

FAIRSHARE
CSA COALITION

PROMOTIONS & FUNDRAISING TOOLKIT

ABOUT FAIRSHARE CSA COALITION

Vision

FairShare CSA Coalition (*FairShare*) envisions a future where Community Supported Agriculture (*CSA*) is the backbone of a strong local food system; where all families have access to locally produced, organic food and have strong connections to their farms, food and community.

History & Work

FairShare CSA Coalition (*formerly the Madison Area CSA Coalition, or MACSAC*) is one of the oldest and most successful CSA organizations in the country. The organization began in 1992 as a consumer-farmer partnership to bring community supported agriculture to the Madison, Wisconsin area. Working together, the Coalition grew from a network of eight farmers serving approximately 1,000 individuals to a coalition of 53 farms serving over 13,500 households in 2017.¹ This remarkable market growth was due in part to the high standard of quality maintained by coalition growers and the effective leveraging of shared outreach and financial resources to reach target audiences.

FairShare's commitment to increasing the quality and availability of CSA shares is realized through farm and consumer education, community engagement, and increasing access to CSA shares for everyone in the community. FairShare's Partner Shares program makes healthy, locally grown fruits and vegetables affordable and available to low-income households. Events like the CSA Open House and Bike the Barns offer opportunities for consumers to learn about and connect with CSA farms. FairShare's Workplace CSA initiative connects CSA farms to businesses. Workplace CSA supports company wellness and sustainability goals and combines the community of farm membership with the convenience of workplace delivery. FairShare works with area health plans to provide rebates or wellness rewards to health plan members for the individual or family purchase of a CSA share. In addition, FairShare encourages workplace partners to offer incentives such as share discounts, payroll deduction, and FairShare cookbooks to employees. These programs encourage organic farming, keep local dollars in the community, and build a healthier Wisconsin.

FairShare works closely with its community of growers to develop and share resources, build skills, offer farm endorsement, and maintain a spirit of collaboration and camaraderie. Through its nationally marketed food books, *From Asparagus to Zucchini* and *Farm-Fresh & Fast*, FairShare helps consumers make the most of seasonal produce.

For more information about FairShare CSA Coalition and its initiatives visit www.csacoalition.org.



¹ Data gathered from FairShare's annual survey of Coalition farms.

ACKNOWLEDGEMENTS

FairShare CSA Coalition owes its success to the many dedicated farmers and consumers who have been part of the Coalition over the past 26 years. The efforts of these pioneers have positioned FairShare as an example of what is possible when collaboration, camaraderie, and connection are shared among farmers and consumers. FairShare is thankful for the farmers and consumers who have made numerous contributions to the organization over the years.

FairShare thanks its grant partners who contributed to the review of the toolkits and provided input regarding the practical need and use of the toolkits. We appreciate the collaboration of the following partners in this effort:

- Dave Runsten and Michelle Wyler, Community Alliance with Family Farmers (CAFF)
- Landis Spickerman and Rick Dalen, Duluth CSA Guild
- Hudson Valley CSA Coalition
- Rachelle Bostwick, West Michigan Growers Group

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OVERVIEW OF THE FARMERS MARKET PROMOTION PROGRAM GRANT & TOOLKITS

As a leader among CSA networks, FairShare regularly fields inquiries from farms and emerging CSA coalitions interested in replicating its successful CSA marketing, education, and outreach programs around the country.

In 2015, FairShare began this project to create toolkits for several of its popular organization initiatives, and to create a CSA marketing survey to better understand consumer preferences. Working closely on these projects with four diverse farm networks from different regions at various organizational stages, will aid FairShare and partner CSA networks in devising targeted marketing efforts. This will help build consumer demand for CSA and increase sales of CSA shares, both locally and nationally.

The purpose of the toolkits is to provide CSA coalitions and farmer groups with the framework for several of FairShare's signature programs, so that they may jumpstart similar initiatives in their respective regions. Through this work, FairShare will continue to support the regional and national growth of the CSA market.



THANK YOU



HUDSON VALLEY CSA COALITION

Duluth CSA Guild

PROMOTIONS & FUNDRAISING TOOLKIT OVERVIEW

Our yearly events and promotions serve to both raise funds for the organization and promote the mission of CSA. Events include the FairShare CSA Open House, an annual event held in March. Free to the public, attendees can learn more about FairShare and CSA, meet the CSA farmers, and sign up for a CSA farm share. During Bike the Barns, riders enjoy a day biking to local farms and eating artisan delicacies. Funds generated at the event support a critical program, FairShare's Partner Shares Program, which helps low-income families purchase CSA shares.

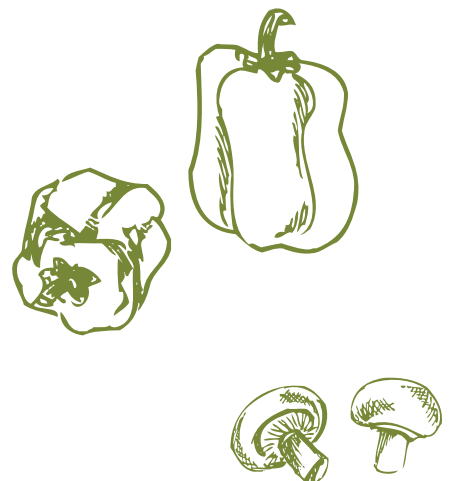
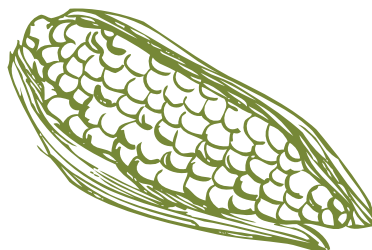
FairShare also hosts a variety of special events to build community and highlight local, seasonal food. FairShare's cookbooks *From Asparagus to Zucchini* and *Farm-Fresh and Fast* are indispensable, nationally renowned resources for people who want to make the most of local and seasonal produce.

In this Toolkit, you'll find detailed information on FairShare's promotional and fundraising events, as well as an introduction to the strategies employed by other like-minded organizations.

Located at the end of the Toolkit is the *Toolshed*, which includes templates, graphics, press releases and other resources.



Bike the Barns



KEY



Tool



Case Study



Quote



Best Practices



Caution



Tip



Toolshed

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CSA Open House

PROMOTIONS

GENERAL CSA PROMOTIONS

FairShare's annual CSA Open House, held in March each year, showcases FairShare affiliated CSA farms. The event's primary function is to provide a venue for the public to meet the farmers and sign up for CSA farm shares. The event also introduces attendees to FairShare resources (*such as an online farm search, and pick-up location map*), provides a venue to learn about CSA options, sample products, and learn about local, seasonal foods.

