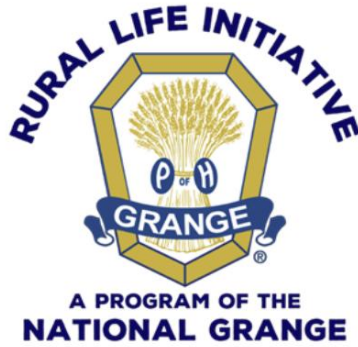




Rural Life Initiative 2024

A Program of the National Grange Supported by Grange Advocacy

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If you are reading a printed version of this report, use the QR code to access all the links included.



About the Project and Key Metrics

Summary of key metrics:

The summary of metrics includes all RLI events and activities in 2024

- **Number of events:** >45 events and projects at national, state, and local levels (a full list can be found on the [last](#) page)
- **Number of Granges that took part in this project:** >34 state and local Granges
- **Total impressions estimated:** 2,658,631

The National Grange, with support from Pfizer, launched the Rural Life Initiative (RLI) to enhance the well-being of rural America. This initiative marks a celebration of the Grange's 158 years and Pfizer's 175 years of commitment to rural communities. The program focuses on a broad range of projects – from enhancing physical and mental health to promoting youth leadership and the relevance of modern farming – ultimately strengthening rural communities across the country.

2024 served as a pilot year for this program, with impactful projects in seven states: Pennsylvania, Montana, North Carolina, California, Colorado, Ohio, and Illinois. This pilot year demonstrated not only the diversity of projects undertaken by State and Local Granges but also the efficiency, dedication, and community focus of Grange management and members in advancing rural life.

This project once again demonstrated Grange's strength as a trusted messenger, connecting partners like Pfizer with Grange members by addressing the real needs of rural communities.

Thanks to the Rural Life Initiative, Grange members brought their plans to life, proving they are "Grange Strong" – championing rural life, supporting their communities, and fostering meaningful partnerships built on trust and shared purpose.

We would like to add a special note acknowledging that, unfortunately, many major events in North Carolina were canceled due to Hurricane Helene. However, the North Carolina Granges demonstrated a strong sense of community by redirecting funds from canceled events to join the North Carolina State Grange's efforts in supporting Grangers during their recovery. This once again highlights the Grange's unwavering commitment to helping neighbors, especially those in greatest need.



[Read Newsletter](#)

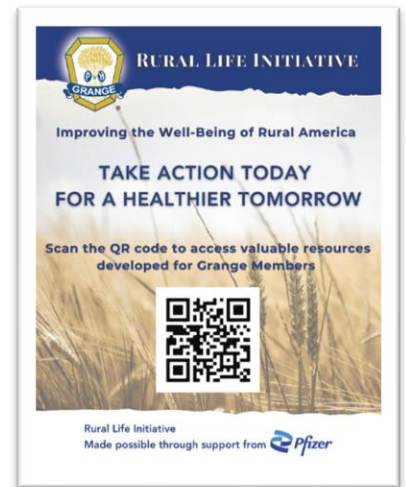
Educational and Promotional Materials Developed for the Project

As part of the Rural Life Initiative, we created educational resources to help rural communities access practical healthcare information and improve their health outcomes. These materials were designed to address real needs, making complex healthcare topics easier to understand and apply. To support their visibility, promotional merchandise was also developed to attract attention and encourage engagement.

These materials were provided to all participating Granges for distribution through their members and showcased at a wide range of events – from local meetings to state fairs – ensuring they reached as many individuals and communities as possible.

Rural Life Initiative Educational Materials (click [here](#) to download):

- **"5 Ways to Get the Most Value at Your Healthcare Provider Appointment"** – A flyer offering actionable advice for patients on preparing for appointments, managing medications, and improving communication with healthcare providers.
- **"12 Questions to Ask Your Pharmacist"** – A guide encouraging patients to engage with pharmacists to understand medications better, manage their health proactively and address insurance-related questions.
- **"5 Things to Know About RSV"** – An informative flyer outlining key facts about RSV prevention and awareness.



