farming For The Future Social Media Award, students must be selected as one of the top five weekly social media posts by SDFU. **Each week, five students will receive a mini scholarship of \$100 and will be awarded an additional 25 points.**

### Challenge Award

To receive a Farming For The Future Challenge Award, you must be selected as one of the top five weekly challenges by SDFU. **Each challenge week, five students will receive a mini-scholarship of \$100 and will be awarded an additional 25 points.**

## Excellence Award

To receive a Farming For The Future Excellence Award, you must earn at least **1,000** points during the program period. The SDFU Excellence Award winners will earn bragging rights and be recognized in a press release issued by South Dakota Farmers Union.

## Social Media Rock Star Award

To receive a Farming For The Future Rock Star Award, one student will be selected by the South Dakota Farmers Union for creating the best overall social media post during the program. The Rock Star will earn bragging rights and be recognized in a press release issued by the South Dakota Farmers Union.

## Scholarship Winners

To receive the Farming for the Future Scholarship, students must earn the most points during the program. The top five students who earn the most points throughout the program will be recognized as the scholarship winners and will receive an overall scholarship award. If there is a tie, the South Dakota Farmers Union team will determine which students are the winners based on how many challenge awards the students have earned during the program. The minimum points allowed is 700.

**1st Place: \$3,000**

**2nd Place: \$2,000**

**3rd Place: \$1,500**

**4th Place: \$1,000**

**5th Place: \$500**

Top winners will be recognized at the 2024 South Dakota Farmers Union State Convention, set for December 11th-12th in Huron, SD.

Prior to starting the competition, please submit a video introducing yourself, your agriculture background (if you come from one), and why you wanted to participate in our scholarship program.

# Week 1:

October 6th-12th, 2024

Due October 12th at 11:59 pm	Description	Points
<b>3 social media posts = 100 points</b>		
Challenge	Create an interactive post using Facebook or Instagram to share information about animal production within the state of South Dakota. (Example: Polls)	100
Social Media	Create social media posts about animal production in South Dakota to share on your platform!	100

# Week 2:

October 13th-19th, 2024

Due October 19th at 11:59 pm	Description	Points
<b>3 social media posts = 100 points</b>		
Challenge	Write a blog post about a consumer misconception. Be sure to address the misconception by breaking down the information and making it easy to understand. Try to connect it to something the readers who aren't involved in agriculture may have experience with and add in any personal stories if you have them!	100
Social Media	Create social media posts about consumer misconceptions to share on your platform!	100

# Week 3:

October 20th-26th, 2024

Due October 26th at 11:59 pm	Description	Points
<b>3 social media posts = 100 points</b>		
Challenge	Create an infographic post using Facebook or Instagram to share information about grain production within the state of South Dakota.	100
Social Media	Create social media posts about grain production within South Dakota to share on your platform!	100

## Week 4:

October 27th- November 2nd, 2024

Due November 2nd at 11:59 pm	Description	Points
<b>3 social media posts = 100 points</b>		
Challenge	Create a story series using Facebook or Instagram to share information about South Dakota Farmers Union Education Program.	100
Social Media	Create social media posts about the South Dakota Farmers Union Education Program to share on your platform!	100

## Week 5:

November 3rd-9th, 2024

Due November 9th at 11:59 pm		Description	Points
		<b>3 social media posts = 100 points</b>	
Challenge	Create a video using Facebook, Instagram, or TikTok to share information about the South Dakota Family Farms and post it on the social media platform of your choice.	100	
Social Media	Create social media posts about South Dakota Family Farms to share on your platform!	100	

## Week 6:

November 10th-16th, 2024

Due November 16th at 11:59 pm		Description	Points
		<b>3 social media posts = 100 points</b>	
Challenge	Share a testimonial on social media about NFU/SDFU legislative efforts.	100	
Social Media	Create social media posts about NFU/SDFU legislative efforts to share on your platform!	100	

## Week 7:

November 17th-23rd, 2024

Due November 23rd at 11:59 pm	Description	Points
<b>3 social media posts = 100 points</b>		
Challenge	Create a video using Facebook, Instagram, or TikTok to share information about the South Dakota Farmers Union organization and post it on the social media platform of your choice.	100
Social Media	Create social media posts about South Dakota Farmers Union to share on your platform!	100

## Week 8:

November 24th-30th, 2024

Due November 30th at 11:59 pm	Description	Points
Challenge	Make up one week out of the seven weeks for full credit. So, if you miss turning in a challenge and/or social media for one week, you can turn it in late to earn full points.	TBD

## Week 9:

December 11th & 12th, 2024

Join us at the South Dakota Farmers Union State Convention for an awards ceremony and the announcement of overall winners!