In recent years, Monona Terrace, the event venue and a convention center located in Madison, has also hosted the Natural Family Expo, located downstairs in the same building. These two events provide crossover since many CSA members are families with small children. Attendees are able to learn how to make the most of their CSA experience with "Ask an Expert" advice at tables located throughout the event.

As a special promotion, FairShare publishes a special CSA Farm Guide in the *Isthmus*, a local paper, prior to the event. The guide contains detailed farm information including location, acreage, share types, add-on products, pick-up location areas, etc. The guide is also available for download as a PDF, and the event is promoted on the *Isthmus* website. Attendees are invited to share their event photos using the hashtag #madisoncsa.



BEST PRACTICE: CSA OPEN HOUSE OR FAIR

An open house model or CSA fair is used by several other CSA groups to promote CSA farms in the area, with a varying format based on that organization's needs. In the *Toolshed*, we invite you to browse through promotional information about these events in order to learn more about events sponsored by the Community Alliance with Family Farms, the West Michigan Growers Group, and the Duluth (*Minnesota*) CSA Guild. There's also a complete toolkit on how to set up a CSA open house.



CAUSE MARKETING

In addition to large events, FairShare has organized a number of smaller events to raise money for the organization and its programs, as well as promote the concept of CSA and local foods. By partnering with local businesses, we take advantage of an additional network of contacts and promotional opportunities. True to our Wisconsin roots, we've found that local foods and local brews are a winning combination. Brief descriptions of these follow, with more information on our website. See the *Toolshed* for promotional information.

In general, each of these promotional events require support from organization staff or volunteers. Success depends greatly on the strength of the relationship between the CSA group and the partnering business/organization. Novelty is also a factor that determines continued interest in special events. When someone has participated in a class once, they are less likely to participate a second time. This means organizers must continue to promote events and highlight what's new or novel about these activities.

The examples below highlight a variety of activities that FairShare has tried over the years, to provide seed-starter ideas for your own organization.

SIP (Seasonally Inspired Potations): Farm Fresh Mixology Classes

These cocktail mixing classes were offered from 2012 to 2014 in partnership with Death's Door Spirits, a distillery in Middleton which has an interest in local farms—the owners source all of the grains needed for the vodka, gin, and whiskey from Washington Island, Wisconsin. Classes were held monthly, May through October. Each month highlighted a different FairShare CSA farm which provided ingredients for the classes. Death's Door Spirits also offered distillery tours for class participants.

Through the SIP classes, participants paid either per class, or for the entire series of classes. Proceeds from ticket sales went to FairShare. Staff from FairShare coordinated all aspects of the class, including featured farms, communication with participants, graphic design and promotion, ingredient procurement, and sponsorships.

Crop to Coupé with Gib's

This creative fundraiser was located at Gib's Bar, just down the street from the FairShare office. During the last Monday of each month, June-October, the public was invited to have a seasonal, experimental cocktail while supporting FairShare's fresh food for all mission. The fundraiser donated \$1 per happy hour cocktail to FairShare. The drinks featured fresh produce. In contrast with the SIP events, Crop to Coupé was organized by Gib's bartenders, and took place during the 2016 growing season.



S.I.P. Mixology Class



Farm to Feast Dinner

In 2013, 2014 and 2015, FairShare held Farm to Feast Dinners as special fundraisers for FairShare. We paired with The Black Sheep in Whitewater, the Edgewater Supper Club in Jefferson and Short Stack Eatery in Madison, three restaurants who already served seasonal local foods from our member farmers. Participating farms included Regenerative Roots Farm (*Jefferson*), High Meadows Farm (*Johnson Creek*), and Winterfell Acres (*Brooklyn*). The delicious, farm-fresh menus paired with local, seasonal beverages, including two dinners in partnership with a local brewery, Tyranena Brewing Company.

Sh*tty Barn

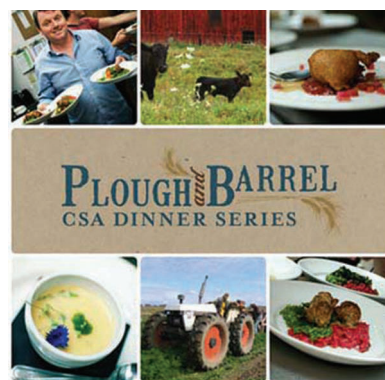
This benefit was part of the Sh*tty Barn Sessions, held in a dilapidated barn in a semi-industrial park in Spring Green. We paired three bands, fresh-grilled pizza, and Furthermore brews in a winning combination.



*Sh*tty Barn Promotional Poster*

Plough & Barrel Dinners

For this event, we partnered with our friends at The Coopers Tavern, a European-style public house offering a menu with local foods, craft beer and various other libations. Located in Madison near the Capitol "square". A strong partnership led to the creation of a great fundraiser, raising over \$2,500 each year, requiring limited effort by FairShare staff. Ticket sales were co-promoted. Menu and pairings were facilitated by the restaurant's chef and owner, while FairShare facilitated farm connections between the chef and farmer. The event was a win-win for farms looking to increase restaurant wholesale sales. Dinners were held from 2011-2015.



Plough & Barrel CSA Dinner Series

Eat for Equity Dinner

Eat for Equity was an on-farm feast which brought folks out to Crossroads Community Farm in Cross Plains to share a meal and raise funds for the Partner Shares Program. The event was organized by Eat for Equity, a group that chose FairShare's Partner Shares Program as the beneficiary of one of their series of on-farm dinners. FairShare helped promote the event and ticket sales, and provided information and a brief talk to guests during the dinner.



Madison Mallards

FairShare has worked with the Madison Mallards amateur baseball team to be the featured community partner for one game each summer. In return for selling a minimum number of game tickets, FairShare receives a 30 second “ad” / segment on the big stadium screen, several PA announcements about our organization, the opportunity to have a FairShare representative throw the first pitch, and a table at the entrance to the stadium.

In addition to the PR, we are able to gain ~\$500 revenue from the event. Two dollars from every ticket our organization sells goes to FairShare. We also have the option to sell tickets for a 50/50 raffle the day of the game, in which FairShare keeps the 50% of the profits that do not go to the winner.

The Mallards game promotion does not require a large investment of staff time. We provide the content for the video and PA announcements, set up a Facebook page to promote the ticket sales and ask board members and close volunteers to share the event, and then table and sell tickets the day of the event.

