

A Simple Guide for Maximum ROI

What we have learned through years of experience and may serve as a quick check-off list for you:

1. Make certain **Thank A Farmer Magic Show – Entertaining Education** is listed in programming and signage. It is an Education program, but Magic Show is what draws children and magic keeps them engaged as we teach. Thank A Farmer by itself sounds presumptuous to urban populations until they learn WHY. When learning the importance of farmers, ALL ages love yelling the magic words, "Thank A Farmer!"
2. If you have a map of your grounds with a listing of activities, it is important **Thank A Farmer Magic Show – Entertaining Education** be listed with location.
3. Logical placement for an Ag education program is a classroom type environment in the agricultural exhibit area and preferably inside - - rather than in an activities area (especially young children's activities) or entertainment area.
4. As in a classroom with highly interactive presentations, the audience needs to be as close as possible with easy access to presentation area. Performance space is only twelve feet wide and six feet deep
5. Seating that provides visibility to the presentation for everyone in the audience. If the children can sit on the floor in a semi-circle and close to the presenter, that is ideal for small or very large audiences requiring bleachers.
6. School tours - - **organized if at all possible**, meaning:
 - A route to be followed from one station of learning to another
 - Each station with an allotted time to coordinate with other stations
 - If the Thank A Farmer Magic Show is the only interactive education program, having scheduled times published in advance and sent to participating schools increases perceived value and participation.

The more children learn the more they take the information home - - and want to return year after year. Children are the future of agriculture and agricultural events!

Thank A Farmer's mission is to create and present professional, entertaining and educational programs that build mutual respect, understanding and appreciation between the consumer and the farmer and that recognize the contributions of our nation's agriculture to the health and economy of its citizens.