Rural Life Initiative Promo Materials:

- Poster
- Banner

Rural Life Initiative Merchandise:

- Bracelets
- Koozies
- Stress balls



Materials on Display



Rio Linda Zucchini Races, CA



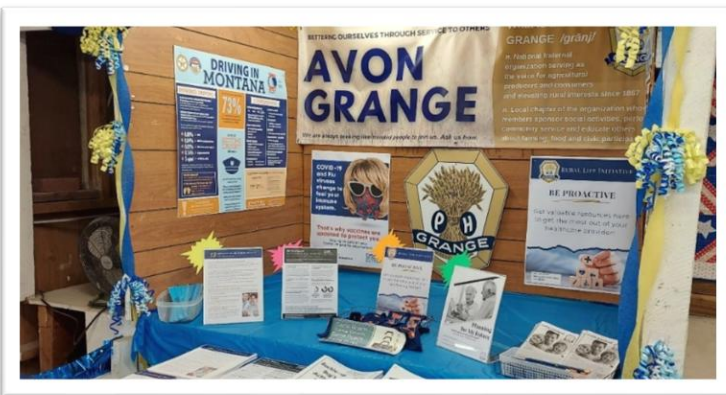
Ag Progress Day, PA



Ag Progress Day, PA



Centre County Grange Fair, PA



Tri-County fair, Deer Lodge, MT



Bennett Valley Grange Hall, CA



National Grange Convention,
Bettendorf, IA



National Grange Convention, Bettendorf, IA



Colorado State Fair, CO



Ohio Farm Science Review, OH



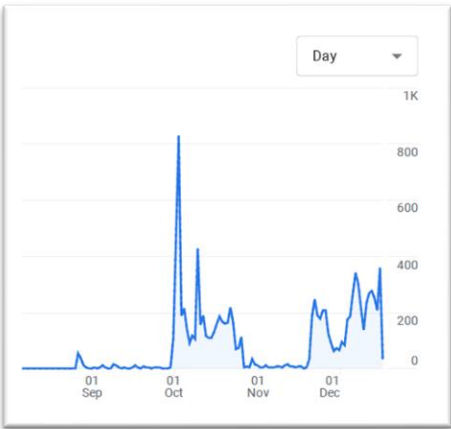
RLI marketing gifts at the Big E vaccination Clinic, MA

Rural Life Initiative Webpage

As part of the Rural Life Initiative, we developed a [dedicated webpage](#) on the National Grange website to provide a central hub for project information and resources. Designed to address the real needs of rural communities, the webpage offers easy access to downloadable materials, program updates, and key details about the initiative.

Summary of key metrics:

- 10,431 visits to the page
- 31,700 total event counts



Event count	Views per session	Total users	Returning users	Engaged sessions	Bounce rate
All events					
31,700	1.14	8,302	458	2,452	73.17%
100% of total	Avg 0%	100% of total	100% of total	100% of total	Avg 0%
31,696	1.14	8,302	458	2,452	73.17%

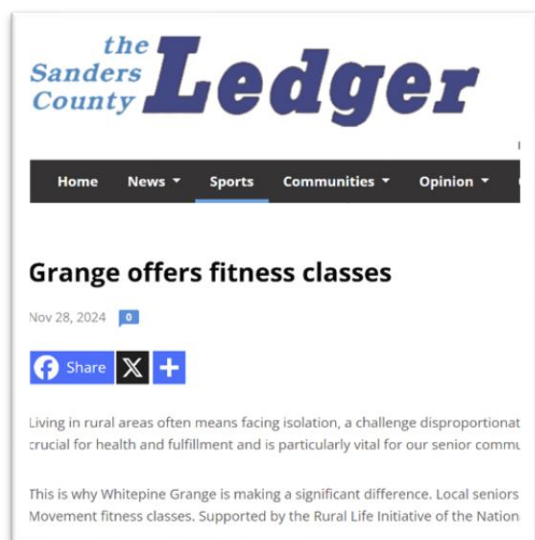
Views	Active users	Views per active user	Average engagement time per active user
10,431	8,282	1.26	18s
00% of total	100% of total	Avg 0%	Avg 0%
10,431	8,282	1.26	18s



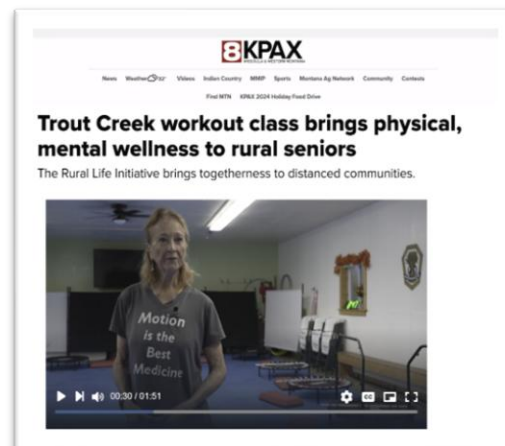
A running banner was added to the National Grange website homepage to maximize visibility, driving visitors directly to the project page.

Rural Life Initiative Projects in the Media

Several Grange events received media coverage, highlighting their contributions to rural communities and the meaningful work being done as part of ongoing initiatives. This visibility helped showcase the Grange's commitment to addressing local needs and fostering community well-being.