We find this partnership valuable because it allows us to reach a diverse audience that we do not normally reach through our other outreach venues. This is because the main attraction is baseball — not necessarily food or wellness, which is the thrust of our typical tabling or presentation opportunities. The relatively limited time commitment in preparation for the event, as well as the ability to take home some proceeds also makes the event worth our while.

PRINT MEDIA

Print media advertising can effectively reach a number of audiences, depending on organizations goals. FairShare has published ads or information in Co-op newsletters, foodie magazines, and farm atlases to reach a set of consumers who are already local-food focused. To reach a wider audience, ads in statewide newspapers or local publications, can be successful. Print advertising can be expensive, including graphics design and ad placement. Examples of some of FairShare's print ads are in the Toolshed.

FairShare's CSA Farm Guide

Since 2015, FairShare has published a [CSA Farm Guide](#). The guide serves as a promotional, outreach, and informational tool year-round and includes details about all the farms affiliated with FairShare CSA Coalition. The 16-24 page guide is printed in newsprint and 30,000 copies are inserted into a free, weekly publication, The Isthmus, ahead of the annual CSA Open House event.



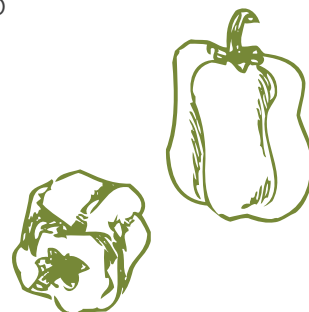
Madison Mallards Promotional Flyer



Finding Your Farm



FairShare CSA Farm Guide





Other Publications

We look for a few publications that have a similar demographic in which to advertise. Time and design costs are high, but opportunities to sell ads, receive sponsorship, and use the publication year-round, help balance the costs.

Farm Fresh Atlas

The Farm Fresh Atlas began in 2002 in Southern Wisconsin as a project of REAP Food Group. In addition to this website, there are now five regional print publications in Wisconsin that connect consumers to local food. In addition to farms, they have a directory of food and farm related nonprofit organizations. FairShare is listed on the statewide Farm Fresh Atlas website, and a listing in the Southern Wisconsin print publication. As a further note, we have often thought about advertising/collaboration opportunities as there is a great deal of overlap in terms of farms and target audience.

Edible Madison

Edible Madison is a great example of a foodie magazine that speaks to the same demographic as CSA target audience. Published quarterly, Edible Madison focuses on Southern Wisconsin's food and agri-culture through the stories of the local farmers, food producers, chefs, food educators and forward-thinking organizations that are behind the region's dynamic local food movement. Edible Madison is part of the Edible Communities publishing network of more than 70 distinct culinary regions in North America. Since Edible Madison has a mission of sharing information about national food and farming issues and topics they make a good fit as a partner.

FairShare has an in-kind sponsorship arrangement, which enables FairShare to promote Edible Madison as a sponsor in exchange for advertisements in the seasonal publication.

EARNED MEDIA

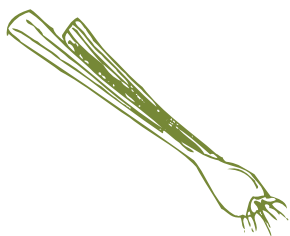
Earned media (*or [free media](#)*) refers to publicity gained through promotional efforts other than paid media advertising.

Press Releases

Earned media can be a boon to cash-strapped community organizations. FairShare begins its earned media campaigns with a press release sent out to a carefully compiled list of media contacts. The list includes newspapers, radio, and television outlets. For a sample press release, see the Toolshed. As long as your press release is well written, follows the industry standard, doesn't sound like advertising, and is newsworthy, it can generate a lot of free publicity.

News outlets may either publish your press release as is, or (*if you're lucky*) assign a writer to cover the story.

☆ FOR TIPS ON WRITING A PRESS RELEASE, SEE "HOW TO WRITE A PRESS RELEASE."



Building a Media Contacts List

In order to effectively distribute the press release, compile a list of media contacts by doing a Google search of newspapers, television stations and radio stations for each municipality in which you want to promote your events. Don't forget to ask board members, volunteer committees, staff, etc. to add people and organizations to the list, based on their knowledge and contacts. You'll need to continuously update your list of contacts, removing those contacts that bounce (*as happens often in the media world*) and follow up by adding a new contact. Over the years, FairShare has built a list of over two hundred contacts for different areas of Wisconsin.



TOOL: EXAMPLES OF EARNED MEDIA THAT RESULTED FROM PRESS RELEASES:

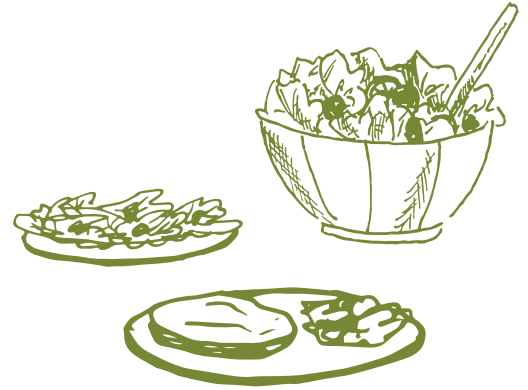
Bike the Barns Driftless travels through Vernon County Sunday

Farms on film: FairShare CSA Coalition presents a sustainability-themed festival

Real Life CSAs: How has the community model worked out for small farms?

Workplace CSA brings cucumbers to cubicle dwellers

Seeds of a Movement: Food + Farms Film Festival highlights resistance



Food + Farms Film Festival - Facebook Post



CSA SIGN-UP/SPRING PROMOTIONS SEASON

Each year, FairShare undergoes a media blitz involving events, ads, press releases, and radio PSAs. The goal is to raise awareness about CSA and remind people that it is time to sign up for a CSA farm share.

Examples of earned media coverage including print ads, television, and radio PSAs appear in the *Toolshed*.

ONLINE

FairShare's Website

www.csacoalition.org

FairShare's website provides a central resource for people interested in learning more about CSA and finding the right farm for their family. An interactive farm pick-up locations map, farm search tool, and educational resources provide value by helping customers prioritize and seek out the farm of their choice, reducing the work for farmers and providing a profile on a variety of farms and options.

Other Examples:

CAFF

Founded in 1978, the *Community Alliance with Family Farmers* (CAFF) is a California-based nonprofit that builds sustainable food and farming systems through local and statewide policy advocacy and on-the-ground programs in an effort to initiate institutionalized change.

Hudson Valley CSA Coalition/Glynwood

The Hudson Valley CSA Coalition (HV-CSAC) is a network facilitated by Glynwood of more than 60 farms (*and growing!*), located primarily in 10 New York counties: Albany, Columbia, Dutchess, Greene, Orange, Putnam, Rensselaer, Rockland, Ulster and Westchester.

