

STEER Appointment

SCRIPT

The first two ships of your Face-to-Face for STEER are exactly the same, the only change is in the Partnership section.



PARTNERSHIP

OPENING SENTENCE

As I mentioned on the phone, I have recently become familiar with a new program that helps connect farmers and ranchers to missionaries all around the world, with both of us doing what we already do on a daily basis.

STEER is an organization that helps farmers and ranchers utilize their resources to partner with missionaries.

OPTIONAL: Let's watch this brief video about STEER together.

ABOUT THE PROGRAM

STEER pays an initial investment for the purchase of cattle, sheep, goats, etc. that will roam with your existing herd. These livestock belong to, and are branded by STEER.

As the animal matures, breeds, or goes to sale, all proceeds from the animal will be given to me through STEER.

Your costs to feed and roam the animal are fully tax deductible, and since the animal(s) belong to STEER, you will never have to pay taxes on it or declare it as income.

ASK

Would you be willing to set aside a small portion of your feed and care for one or more animals [or: participate in the "God's Acres Plan"] for the support of my ministry to continue reaching people like _____?
(person from story)

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Frequently Asked Questions

- **Is my land use and feed tax deductible?**
 - Yes, all land and feed used for an animal is tax deductible. (e.g. if 10% of the herd is designated for STEER, then 10% of land and 10% of feed is tax deductible).
- **What is the brand for STEER?**
 - STEER has a registered brand in nearly every state
 - In Wyoming, we have a registered brand that is exclusive for Wyoming and it is applied on the right rib. It is a triangle pointing up with a lazy S on the bottom.
- **Does an animal need to be branded for the program**
 - We prefer to have the cows branded as it makes it much easier when they are eventually sold, but it's not the end of the world if they don't get branded as long as they can be identified somehow by the rancher.
 - We can mail out an electric brand to the rancher if needed.
- **Limit to the number of animals someone can take on?**
 - They can take up to 5 cows or 10 feeders the first year. After the first year, they can do whatever they feel comfortable doing.
 - On God's Acres, there is a limit to \$10,000 initial investment in the first year.
- **Can animals be sold privately?** There is one rancher who tends to sell their steers annually privately, not through a sale barn. If they participate in the program and have a steer that is raised up through it, are they able to sell it privately (as long as the check is made out to STEER)?
 - No problem selling to private individuals
- **If an animal dies, what steps are needed for insurance? And does the animal need to be posted?** My parents asked this one, because they are veterinarians, and hopefully something does not happen, but if it does, are they able to post their own animals, or does it need to be a different vet?
 - If the animal dies, the ranchers are supposed to let us know as soon as possible.
 - We will send out a loss form for them to fill out and return. (see attached) The animals do not need to be posted.
- **Can chickens be part of the program?**
 - We can certainly do chickens, as long as the farmer actually owns them. Most farmers are taking care of chickens that are owned by corporations such as Tyson. They just get paid by the amount of weight they put on the chickens. I would be glad to visit with anyone who is interested in doing a project.