



Beef Advocacy Report



Funded in part by the Beef Checkoff.

<p>Contestant's First Name</p>	
<p>Contestant's Number <i>(To be filled in upon check-in at the contest)</i></p>	
<p>Indicate type of beef advocacy activity/event you've chosen to showcase <i>(Choose one of three options: Campus Event, Social Media Engagement, Classroom Presentation)</i></p>	
<p>Provide a brief summary of your beef advocacy activity/event, including your objectives and why you chose this approach.</p>	
<p>What made your specific beef advocacy event/activity efforts compelling to a youth or millennial audience?</p>	
<p>What were the two most exciting successes of your activity/event? <i>(Be sure to explain/give examples of how you measured this beef advocacy success)</i></p>	

<p>What else do you think the judges need to know about your event/activities in order to see your winning beef advocacy efforts?</p>	
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***Note: All beef advocacy activities/events featured on this document MUST be uniquely YOURS.**

Example: Classroom presentations, Facebook campaigns, or Campus event agendas created by a past beef ambassador or your State Beef Council but delivered by you would not be considered uniquely yours and will not qualify for this category. You must create and implement your own plans/approach.