SOCIAL MEDIA

The main goals of our posts on social media (*specifically Facebook and Instagram*) are to promote the CSA model, educate the consumer on local food issues, and increase our audience's awareness about how they can engage in the local food system. In order to attain these goals, we utilize a few types of posts:

Narrative: By conducting interviews with or sharing Coalition farmers' Facebook posts, FairShare puts the farmers' experiences and perspectives in the public eye. Hearing a farmer's story or seeing a video of them at work encourages the audience to engage more deeply with the person growing their food and, by extension, the CSA movement. FairShare has several ongoing narrative series, including Faces of CSA, which highlights consumers' and farmers' love for CSA.

Factual/PSA: FairShare posts about relevant legislation, resources, market trends, and more to keep farmers and consumers informed about happenings in the local food system and what they can do to strengthen it. For example, we shared the National Young Farmers Coalition Guide containing results and recommendations for increasing the success of young farmers.



Faces of CSA - Facebook Post

Community Involvement: FairShare promotes its events (e.g., *Bike the Barns*, *Food + Farms Film Fest*) and other relevant events in the community somewhat regularly. In contrast to narrative and factual posts, events and other forms of community involvement more directly engage consumers with FairShare, farmers, and the food system in general.

To increase the reach of our social media presence, we tag farmers and community partner organizations as often as possible. These parties share the post, which then reaches their followers and doubles (or more) the overall reach of our post. Additionally, we can pay to “boost” a post. As a rule of thumb, we start with a budget of \$1 used over one day to boost new series, upcoming events, particularly important PSAs, etc. Facebook distinguishes insights (e.g., *people reached*, *number of link clicks*) from the boost versus organically, which clearly marks the success of a boost campaign. A similar process applies for paid ads, which FairShare has not yet employed, but will do so to promote events in the future.

FREE PROMOTIONAL OPPORTUNITIES

Details and application can be found on the [Google for Nonprofits](#) page.

Google

Google is the largest search engine in the world and is the number one way Americans find information today. Google has created a Google for Nonprofits program which offers “AdGrants” to approved 501 (c) (3) nonprofits.

Recent changes to the AdGrants program requires that nonprofits maintain a 5% or greater click-through rate. FairShare has contracted with a data consulting firm to manage our Google AdGrants accounts and ads due to the specialized nature of the program and limited staff capacity.



TOOL: GOOGLE FOR NONPROFITS ELIGIBILITY AND APPLICATION INFORMATION CAN BE FOUND [HERE](#).

Event Calendars

Compile a list of event calendars by geography, create a spreadsheet, and make notes related to the success of the posting. For example, calendars which are easy to navigate to, generally well-utilized, and relevant to your target audience will be much more effective. For example, we regularly post events on the Isthmus calendar of events because it meets all of the important criteria.



☆ TIP: GOOGLE ADGRANTS

Google Adgrants provide nonprofits with \$10,000/month in free online advertising, via Google AdWords, to promote their causes. This advertising can be used to build awareness, engage new benefactors, solicit donations, encourage site visits, drive eCommerce transactions, enroll new members, and much more. Nonprofits are responsible for managing their AdWords account and can do this either in-house or by hiring an outside consultant.





Email Lists/Networks

Compile a list of partner organizations, businesses, media contacts, etc. to send event notifications, so that they may share the information with their networks (e.g. area non-profits with similar mission, Workplace CSA or other business partners, likely interested social groups such as Slow Food or the local student farm, publications that would find our events interesting). Continually update the list every time it is used. Ask board members, volunteer committees, and staff to add places to the list. Remove those contacts that bounce and follow-up for a new contact from that organization.

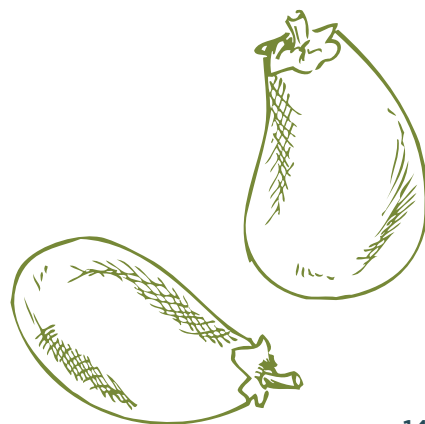
Organizational Partners/Sponsors

In-kind sponsorships and/or promotional trades can also be a low cost source of publicity. For example, the Nelson Institute for Environmental Studies at UW Madison holds an Earth Day Conference every year. FairShare receives a free sponsor table and in exchange we promote the conference on our social media accounts and e-newsletter.



CSA Day Activities

In 2015, Small Farm Central, a company offering tech solutions for small farmers, released the 2014 CSA Farming Annual Report, which gathered data from more than 250 CSA farmers and almost 53,000 memberships. Among other interesting facts, the report showed that the most popular day for CSA Signups in 2014 was Friday, February 28. In 2015, Small Farm Central initiated the first National CSA Signup Day on February 28. CSA farmers offered special CSA Signup Day discounts and promotions and enjoyed an influx of signups from members wanting to support local agriculture. CSA Day has expanded to include a day long celebration of CSA.





CASE STUDY: COMMUNITY ALLIANCE WITH FAMILY FARMERS

Informed by the fact that word of mouth is the number one CSA promotion strategy ([Galt et al. 2015](#)), we've seen several innovative strategies for promotions used across the country:

CSA Members

Existing members are often a CSA's biggest fans; engaging them is a smart and affordable way to help spread the word. "Bring a Friend" is a model where existing CSA members are empowered to share their positive experience with a friend encouraging them to also join. Often a monetary incentive such as a discount or produce credit is offered. It is common for the CSA to make this act as easy as possible for willing members by providing outreach materials in the form of email text, postcards, tear away flyers, or social media content. [Local Roots](#) is a good example with customizable resources.

Targeted Outreach

Through strategic partnerships CSAs can leverage internal systems, advocates, and site logistics to reach new members and to have a team approach. Some examples include:

Worksites/Worksite Report

Worksite CSAs have grown in popularity in recent years as data points to the ease of pickup as an important factor in membership retention. In a worksite CSA, shares are delivered directly to the member at their place of employment. Many organizations across the country are incorporating Worksite CSAs into their employee wellness programs as a way to help employees access fresh, healthy produce and promote a healthier and more productive workplace.

For more information, see FairShare's Workplace CSA Toolkit.