<https://www.sclledger.net/story/2024/11/28/sports/grange-offers-fitness-classes/11582.html>



<https://www.kpax.com/news/western-montana-news/trout-creek-workout-class-brings-physical-mental-wellness-to-rural->



<https://www.cbsnews.com/gooddaysacramento/video/birthday-zucchini-races/>



https://locable-assets-production.s3.amazonaws.com/uploads/resource/file/1138862/RLN_2008-02-2024.pdf?timestamp=1722529874

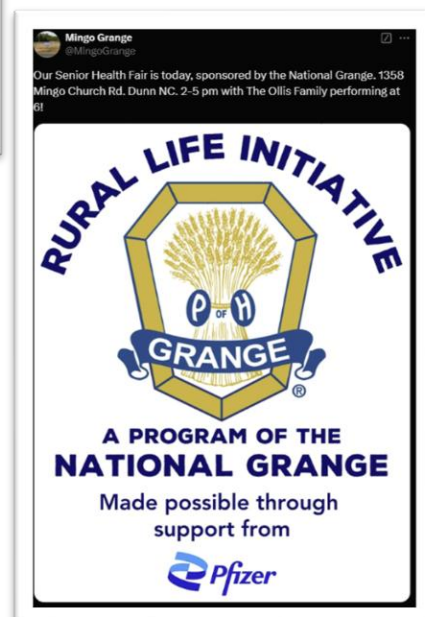
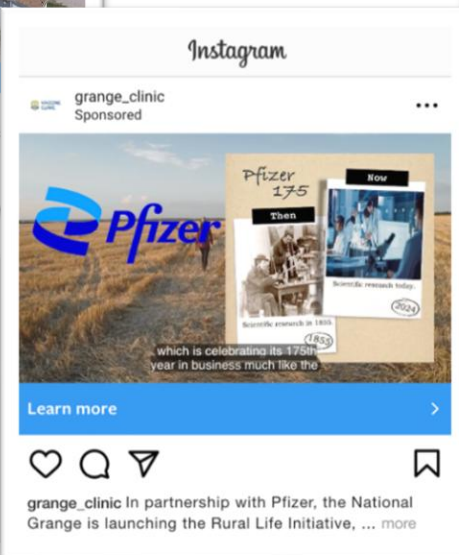
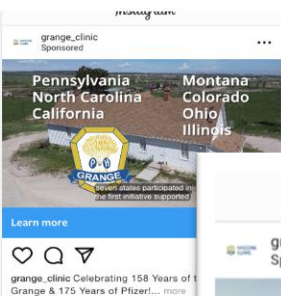
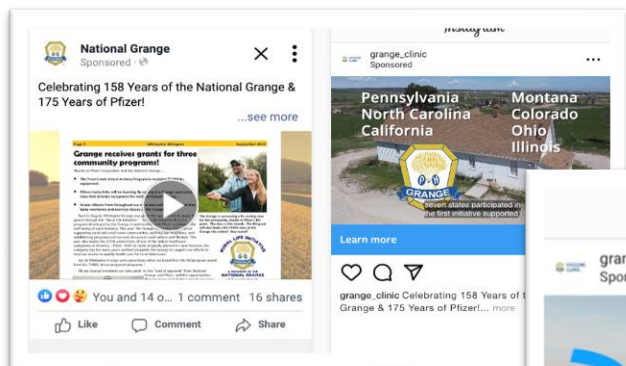
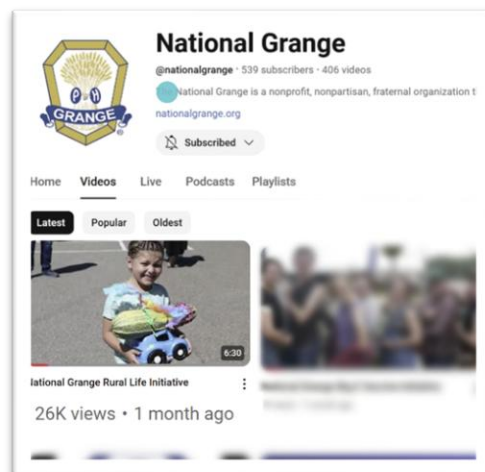


<https://www.riolindaonline.com/rio-lindas-zucchini-racers-zoom-to-victory/>

Digital Efforts: Social Media Publications

The Rural Life Initiative was prominently showcased across the social media channels of National, State, and Local Granges. Posts highlighted both the overall initiative and specific events from fitness classes to press conferences, bringing attention to its impact and reach. The National Grange's digital efforts included targeted publications on their Facebook page and YouTube channel, promoting the initiative as a whole while featuring key events and accomplishments.

