



Give FFA DAY

FEB. 26TH, 2026



WHAT IS GIVE FFA DAY



Give FFA Day started in 2017 as a part of National FFA Week and has become the largest day of giving to FFA each year.

This year Give FFA Day kicks off on Wednesday, February 25th at 11pm CST and concludes on Friday, February 27th at 10am CST.

KANSAS GIVE FFA DAY PORTAL

Two Platforms for Giving

- **Kansas FFA Foundation platform (this is what we will promote)**
 - **Credit Card, Paypal and Venmo accepted**
- **National FFA platform to the states directly**

Donors can also contact our office directly if they don't want to make an online payment and make a pledge to give via check, gift of commodities and more!



WHAT THIS SUPPORTS

I BELIEVE GENERAL FUND

This fund helps the Kansas FFA Foundation with annual programs

KANSAS FFA ENDOWMENT FUND

This fund supports the Kansas FFA into perpetuity and is aimed to support the growth of Kansas FFA



2026 GOALS

NATIONAL GOAL

National FFA's official goal is \$1.75 million (2025- \$1.5 million)

KANSAS GOAL

We have set a goal to raise **\$50,000** in Kansas

Past 5 years

2021: \$9,282.12

2022: \$6,867.28

2023: \$18,936.00

2024: \$23,761.25

2025: \$59,431.73



MATCH OPPORTUNITIES

\$25,000 in match gifts

*Will be finalized by 2/1

DONORS

Kansas ranked #1 last year in number of donor with 375 donors; our goal is to grow that number to 425 donors this year.

RANK NATIONALLY

Kansas ranked #3 last year in giving behind #1 New York and #2 Oregon

***NEW* GIVE FFA DAY HQ**

KANSAS FARM BUREAU 8AM-8PM

- Centralized giving headquarters for live tracking of progress, live social media updates, and donor stewardship

SOCIAL MEDIA UPDATES

- Dedicated social media team lead by our Student Intern Layton Johnson fully dedicated to creating and curating content and updates on Give FFA Day
- Live Social media updates at 9am, 12pm, 4pm and 8pm
- KWCH Partnership: FFA Week feature stories and they will be live on location at 6am for their morning show



***NEW* GIVE FFA DAY HQ**

VOLUNTEER OPPORTUNITIES

- We're looking for enthusiastic volunteers to help us connect with donors and raise funds on Give FFA Day.
- Volunteer opportunities include:
 - Calling past donors to remind them to give on Give FFA Day
 - Making thank-you phone calls
 - Writing thank-you cards
 - Assisting with updates and reporting throughout the day

VOLUNTEER LOGISTICS

- The day will be broken up into four volunteer shifts
- Looking for at least 10 volunteers per shift



DAY OF CHALLENGES



COUNTY/STATE CHALLENGE

Receive a gift from each of the counties in Kansas and as many states as possible. Update maps every 2 hours from 6am-midnight with final map posted Feb 27th at 10am

CHAPTER GRANT CHALLENGE

We will award three \$500 Chapter Grants throughout the day, announced during our live social media streams. Donors will designate a local chapter on the donation form to enter that FFA District into the drawing

SPECIFIC GROUP CHALLENGES

- Past State Officer- Recognize teams on social media with 100% giving on Give FFA Day
- Match Challenges: Past State Officers, Ag Teachers, K-State Students

TIMED MATCH CHALLENGES

Morning Wake Up Challenge from 6am-9am

Late Night Challenge from 8pm-10pm



AMBASSADORS

ROLE OF AMBASSADORS

ASSIST IN MAGNIFYING MESSAGE OF KANSAS FFA WITH A BROADER AUDIENCE

- Share posts from Kansas FFA Foundation
- Share your own impact stories of the organization
- Connect the Foundation to a new audience of donors
 - If each Ambassador could help recruit 5 donors on Give FFA Day that could bring 220 donors on Give FFA Day
- Reach out to donors via social media, text, call
- Find your FFA Network and share the opportunity to donate



SOCIAL MEDIA PLANS

PLATFORMS

- Facebook, Instagram and LinkedIn

SOCIAL MEDIA PRE-GIVE FFA DAY

- Introductions of Matching Partners (Post and Reel)
- Fun reels curated by our social media team
- Engagement posts with prompts

SOCIAL MEDIA ON GIVE FFA DAY

- Live Updates at 9am, 12pm, 4pm and 8pm
- County/State Map Challenge updates every two hours
- Updates on Match Challenges



STAY UPDATED



Give FFA Day Ambassador
GroupMe Sign Up



Give FFA Day Ambassadors
Center Webpage



Questions?