Poynette, Wisc. Public Pick Up Site

Faith-based Organizations

Innovative faith-based organizations dedicated to increasing their congregation's health and food access have acted as liaisons with CSAs opening up a new target audience among a demographic who may not have otherwise known about CSAs. The Interfaith Sustainable Food Collaborative, in Sonoma County, is one excellent example. Their invaluable publication *Community Supported Agriculture: A Tool Kit for Faith Groups* can be found on their website along with other faith-based specific CSA resources.

Schools/Day Care Facilities

Data shows that young families, especially those with children, are likely to participate in a CSA. For this reason, targeted outreach to places such as elementary schools, childcare centers, or other places where young families frequent is a recommended strategy that often pays off.

Universities

Across the nation there has been much attention around food insecurity among university/college students. In 2016 The California State University System, led by Humboldt State University and USC Long Beach researchers, was the first public university system in the nation to conduct extensive research on student food insecurity with the aim of developing systemic solutions that will enable students to succeed and graduate. Phase 1 of their findings across the 23-campus system found that 21 to 24 percent are food insecure. Bringing CSAs, especially SNAP accessible CSAs to university/college campuses is one strategy used to address this growing issue.

FUNDRAISING



CASE STUDY: LARGE EVENT FUNDRAISER: BIKE THE BARNs

Introduction

There's more than one reason to hold a large event fundraiser. It can generate interest in your organization's mission, as well as needed funds. It's important to carefully select an event for your organization. You'll need the support of numerous volunteers, sponsors, as well as member farmers, so it helps to choose an event that people can support with enthusiasm. In our case, we had noted that bicycle rides are a popular fundraising tool (*it's a great way for people to travel between farms and enjoy the rural landscape*), and we chose to pair this with extraordinary food and farm tours to highlight our mission. In 2017, we had over 800 event participants (*bicycle and bus riders*) as well as 200 volunteers and supporters.



FairShare's Bike the Barns is a recreational cycling tour that raises awareness about CSA and funds for the Partner Shares program, which ensures that CSA shares are accessible to all. The ride brings together farms, gourmet food, community, and the Wisconsin countryside. The event allows us to fundraise for the organization as a whole, as well as for a specific program that appeals to a wide audience.

We have slowly increased the number of riders over the past few years to maximize our income and reach with this event without adding too much additional staff time or expense. We increased slowly to ensure that we didn't encounter any unanticipated negative effects of quick growth (*e.g. not adequately planning for event infrastructure*), and to make certain that the ride still feels like a community ride, rather than a large impersonal event.

Event Format

Bike the Barns has been a major fundraiser since 2005 and has grown along with our organizational needs. During the event, riders bike to several participating farm stops which are located close to each other along a pre-established route. The route changes each year, rotating from region to region served by our member farmers. At each stop riders enjoy fresh, gourmet meals and snacks prepared by area food partners with produce donated by member farms. There is also live music and on-farm activities at each stop. The day wraps up with an after-party celebration at a local park or farm, complete with more delicious food, live music and beer from a local brewery.



Bike the Barns



Income, Fundraising Details

Bike the Barns is our largest fundraiser, earning around \$40,000 for the Partner Shares Program each year and a similar amount of additional revenue for our organization as a whole. However, it is also requires a substantial investment of staff time, since it takes a total of approximately 800 staff hours to organize the event.

The fundraiser has multiple income streams. Some sponsors make in-kind donations of food or food prep, beer, photography, graphic design, prizes for riders, and live music. This enables us to put together a lower-cost event. For those who contribute cash, there are several different sponsorship levels.

Participants are prompted to choose one of two registration options. The first option is to pay the entire registration fee. The second option is to pay half of the registration fee, and then raise pledges to cover the remainder (*and hopefully more!*). All pledges raised by riders go directly to our Partner Shares program, providing fresh food for all. It's helpful to be able to clearly tell folks that all pledges raised go directly to assisting households with their CSA purchase. The remainder of event income (*e.g. sponsors, registration fees*) pays off expenses and goes into the general FairShare fund. In 2017, fundraising from Bike the Barns and other events made up about 25% of our annual budget.

Additional Details

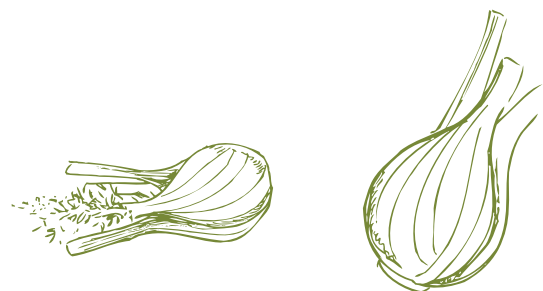
Bus the Barns began in 2017 as a way to make the event more inclusive. Over the years, we've heard feedback that some people were interested in attending the farm tours, eating the food, and supporting our cause, but were not cyclists (*or were physically unable to do the ride*). We now offer on-farm activities and private farm tours to Bus the Barns participants.

Support from our 200+ volunteers is also essential. The volunteer organizing committee oversees our event planning. We have volunteer site captains (*two per farm stop*). Bike the Barns site captains are critical to the success of the ride, and are involved in site planning, site logistics, volunteer leadership, and volunteer communications. Site captains serve as leaders and liaise between site hosts, site volunteers, caterers, mechanics, and FairShare staff. They also help FairShare get the word out about the ride. A route organizer is also a critical volunteer for the event. In collaboration with staff, the route organizer designs, tests, and refines the BTB route, contacts municipalities in which the route will operate, and designs and implements the safety plan for the day.

Key sponsors may also play an organizing role. For example, REI is an in-kind sponsor that plans fun activities as a part of their sponsorship (*e.g. big finish line celebration, fully stocked water stops along the way, relaxation station at the start and finish*). REI representatives are on the Planning Committee to learn more about the best ways to provide support each year.

☆ WHEN RECRUITING SPONSORS...

We've found that it's essential to provide a short document that gives potential donors a quick read-through of the different options and the incentives for each. A spreadsheet or graphically designed one-pager is the best way of quickly conveying this information so that they can compare the benefits of each level of giving.





CSA Open House

DONOR APPEAL

Many organizations raise funds through individual donors, and that's because this fundraising strategy is extremely effective. In fact, 72% of all charitable contributions are made by individuals. Requests for donations can happen through a donate button on your website, a direct email or mailing, or in person at your special event. You might consider this strategy if you are a nonprofit organization with a base of support through an email or mailing list, with the ability to track and manage donor information.

There is a wealth of online resources on individual donor development, if you decide this strategy is a good fit for your organizational fundraising. Some resources we recommend include the Association of Fundraising Professionals, and the National Council of Nonprofits. The farms in your CSA network may be willing to share details with their members such as your donation link, donation messages, or request donations on behalf of your organization.

