

March 27, 2019

Dear Patrons,

We invite you to apply to be part of the 2019 Communication Fellows at the 153rd Annual National Grange Convention in Minneapolis, Minnesota. This opportunity is made possible thanks to generous funders, but there are VERY limited spots available and those who become Fellows are expected to make time for at least three hour-long orientation/training teleconferences that will be held once a month starting in June and running through October, as well as a few brief assignments prior to the start of National Convention.



WHO CAN BE A FELLOW?

The program is open to any Grange member in good standing that is nominated.* It teaches the basics of communications, such as press release writing, newsletter planning and creation, interacting with the media, live streaming, social media management, and more. It has also grown to include additional training for future Grange leaders, with a special focus on the intersections of programming, membership recruitment, retention and engagement and communications.

WHAT IS COVERED/EXPECTED?

Through the program, participants receive an 9-night stay at the convention hotel, free registration, and most meals for the duration of the program. Participants are only responsible for the cost of travel and a few small meals. Fellows are encouraged to bring a small amount of money for snacks, personal items and souvenirs they wish to purchase during their time at the convention. If Fellows arrive prior to the start of the program housing date or stay after the end of program housing date, they are also responsible for any lodging cost directly with the hotel. **FELLOWS MUST ARRIVE AT THE HOTEL IN MINNEAPOLIS BY NO LATER THAN 5 p.m. on Friday, Nov. 1 and can leave anytime after the close of banquet on Saturday, Nov. 9 (10 p.m.)** [it is recommended you plan to depart on Sunday, Nov. 10].

This year, Fellows will hear from the National Master, National Grange Staff and Officers, other communications professionals and more. Fellows will produce content for the daily convention newsletter, interviews and content for our social media channels and stories/elements for Good Day!™ magazine, livestream events - and much more. This is a hands-on training with a support from many of the more than 40 previous Fellows who have participated in the program since 2012. Those previous Fellows now hold many significant offices and jobs in their State and National Grange and often credit the program with providing them insight into the differences across State Granges and the opportunities and challenges to the organization, as well as great motivation for being part of our next 150+ years of service.

NOMINEES

Nominees must complete the attached form with a typed cover letter, writing sample (described in form) and two sample promotion items.

The deadline for all materials to be submitted by email to the National Grange Communications Department via email (communications@nationalgrange.org) is PRIOR to "start of business" (9 a.m. Eastern) Monday, May 20.

Early submissions will receive priority evaluation. Those who have not participated in the past will receive highest priority and special consideration will be given to applicants from states never before represented in the program. **Please inform the Communications Department as soon as you know you will be applying**, even if you have not yet completed the application materials, so we are prepared to organize submissions accordingly and let us know who your recommendation letter will come from. Nomination letters must be sent from the nominator directly to the Communications Director. We will follow up with you and them if we do not receive the letter in a timely fashion. A committee of the National Master, National Communications Director and at least one prior Communications Fellow will participate to make the final decision regarding placement. Decisions regarding participants is expected by noon on Friday, May 31.

NOMINATING A FELLOW

*State Masters/National Delegates, National Grange Officers, National Grange Staff and former Communication Fellows are permitted to nominate no more than two Grange members in good standing for the program. Nominees do not need to reside in the same state as the nominator, however the nominator should have great knowledge of the skills, personality and commitment of the person they nominate. Subordinate members of any age may apply.

Nominators are asked to write a letter of recommendation, noting the following:

- How long has the nominator known the nominee?
- What makes the nominee stand out as a member?
- What does the nominator believe the nominee will bring to the program?
- What skills does the nominator believe the nominee can learn or most improve in the program and how will that positively impact their local, State or the National Grange?
- How do you hope to work with the nominee post training to further the Grange in your State?
- Do you believe this person understands or is interested in programming and membership (recruitment, retention, engagement) and generally the welfare of the Grange as a whole?

LETTERS SHOULD ARRIVE NO LATER THAN MONDAY, MAY 20 (9 a.m. Eastern) and may be emailed or sent hard copy to Amanda Brozana Rios, 224 E. Orange St., Shippensburg, PA 17257.

Send any questions or all nominating material to communications@nationalgrange.org



**2019 NATIONAL GRANGE COMMUNICATION FELLOWS
Program Information and Nomination Materials**

APPLICATION FORM

Name: _____

Mailing Address: _____

Email Address: _____

Phone: (_____) _____ - _____ Age as of 11/1/2019: _____ Gender: _____

Years in Grange (may count Junior years): _____

Have you been a fellow previously? ___ YES [year(s) _____] ___ NO

I hold active membership (and office/appointment) in the following Grange(s) (may include Pomona):

Are you willing to be housed with up to three other members of the same gender in a hotel room with two full beds for the duration of the program? ___ YES ___ NO

If no, do you commit to funding (personally or through your own source of fundraising) your own hotel room and/or finding your own roommates for the duration of your stay? ___ YES ___ NO

Please rate your skills in the following areas on a scale from 1 (no knowledge/experience) to 5 (highly proficient/professional level).

- | | | |
|---|---------------------------------------|------------------------|
| ___ Writing (news) | ___ Videography | ___ Audio Editing |
| ___ Writing (Storytelling/feature) | ___ Video Editing | ___ Interviewing |
| ___ Editing (writing) | ___ Photography | ___ Photo Editing |
| ___ Layout/Design (newsletter/magazine) | | ___ Website Assistance |
| ___ Social Media Management | ___ Meeting Deadlines/Time Management | |

Do you have a laptop/tablet you will bring to convention? ___ YES ___ NO

Do you have a digital camera/smart phone with high quality photo capabilities that you will bring to convention? ___ YES ___ NO



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Do you have any dietary restrictions, allergies or foods you must avoid? ___ YES ___ NO
If so, please describe and be specific.

Check one: ___ Morning Person ___ Night Owl

Check one: ___ Loud/Outgoing ___ Quiet/Shy

Check one: ___ I want to network with other future Grange Leaders

___ I want to network with current Grange leaders

Check one: ___ I need 8 hours sleep but can work all day.

___ I don't need a lot of sleep but I need regular breaks during the day.

What are your three non-alcoholic beverages of choice?

ADDITIONAL REQUIREMENTS OF NOMINEE

1. On a separate page, please type a letter of interest, noting the most important skill or experience you hope to get out of this program, in addition to why you would be a good fit and how you will use the knowledge and skills to assist your local, Pomona, and State Grange and the National Grange.
2. On a separate page, choose one of the following to answer (400-700 words):
 - “The Grange is as relevant today or more than it was at its founding.” Agree or disagree?
 - What one Grange “rule” (or custom or tradition) would you change and why?
 - If you could ask the Founders one question, what would it be and why?
3. Go to canva.com and create ONE event flyer (can be a theoretical event you'd like your Grange to host) and ONE social media post based on SOMETHING found in the Subordinate manual. Attribute what it is/where it's from. (See examples on the National Grange Facebook. Don't spend money - you can do this for free!) MAKE SURE TO USE THE CORRECT LOGO (find it at <https://bit.ly/2TCJiqn>). Download each and attach both to application.