Approximately **150 social media publications** were made in 2024, highlighting the Rural Life Initiative and its associated state and local projects. Here are some examples:



Digital Efforts: Overview Videos

In addition to social media publications, the National Grange developed several overview videos that highlighted the RLI's impact nationally and within individual states. These videos were broadly shared on Facebook and YouTube, as well as showcased during the National Grange Convention, ensuring widespread visibility and engagement.



<https://www.nationalgrange.org/rural-life-initiative/>



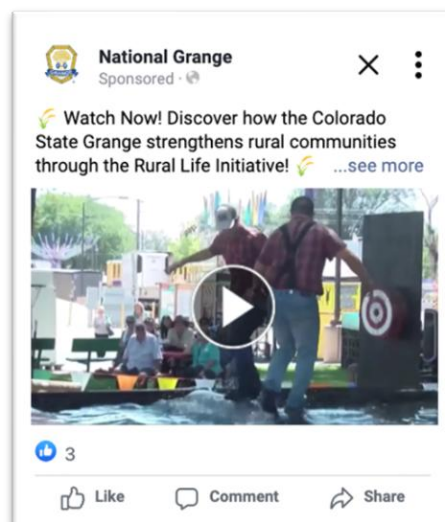
<https://drive.google.com/file/d/176yZFbMvtYb1wBtoOHeRPgYZT1cFhRx/view?usp=sharing>



<https://drive.google.com/file/d/1I81KvmNsNrYZeyxOc25fSWXPb9xJfNkm/view?usp=sharing>



<https://drive.google.com/file/d/1pnuQK4wQcMK8fixLO4GjNUR1i69kNKeU/view?usp=sharing>



https://drive.google.com/file/d/1mXVlYWgyMjGFUmj1D-qPNd5kGc0e_-tp/view?usp=sharing

Digital Efforts: Online Advertisements

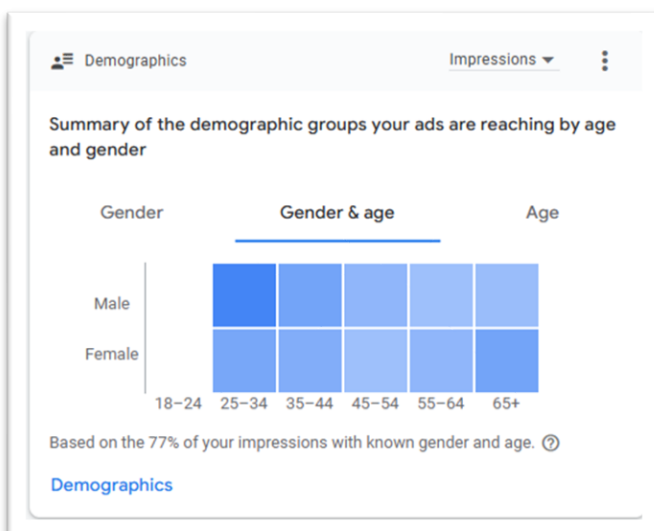
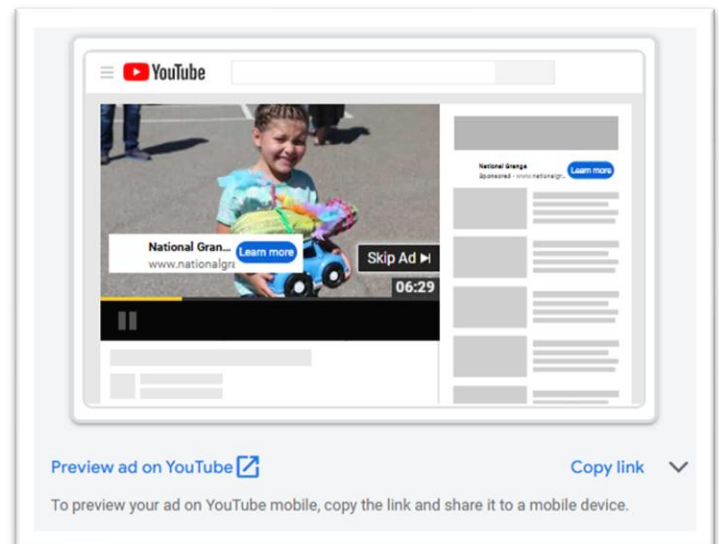
Online advertisements helped amplify the Rural Life Initiative's reach. Paid campaigns on Google and Facebook promoted project overview videos and key messages to engage rural communities and raise awareness.

The campaigns achieved strong results, with **359,433 impressions** across both platforms Facebook and YouTube, effectively showcasing the initiative's impact.

