



**2019 ANCW MOOVE Membership Contest
(Make Our Outstanding Value Evident)**

January 1, 2019 - December 31, 2019

State President Name _____

State _____

*The MOOVE program is a volunteer, joint effort to **grow membership and participation** in your state cattlemen organization and ANCW! It's designed to create some specific marketing activities that will reach out and engage more CattleWomen. It's set up to provide friendly competition among the states in your region and then among the regions. Prizes valued up to \$1,500 will be awarded to the top three states! **To be considered for prize placement, states must complete the contract by the deadline and meet the foundational criteria: First place must succeed with A, B, C and add at least 2 ANCW lifetime, collegiate or junior members. Second place needs to complete A, B, C and add at least 1 ANCW lifetime, collegiate or junior member. Third place needs to complete A and either C or add at least 1 ANCW lifetime, collegiate or junior member. Contest criteria are listed below.***

- | | | | |
|----|---|---------|-------------|
| A. | Increase state cattlemen membership 1% | _____% | 10 pts. |
| | Increase state cattlemen membership 5% | _____% | 20 pts. |
| B. | Increase ANCW membership 1% | _____% | 10 pts. |
| | Increase ANCW membership 5% | _____% | 20 pts. |
| C. | Host ANCW events or Toolkit activities. | _____ # | 5 pts. each |
| D. | 1 member attends ANCW regional, mid-year or annual meeting. | _____ # | 3 pts. |
| | 1 additional point per additional attendee. | _____ # | pts. |

ANCW rests on the three pillars listed below. We'd like to hear what you are doing in your **local** and **state** affiliates. Simply list as many activities as you like. If you wish to add an additional, sheet, go ahead. How wonderful to be able to document your great ideas to share with others.

Legislative
(20 pts.)

Beef Promotion
(20 pts.)

Education and Development
(20 pts.)

Extra Point Opportunities

- | | |
|--|--------------------------|
| 1. Add associate members. | _____ # 1 pt. per member |
| 2. Add ANCW collegiate members. | _____ # 1 pt. per member |
| 3. Form a new state collegiate cattlemen group. | _____ # 5 pts. |
| 4. Grow existing state collegiate cattlemen group 5% | _____ # 5 pts. |
| 5. Add ANCW junior members. | _____ # 1 pt. per member |
| 6. Form a new state junior cattlemen group. | _____ # 5 pts. |
| 7. Grow existing state junior cattlemen group 5% | _____ # 5 pts. |
| 8. Add ANCW lifetime members. | _____ # 1 pt. per member |
| 9. Submit #beefpros/ ANCW social media post. | _____ # 1 pt. total |

In 200 words or less highlight the one activity (local or state) in which your membership participated and you are most proud of the results. Carefully explain the activity and tell why you selected it. (10 pts.possible)

Awards for 1st, 2nd & 3rd place will be given at the Cattle Industry Convention in San Antonio at the end of January 2020. Send this Final Contest Form to ancw@ancw.org by January 15, 2020.