PROGRAM-BASED FUNDRAISING STRATEGY

Bike the Barns is a fundraiser for the Partner Shares Program, but in the past, we have held a separate fundraising drive that occurs in tandem with the Bike the Barns event. The audience is a little different: farm members and others who don't want to participate in Bike the Barns. We ask farms to reach out to their members and request donations for Partner Shares at the same time registration is open for Bike the Barns. Farms direct their members to the FairShare website in order to make donations. Donors typically use the same fundraising platform as those who donate to Bike the Barns riders, and this streamlines our efforts considerably. Donors contribute using the "FairShare team page" so they feel part of a team effort.

GIVING DAYS

FairShare participates in a few annual giving days, including Giving Tuesday and The Big Share. The built-in publicity with these campaigns creates an easy starting point for a fundraising campaign.

“



'72% of all charitable contributions are made by individuals.

”

¹ SOURCE: *Classy* - <https://www.classy.org/blog/infographic-diversify-your-fundraising/>





CASE STUDY: THE BIG SHARE

Community Shares of Wisconsin (CSW) hosts a 24 hour day of online giving in early March each year. CSW will raise over a quarter of a million dollars during the Big Share. CSW is a member-directed fundraising federation; all of its 66 member groups hold a seat on the CSW board. CSW not only raises money for its groups, it actively helps expand their capacity through training, 1:1 support from experts, networking, and technical assistance. In 2018, we raised over \$5,000.

Planning for The Big Share

With the input of FairShare's Development and Communications Committee, we created a Big Share timeline highlighting our communications and social media strategy. In 2018, we set a fundraising goal higher than any year before - \$6,200, with \$2,400 coming from Board Member and Staff matches. Key messages highlighted the Partner Shares Program, farmer education, and sustainable farms.

About one month before the date of The Big Share, we sent a request to FairShare's Board Members and affiliated farms to:

1. Make a donation pledge to "seed" our fundraising effort with upfront donations (*we call these donors "Seed Starters"*);
2. Create a personal fundraising page to collect donations from friends, family, and colleagues; and/or
3. Like and share our social media posts and emails with their personal or professional networks.

The Big Share includes a number of prizes and fundraising incentives throughout the giving day, coordinated by CSW. FairShare scheduled challenge matching grants to correspond with these other incentives to improve our chances for winning additional monetary prizes (*including "Power Hours" and "Golden Tickets"*).

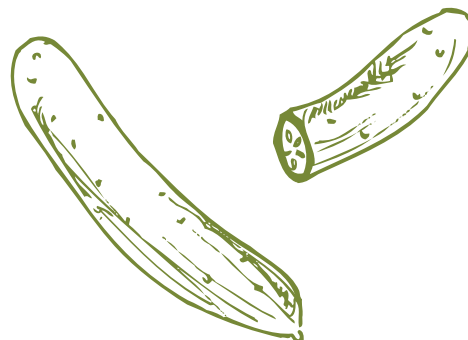
Over the course of the next month, we created and scheduled Facebook and Instagram posts leading up to and on the day of giving. Posts focused on the donor's ability to help small family farms succeed by giving to FairShare. New in 2018, donors had the opportunity to win a Film Festival ticket or FairShare cookbook and tea towel set.

Find FairShare's Big Share donation page [here](#).



BEST PRACTICE:

Over the years we've learned that it's important to diversify your revenue as well as keep up with trends or evolving products.



BRANDED PRODUCTS

FairShare's original cookbook, *From Asparagus to Zucchini*, was first published in 1996. This was a CSA "food book" designed to support CSA members who were new to the vegetables they might receive in their shares. CSA farms were the primary purchasers of the books. We developed a cooperative marketing strategy in which farms either gave the book as a gift to members or re-sold the books. FairShare offers our food books at a bulk discount rate to farms and others. For several years, the cookbooks were a major revenue stream for the organization.

Demand for the food books decreased for a few reasons. As time went on, many farm members acquired a copy of the cookbook, so the only sales were to new members. Also, the number of cookbooks addressing seasonal cooking expanded, so we no longer had a corner on the market. Finally, during the last few years, overall book and cookbook sales have dropped in favor of online recipe sites and blogs.

In 2013 we published *Farm Fresh and Fast*, a new cookbook with attractive graphics and flexible recipes designed for locavores. However, at that time the trend in cookbook publishing leaned strongly towards photography-heavy "tabletop" books. Consequently, *Farm Fresh and Fast* enjoyed only modest sales. We should note that it takes a big, upfront investment to develop a new cookbook, including recipe development, editing and printing. FairShare took out a loan in 2015 to reprint another run of *From Asparagus to Zucchini*. Sales of the book over the last four years have more than covered the cost of reprinting, to date, and the loan is nearly paid off.

Other merchandise we sell includes *Bike the Barns Merchandise* (cap, jersey, t-shirts), *Farm for Every Family Dish Towels*, and *Seasonal Vegetable Cards*. Together, merchandise sales contribute about 12% of our annual budget. We sell through our website and on site at our events and tablings. For the future, we are exploring avenues for more passive revenue, rather than investing staff time in selling products.

FARMER SPECIAL EVENTS

Farms host their own events either on the farm or in partnership with other businesses and restaurants. FairShare encourages farms to name FairShare as the beneficiary of these events. For example, a barn dance, picnic, gleaning day, harvest festival, or any on-farm member event can be a vehicle to collect donations for your organization. A few farms have held silent auctions featuring members canned goods or other area products. Proceeds were donated to FairShare by the farm. An example would be one of our *Farm to Feast* dinners, described below.

Farm to Feast

The dinner supports the work of FairShare CSA Coalition, a non-profit coalition of 48 community supported agriculture (CSA) farms working to promote and educate the public on the benefits of the CSA model.

Celebrate early fall and sample the delectable Wisconsin harvest at FairShare CSA Coalition and The Black Sheep's Farm to Feast Dinner, 6 to 9 p.m. Sunday, Oct. 6 in Whitewater. This special benefit dinner features farm-fresh produce from Regenerative Roots Farm (*Jefferson*) and High Meadows Farm (*Johnson Creek*), along with beers from Tyranena Brewing Co.



FUNDRAISING: GOING FORWARD

FairShare continues to diversify funding streams to make up for declining foodbank sales. A major strategy for 2017 was to increase existing programs and event revenues, including Bike the Barns. Another priority is to continue increasing charitable contributions through donor and sponsor development.