Google (YouTube) results:

- **What was promoted:** RLI overview video
- **Dates:**
November 25 – December 9, 2024
- **Platforms:** YouTube
- **Targeting:** US rural areas, excluding large cities

Impressions	40,043
Views	26,860
Interactions	32,713
Interaction-rate	81.69%



Add filter

☐	Placement	Type	Ad group	Views
☐	Fox News	YouTube channel	Video_campaign	406
☐	YouTube Movies	YouTube channel	Video_campaign	469
☐	MeidasTouch	YouTube channel	Video_campaign	402
☐	SML	YouTube channel	Video_campaign	254
☐	NBC News	YouTube channel	Video_campaign	123
☐	SSSniperWolf	YouTube channel	Video_campaign	113
☐	Dhar Mann Studios	YouTube channel	Video_campaign	106
☐	Gracie's Corner	YouTube channel	Video_campaign	128

This report was prepared by McUlsky Health Force for the National Grange in 2024.

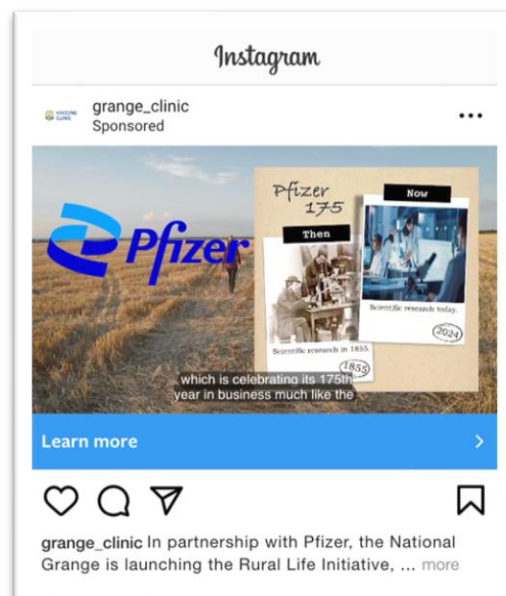
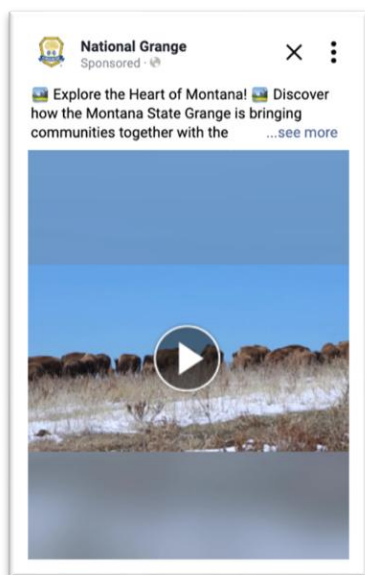
Facebook results:

- **What was promoted**
RLI Overview video
4 videos for different states
Webinar “Shortcuts to Success”
- **Dates:**
September 18 – September 26
October 12th – December 16th, 2024
- **Platforms:** Facebook, Instagram
- **Targeting:** U.S. males and females aged 18–65+ in rural areas involved in agriculture and livestock, with a specific focus on Pennsylvania, Montana, California, Colorado, and North Carolina.

Impressions	319,390
2-sec Video Views	161,390



- **Examples of creative:**



Promo Efforts: National, State, and Local Grange Newsletters

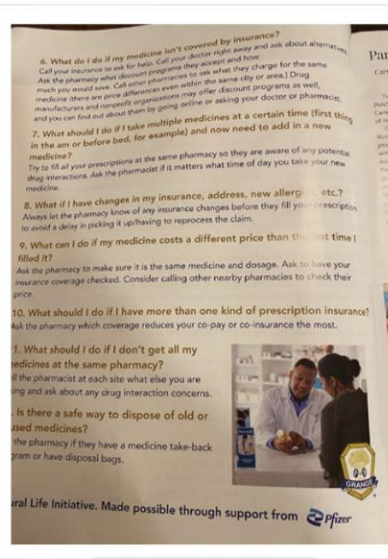
Most Granges promoted the Rural Life Initiative and its projects through national, state, and local newsletters. These newsletters sent out regularly highlighted the initiative's impact and the various projects taking place across communities. They served as an effective tool for engaging members and showcasing the importance of the Rural Life Initiative. Below are some examples of these newsletters:



