



# I'm a DO·er

The I'm a DO·er campaign was launched during National Grange this year on Tuesday, Nov. 15 by National Grange President Betsy Huber. The campaign, which is aimed at getting people involved in their communities and civic organizations in their area, is connected to Huber's nationwide tour that begins in 2017.

To get involved in the overall campaign, Grangers can look to social media. On the [jointhedoers.org](http://jointhedoers.org) website Grangers can find links to all our social media as well as a tour schedule for Betsy during the 2017 calendar year.

Social media will be our primary way of interacting with the community and a way to show the success of the campaign. We will be posting stories of how people can be more involved in their community and ideas of what people or groups can do in the name of the campaign.

Stock graphics to post on social media will also be made available to all Granges to use to advertise what they are doing in their area as well as the campaign in general. The I'm a doer movement will also focus on getting more people involved in civic organizations, not just Grange, so any partnerships with other organizations on community service projects this year is highly recommended.

Overall, what we need most from our Grange community is for Grangers to get out into the community, tell people about Grange and meet the needs in their community in the name of DO·ing. We would love to hear and post your success stories, but more than anything, we need you to tell people about the campaign while helping your community.

You are ambassadors for Grange and for this movement, so we need your involvement more than ever over this next year. We will make materials and ideas available for you and your Granges/members this year and need you to get involved in your communities now more than ever, both as an individual and as a Grange.

We aim to get people off the couch and involved in something that will better their lives and the lives of people around them, and we believe this can be done through community service and participation in civic organization. So, get out there, be creative, think outside of the box, and be a DO·er. We can't wait to see what you are DO·ing this year!

Here is a list of things you can do to get involved with the I'm a DO·er campaign this year.

## **1. Follow us on Social Media**

- a. This is first and foremost. We will be posting almost everything to our website and social media (What we are doing, where Betsy is, stories about what people are doing, etc.)



- b. Following us on social media will keep you connected to the latest information about the campaign and Betsy's tour.
  - c. All links to social media are on the [www.jointhedoers.org](http://www.jointhedoers.org) website.
- 2. Use social media graphics**
- a. We will be sending out social media graphics every couple of months for the campaign that you can use on your state's social media for the Grange. These will be graphics you can post to advertise the campaign or use to show what your grange is doing in the community.
- 3. Have a State project**
- a. Come up with a project for all Granges in your state to partake in during the 2017 year.
  - b. Create your own campaign under the umbrella of the I'm a DO·er campaign and participate in the project during 2017. Be sure to let us know what your project is so we can advertise what your Granges are doing!
- 4. Follow Betsy's tour**
- a. Follow where Betsy is around the country and listen to her speeches for more ideas. We will be posting some soundbites onto social media (highlights) so following us is extremely important.
- 5. Send us ideas and progress**
- a. Send the National Grange any questions you may have about what you can DO, what you are planning on DO-ing
  - b. Also, send us progress about projects that are going successfully and any question you have that could make your projects more successful
  - c. Also, send us progress if you have a spike in membership to your Granges or anything that is very successful throughout the year
- 6. Host a fundraiser for the I'm a DO·er campaign**
- a. You can also host a fundraiser in the name of the I'm a DO·er campaign
- 7. Tell people about it**
- a. You can always advertise the campaign (personally and through grange social media) to increase knowledge and help us spread the word about the campaign and Betsy's tour over this next year
  - b. Any posts on social media could be reposted or shared by us to help spread the word. This could get us and your grange more recognition through shared audiences.
- 8. Be Creative!**
- a. This is one of the most important ones.
  - b. Think outside the box and let us know what you are doing. Asking your members for ideas on how you can creatively impact your community. We want to inspire you to do more than usual this year and try to impact your community as creatively as possible.
  - c. Get Grangers involved in idea making process



- d. Post everything to social media and keep us in the loop. You may end up in a “I’m a Doer” newsletter or social media post!

**9. Ask us questions**

- a. Feel free to ask us any questions you may have. Also, if you need ideas or suggestions of things you can do we will be happy to help.
- b. Look to our social media for ideas and to see what others are doing around the country

**10. Listen to Grange Radio**

- a. On Grange Radio, will be advertising about the I’m a DO·er campaign a little and letting people know how they can get involved as well as broadcasting parts of Betsy’s speeches while she is on tour. Listening to Grange Radio could result in your hearing a good speech, interview or hearing some ideas on how you could get involved in your community.

**11. Connect with other organizations**

- a. Contact other organizations who are large in your area and see if there is anything you can partner with them on this year to help the community (fundraising projects, events, etc.)
- b. See if a partnership can greater benefit the community.
- c. Do this for multiple organizations in the area d. Mobilize your granges to get out there and seek opportunities to impact their communities while educating people about what Grange is.

**12. DO Something**

- a. The most important part of this campaign is that you do something this next year. Get out into your communities, see what the need is, and do what you can to meet it.
- b. Document what you are DO·ing, (photo, video, write article, etc.), but most of all, do it c. This campaign is only as successful as the people and projects that participate in its name, so we need you to get out there and make an impact!