

## A Cookbook for Organizing a Marketing Club

The purpose of this list is to facilitate the process of organizing and maintaining a county level marketing club. It is to be used by Texas Agricultural Extension Service faculty, Master Marketer graduates, and others interested in organizing a marketing club.

Each marketing club is different and what is offered in this packet are only suggestions. What follows is a description of each component within this packet.

- 1) **Organizing a Marketing Club** (RM2-34.0): This publication is a brief outline of what is required to organize and maintain a marketing club over a period of time. It describes the critical details associated with a successful marketing club.
- 2) **Example News Release** MCC - 2: The example news release should be used to advertise the organizational meeting of the marketing club. The release is a fill-in-the-blank format. It can be sent to area media sources with a minimal amount of work.
- 3) **Marketing Club Information Survey** MCC - 3: The marketing club information survey should be used at the organizational meeting to determine whether or not there is interest among producers. It can be used to create a mailing list of possible participants. In addition, the survey asks when is the best time to meet, what commodities should be focused on, and what topics participants are already familiar with.
- 4) **Marketing Club Bylaws** MCC - 4: While not every marketing club will determine rules to go by, a set of marketing club bylaws can be a useful tool. The suggested set of bylaws can be used to set those rules. These rules should be reviewed at the first marketing club meeting (following the organizational meeting). A set of bylaws is particularly needed if the marketing club decides to trade in the market as a group.
- 5) **Marketing Club Pretest** MCC - 5: With the increased emphasis on measuring change from our programs, a marketing club pretest is needed. The pretest presents ten questions that participants can answer quickly. This pretest should be given during the first marketing club meeting.
- 6) **Suggested Marketing Club Lessons** MCC - 6: This schedule of lesson plans suggests an order to sixteen lessons that a marketing club can use. Because each marketing club is different with different levels of participant skills, this is only a suggested list.
- 7) **Suggested Trading Rules and Registering a Marketing Club** MCC - 7: This article outlines the necessary steps to registering a marketing club once they have made the decision to trade a commodity contract. This publication should tie closely with the marketing club bylaws. It also specifies the provisions set forth by the Commodity Futures Trading Commission for trading as a marketing club.



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