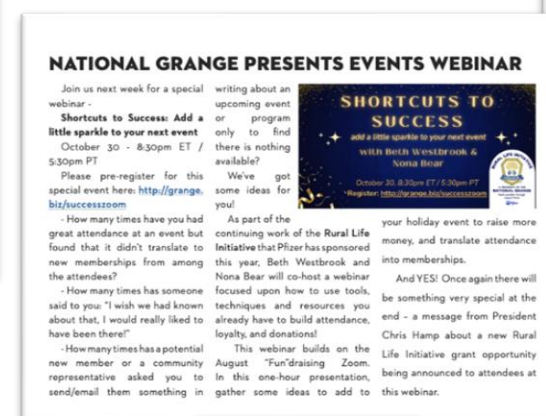
Read Newsletter



Read Newsletter



Read this Issue



Read this Issue



Read this Issue

National Grange Rural Life Initiative Webinars and Innovative Mini-Grant Model

The Rural Life Initiative included two impactful educational webinars hosted by the National Grange, designed to educate and inspire Grange members to adopt innovative approaches in their communities.

The first webinar, "New Ideas, New Approaches," was held on August 7th and focused on fundraising strategies. This webinar broke the record drawing an all-time high **attendance of 120 people**, with more than 90 staying until the conclusion.

The second webinar, "Shortcuts to Success," held on October 30th, focused on marketing tools, including the development and use of event calendars to effectively promote Grange events. It garnered 141 registrations and **72 attendees**, achieving a 51% attendance rate.

Innovative Mini-Grant Model:

To further encourage participation and application of the webinar content, a mini-grant program was launched for the October webinar. Granges were invited to apply for \$500 mini-grants with two key requirements: (a) the funds must be used to enhance an event in 2024, and (b) an event calendar must be developed and distributed to promote the Grange to a wider audience. To date, 19 applications from State and Local Granges have been approved, with final reports on their results due by January 15.

The mini-grant program has already demonstrated great success, motivating Grange members to implement the knowledge and strategies shared in the webinars. A detailed report on the outcomes of the *Shortcuts to Success* mini-grant program will be provided after January 15.

Targeted Facebook advertising was used to boost attendance for the October webinar. The campaign delivered **57,060 impressions, 439 link clicks with a 0.77% click-through rate.**



https://www.youtube.com/watch?si=v_9YbgE8v3-E3iWH&v=sF2e20C3viA&feature=youtu.be



https://www.youtube.com/watch?v=D4vB5SplDoY&t=1888s&ab_channel=NationalGrange

RLI Testimonials: Insights from Grangers

The Rural Life Initiative has received enthusiastic feedback from Grange members, highlighting its positive impact on rural communities and local projects. Here are some of the testimonials shared by Grangers:

Rooted in our mission to support rural life, we have expanded our efforts. This initiative aligns with our legacy and actively meets the real needs of the communities we serve through health programs, capacity building initiatives, youth activities, and community service – through every meaningful idea. We hope that this initiative will continue because it truly combines key elements that Granges across the country embody: fellowship, community support and service, and a focus on the values and strengths of rural America

Christine Hamp
President of National Grange



My husband and I recently participated in a fly fishing class that was held at our local grange thanks to a grant from your company. We had a great time and wanted to thank you for your generosity. We moved to rural Montana to "get out" there and enjoy the outdoors and this class will help us fill our bucket list of things to do in Montana. Who knows, maybe we will see you "out there" on some creek somewhere!

Best regards,
Claude and Sue Scott
Whitepine Creek Grange #102
Trout Creek, MT

want to thank you for helping make this class possible. The instructors and volunteers were easy to follow and so helpful. The equipment- great bonus. Thank you
Stay Safe Live Happy
Connie Kenny

The projects in my state that were made possible through the Rural Life Initiative have brought people together and highlighted why rural communities and the Granges that work in them are so important. This initiative showcases how rural America is the backbone of our country and helps make our state unique.

Philip Vonada
Past PA State Junior Grange Director



On behalf of the Granges of California and the California State Grange, we give a big thanks to Pfizer and the National Grange for starting the Rural Life Initiative. We look forward to getting more Granges involved and continuing to build healthier communities while making our Granges stronger and more visible to those they serve.

Joseph Stefenoni
President & CEO of the CA State Grange



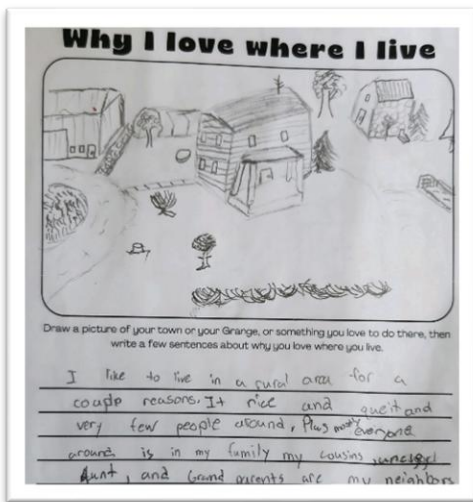
Thank you very much for the Pfizer grant that enabled us to attend the Fly Casting Class at Whitepine Grange in Trout Creek. Sarah Busmire was an excellent instructor and was full of information, ideas.....she is passionate about flyfishing! Ron and several others helped Sarah with this class and they are just as passionate.