If you plan to offer products for sale to the public, remember that it takes time to manage the products, make sales, and take inventory. It pays to clearly plan the mechanism for selling items and plan out who will do those tasks.

In general, it's important to evaluate fundraising efforts annually. FairShare staff reviews the final data on each activity and determines whether it's worth the staff time to plan or participate in the event. Factors we consider include: the amount of staff time invested, how much less staff time will need to be invested in future years (the first year of an activity always takes more time), and ability to re-use and/or finesse materials, messages, timelines, and processes. Other important factors include net income, number of people reached, quality of CSA outreach, as well as barriers encountered in the planning process.

In analyzing the strengths of your promotions and fundraising strategies, it first makes sense to look at the measures already in place and how they have evolved over time. Prioritize your strategies by maximizing the impact of your most effective events. Plan to do more within the context of fewer events throughout the year. Use the criteria listed above to determine which strategies/events make the most sense to pursue in a given year, considering finite staff capacity. Sometimes this takes a lot of experimentation. You'll still need a diversity of fundraising efforts in order to keep a well-balanced and resilient mix of revenue streams. As a final guiding principle, always make sure that your initiative addresses key mission and goal priorities.



The Promotions & Fundraising Toolshed

Open the door of the Toolshed and you'll find open house information, graphics, press releases and other resources.

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KEY



Tool



Case Study



Quote



Best Practices



Caution



Tip



Toolshed

CSA OPEN HOUSES

This promotional information from other organizations will provide examples of how others put together open house events.

Community Alliance with Family Farms (CAFF) Press Release

CSA Open House on the Redwood Coast

Seven Humboldt County CSA farms will open their doors to the public on Sunday, September 6th from 1:00–4:00 p.m. during a CSA Farm Open House organized by [Community Alliance with Family Farms](#). Download the Event Brochure [here!](#)

One of the goals of the Open House is for individuals to find out if the CSA model is right for them; however, the event is open to everyone! Current CSA members and individuals who are simply interested in learning more about local food production are also welcome.

Attendees can expect to see examples of season extension techniques, dry farming, oxen power, pasture based meat production, and much more. Community members can visit any of the participating farms, in any order. Tours will be offered at each location on the hour mark at 1:00, 2:00 and 3:00 p.m. and most farms will have produce to sample. Produce and/or flowers will also be available for purchase at several locations.

Participating farms include:

- Bayside Park Farm, Arcata
- DeepSeeded Community Farm, Arcata
- Earthly Edibles Farm, Korb
- Organic Matters Ranch, Eureka
- Redwood Roots Farm, Bayside
- Shakefork Community Farm, Carlotta
- Tule Fog Farm, Arcata

Registration is not required to attend and the Open House is *free*. Please call the **Redwood Coast CAFF office** at **(707) 826-0233** for more information.



☆ TIP: CREATE AN INFORMATION STATION

Help Open House attendees choose a farm or find which farms deliver near their home or work by posting a knowledgeable volunteer at an information table or booth.

Duluth CSA Guild CSA Open House Press Release

Save the date for the 6th annual Local Community Supported Agriculture (CSA) Farm Open House.

This is an opportunity for people to learn how to get locally grown food from a CSA farm.

CSA is a partnership between a community of individuals who pledge support to a farm operation so that the farmland both supports the farmer and provides the community with fresh, healthy food. Most CSA farms focus on weekly deliveries of vegetables, but some provide meat, eggs, cheese, preserves, and other farm products directly to consumers.

Your friendly local farmers will share information that you can use to select a CSA share that's right for you and your family. All farmers at the open house serve the Twin Ports and are members of the CSA Guild. Eleven area farms will attend.

The CSA Open House will feature complimentary hors d'oeuvres while supplies last and a free raffle with a prize of local food and goods contributed by the farmers.

For more information about the Local CSA Open House and local CSA farms, visit www.csaguild.com or contact **Karola Dalen** at 218-428-9559.

The CSA Guild is a collective of northern Minnesota and northeastern Wisconsin CSA farms working together to promote CSA, expand knowledge of food production and on farm practices, and network for a better local foods system.

West Michigan Growers Group Press Release

Growers Fare: CSA Open House

West Michigan Growers Group partners with Downtown Market, MSU Extension to host 2017 Growers Fare: CSA Open House

The [2017 Growers Fare: CSA Open House](#), an event for the West Michigan community interested in connecting with and supporting farmers growing and selling local food, is coming to the Grand Rapids Downtown Market. In partnership with the West Michigan Growers Group and Michigan State University Extension, the public event will be held on Saturday, March 25th from 10 a.m. to 1:30 p.m. at the Downtown Market.

The event will include food samples from Market vendors who source local produce, activities for children and a meet-and-greet for farmers and community members. Attendees will have the opportunity to identify which farms are closest to their homes and have face-to-face conversations with Community Supported Agriculture (CSA) farmers about their growing practices, products they offer, season length and share prices and types.

This is the third annual event aimed at educating local residents about the CSA model and bringing more awareness to small-scale farms in the region.

"It's vital that we continue to support the development of local food systems in West Michigan by investing in local farms, businesses, entrepreneurs and choosing to buy produce locally,"

says **Garrett Ziegler**, Community Food Systems Educator for MSU Extension.

"One of the best ways to do this is by purchasing directly from a local farmer through a community supported agriculture program or at a local farmers market."

"Every dollar spent at a local farm returns a larger percentage back to the local economy and ensures farmers are paid a fair price for their product," continued Ziegler. "An investment in local food is also an investment in the future of West Michigan agriculture and ensures continued growth within our community."

All West Michigan Grower Group farms are committed to bringing sustainably grown products to their local communities and most operate a CSA program in which subscribers receive a weekly or biweekly share of the harvest throughout the growing season. Farms range geographically from Kent City to Ada and even one farmer growing within Grand Rapids' city limits.

For more information about the Growers Fare, visit the [Downtown Market Growers' Fare page](#) or the [West Michigan Growers Group site](#).



TOOL: MICHIGAN GROWERS FARE: CSA OPEN HOUSE

A Toolkit for Farmer-Organizers

West Michigan Growers Group

For the third year running, the West Michigan Growers Group has put on a “Growers Fare” to bring attention to Community Supported Agriculture, encouraging community members to meet and learn from farmers, and join a CSA. In support of the event was our local food startup venue, Downtown Market Grand Rapids and our Agriculture Extension Office (MSU Ext.), providing logistical support. We used the event as a springboard for creating and strengthening community partnerships, such as with our local Slow Food chapter and area food pantries. For this coming year, we are adding other community partners, such as a community-art nonprofit, a gleaning group, a composting nonprofit, and a nonprofit company supporting locally owned business.