My husband and I were fortunate enough to attend this class and we can not thank you enough for the opportunity!!

Sharon and Terry Thompson
Trout Creek, MT
hayesmontana@gmail.com

Highlights in Action: Capturing Key Moments of the Rural Life Initiative

Pennsylvania State Grange: Young Grangers are writing about what they love the most about living in their rural communities. You can read all essays [here](#):



"I like to live in a rural area for a couple reasons. It's nice and quiet and very few people around. Plus mostly everyone around is in my family my cousin, uncle, aunt, and my parents are my neighbors"



"I love where I live because friends live close by and there is a beautiful view"



WhitePine Grange (MT) members learning fly fishing:



WhitePine Grange (MT) Archery team received their check from Rural Life Initiative:



Rio Linda Grange (CA) Zucchini Races:



Capitol Grange (NC) Press Conference:



To watch the full video of the press conference click [here](#)



Mingo Grange (NC) Pumpkin Patch Senior Health Fair:



Arcadia Grange (NC) supports Grayson Creek Nursing Home:



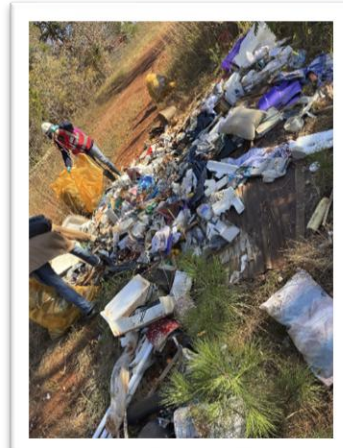
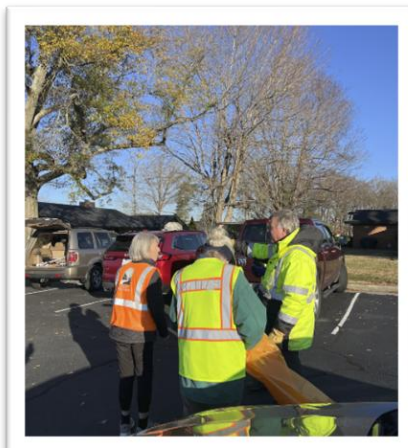
Illinois State Grange at “100 Years of Horsepower”:



Arcadia Grange (NC) Supports Wish List Items for Residents of Davidson County Homeless Shelter and Genesis House:



Arcadia Grange (NC) Keeps Davidson County Beautiful with Roadside Cleanups:



Rural Life Initiative at the Big E Vaccination Clinic, National Grange, MA:



Capitol Grange (NC) UNC Health Southeastern Foundation Boots and BBQ Fundraiser:



Capitol Grange (NC) Strives Against Cancer 5k with Carolina Cancer Foundation:



Full List of Rural Life Initiative Events and Projects

Major Application from Pilot States:

1. 3-Jul – **PA Junior Grange Camp** – Pennsylvania State Grange – Howard, PA
2. 3-Aug – **Purple Heart Banquet** – Brogden Grange #967 – Goldsboro, NC
3. 10-Aug-24 – **Zucchini Races & Festival** – Rio Linda Grange #403 – Rio Linda, CA
4. 13-Aug to 15-Aug – **Ag Progress Days** – Pennsylvania State Grange – Furnace, PA
5. 14-Aug to 18-Aug – **Tri-County Fair Informational Booth** – Avon Grange #125 – Deer Lodge, MT
6. 16-Aug to 24-Aug – **Centre County Grange Fair** – Pennsylvania State Grange – Centre Hall, PA
7. 23-Aug-24 to 2-Sep-24 – **Colorado State Fair Exhibit** – Colorado State Grange – Pueblo, CO
8. 29-Aug to 31-Aug – **100 Years of Horsepower** – Illinois State Grange – Belleville, IL
9. 1-Sep – **Fitness Classes on Monday and Thursday Mornings** – Whitepine Grange #102 – Trout Creek, MT
10. 5-Sep – **Trout Creek School Archery Program** – Whitepine Grange #102 – Trout Creek, MT
11. 5-Sep – **Fly Casting Lesson** – Whitepine Grange #102 – Trout Creek, MT
12. 13-Sep to 15-Sep – **State Grange Meeting and Grange Resources, Information, and Training Event** – Illinois State Grange – Belvidere, IL
13. 13-Sep to 29-Sep – **Vaccination Clinic at the Big E Fair** – National Grange – Springfield, MA
14. 17-Sep to 19-Sep – **Farm Science Review** – Ohio State Grange – London, OH
15. 23-Sep to 29-Oct – **Advertising at the Local Athletic Fields | Sponsorship Showing Community Support** – Arcadia Grange #607 – Lexington, NC
16. 8-Oct-24 – **Rural Land Use Policies & Community Health** – Bennett Valley Grange #16 – Santa Rosa, CA
17. 17-Oct to 24-Oct – **North Carolina State Fair** – North Carolina State Grange – Raleigh, NC
18. 26-Oct – **Pumpkin Patch Senior Health Fair** – Mingo Grange #1301 – Mingo, NC
19. 26-Oct to 27-Oct – **State Grange Meeting and Grange Resources, Information and Training Event** – Illinois State Grange – Belvidere, IL
20. Nov-12 to Nov-16 – **National Grange Convention** – National Grange – Bettendorf, IA
21. 14-Nov – **Rural Life Initiative Press Conference** – Capitol Grange – Raleigh, NC
22. 15-Nov – **UNC Health Southeastern Foundation Boots and BBQ Fundraiser** – Capitol Grange – Lumberton, NC
23. 16-Nov – **Strives Against Cancer 5k** – Capitol Grange – Lumberton, NC
24. 9-Dec – **Grayson Creek Nursing Home – Ice Cream Sundae Party and Christmas Carols** – Arcadia Grange #607 – Lexington, NC
25. 14-Dec-24 – **Wreaths Across America** – Illinois State Grange – Belvidere, IL
26. 17-Dec – **Crisis Control Ministries of Davidson County** – Arcadia Grange #607 – Lexington, NC
27. 18-Dec – **Keep Davidson County Beautiful – Roadside Cleanups** – Arcadia Grange #607 – Davidson County, NC
28. Project – **Outreach Gardens** – Old Richmond Grange #675 – Tobaccoville, NC
29. Project – **Accessibility Project to Make Their Facility More Inclusive and Supportive** – Rocky Mountain Grange #116 – Hamilton, MT

Mini-Grant applications after Shortcuts to Success Webinar

At each of these events, event calendars featuring the RLI logo will be distributed.

1. December – **Community Family Fun Lunch** – Centerville #81 – Centerville, WA
2. December – **Annual Community Christmas Party** – BeeHive Grange #385 – Wenatchee, WA
3. November – **9th Annual Pie Contest** – Columbia Grange #267 – Corbett, OR
4. December – **Variety Show** – Columbia Grange #267 – Corbett, OR
5. December – **Jingle Bell Jamboree Event** – Eagle Grange #1 – Montgomery, PA
6. December – **Get to Know the Grange Day** – Fern Prairie Grange #866 – Vancouver, WA
7. December – **Pancakes with Santa Event** – Five Mile Prairie Grange #905 – Spokane, WA
8. December – **Bingo Game** – Fruitland Grange #999 – Puyallup, WA
9. December – **Movie Nights Show** – Fruitland Grange #999 – Puyallup, WA
10. December – **Bunco Event** – Fruitland Grange #999 – Puyallup, WA
11. December – **Christmas Party** – Fruitland Grange #999 – Puyallup, WA
12. December – **St. Pete/Harmony Grange Christmas Vendor Sale** – Harmony Grange #92 – Monroe, CT
13. December – **Holiday Toy Drive Event** – Marble Valley Grange #567 – Pittsford, VT
14. November – **Flea Market** – Mt Vernon Grange #453 – Auburn, CA
15. December – **Yearly Holiday Party** – Pioneer Grange #1 – Dayton, NJ
16. December – **Crafts with Santa Event** – Prices Fork Grange #786 – Blacksburg, VA
17. December – **Christmas Caroling** – South Rutland Valley #53 – Carthage, NY
18. December – **Santa Breakfast** – Springwater Grange #263 – Estacada, OR
19. December – **Quilt of Valor Ceremony** – Turkey Hill #1370 – Belleville, IL
20. December – **Fun Event for Kids** – Turkey Hill #1370 – Belleville, IL
21. November – **Open House at Wayne Grange #262** – Wayne Grange #262 – Fredericktown, OH
22. November – **"Joy of Movement" Fitness Classes** – Whitepine Grange #102 – Trout Creek, MT
23. November – **Holiday Fair** – Willamette Grange #52 – Corvallis, OR
24. December – **Christmas Event** – Little Deschutes Grange #939 – La Pine, OR