The event runs like a small expo, free and open to the public. The space was a banquet room donated by the Downtown Market. Volunteer-run, the only costs were that of marketing materials (posters, flyers, and brochures) and food—we paid a farm-chef to demo and serve samples throughout the event; we also paid a juice bar to serve samples. These funds came from farmer’s annual dues.

Visitors were engaged quickly upon entering, shown a map of all of the attending farms, volunteers present to field questions at the welcome area, as well as explanatory signs and an educational brochure.

In years past, we’ve also included a local folk band and a raffle to make the even fun! Some farmers offered incentives for signing up that day so that customers felt rewarded for making the commitment. Having a bell for new members to ring creates a fun & celebratory atmosphere.

Press Release: [Growers Fare: CSA Open House](#)

Web Page (current): [2018 Growers Fare](#)

News Coverage of Event:

[Straight from the farmer's mouth: Support local agriculture at Saturday's Growers Fare](#)

-Rapid Growth GR

[West Michigan Growers Group partners with Downtown Market, MSU Extension to host 2017 Growers Fare: CSA Open House](#)

-The Rapidian

[Growers Fare is Connecting Local West Michigan Farmers to You](#)

-Eat Local West Michigan

[Growers Fare encourages CSA participation in West Michigan](#)

-WZZM13



Social Media:

Reposting event coverage, adding Facebook event to Facebook calendars of individual farms, Featuring Growers Group member farms daily leading up to event, reposting articles about CNG and OG practices, photos from previous years, interviews from previous years, reasons to join a CSA.

[Event banner](#) (Instagram graphic)

[Featuring member farms](#)

[5 Reasons to join a CSA](#)

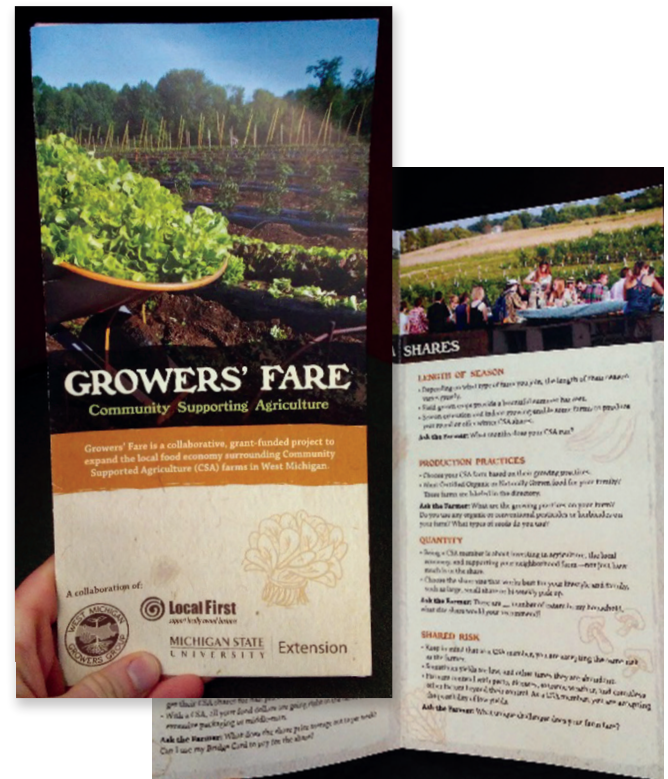
Banner for Facebook Page:



Flyer:



The Brochure:



PLANNING FOR THE GROWERS FARE: A MONTHLY OVERVIEW

Three Months In Advance

Find a location:

- ☐ Locate space for event, donated if possible
- ☐ Secure enough 6-foot tables, 1 for each participating farm/business/organization
- ☐ Find out layout to budget for space for booths, workshops, ability to serve samples/do food prep

Event planning:

- ☐ Reach out to area farmers who are not yet part of association to invite them to join so they can take part in the collective-marketing opportunity
- ☐ Invite current farmers to sign-up to attend event
- ☐ Invite affiliated non-profits or local businesses to provide activities at event—food access, pantries, farmers markets could run a kids' table, a food-trivia game, other interactive, educational mini-sessions
- ☐ Invite associated restaurants / value-added producers to attend in exchange for providing samples and donating items to raffle (*allergen sensitive/food labeled*)
- ☐ Secure at least 10 non-farmer volunteers to help run event
- ☐ Appoint marketing committee to design event communications/graphics
- ☐ Commission local artist to donate art to use as logo/event brand
- ☐ Reach out to area musicians to donate entertainment during event
- ☐ Ask a chef to do some food-prep demos with CSA produce (*allergen sensitive/food labeled*)
- ☐ Appoint event photographer
- ☐ Create area map that you can use to show farms & CSA pickups
- ☐ Create sign to education about CSA concept

Marketing:

- ☐ Create Facebook page, Eventbrite page, add to online community bulletin boards
- ☐ Create Press Release
- ☐ Create flyer/poster, brochure, pens, if budget allows
 - *Poster/flyer should be eye-catching and include event art, farm-list if possible, place/time/list of what to expect*
 - *Brochure should have a list of all participating farms, with a list of what each grows, their growing practices certification, contact information, and where their products can be found; a description of the farmer association; a place for attendees to take notes; as well as an event itinerary if there are talks/workshops throughout the time*
 - *Pens/pencils with association logo could be ordered, if budget allowed, for attendees to take notes as they meet with farmers*
- ☐ Marketing committee collects bios/photos from farms to use as content to advertise event

CSA Defined Sign:

What is Community Supported Agriculture?



Community-Supported Agriculture (CSA) is an economic system in which community members pledge their support to a local farm and share the risks and benefits of food production with the growers.

Becoming a member of a CSA secures you a share of the farm's harvest each week throughout the season and connects you to the real value and cost of producing food--to the people who grow it and to the land on which it is grown.



CSA



Magnets for CSA Farm Map:



Two Months In Advance

Promotion

- ☐ Flyer/poster distributed by farmers/volunteers around their community with date/time/place listed featured donated artwork
- ☐ Press Release sent to media contacts
- ☐ Steady social media promotion
 - *Feature farms promote, CSA concept, local food, quotes from nonprofits, relevant articles*
- ☐ Send personalized invites to neighborhood associations, local leaders, chefs, nutritionists, dietitians, weight-loss clinics, alternative health practitioners, diabetic support groups, health clubs, yoga studios, Seventh Day Adventist churches, social-justice oriented churches, etc.

Event Preparation

- ☐ Verify list of farms planning to attend
- ☐ Communicate with presenters, farms, organizations to develop itinerary & load-in schedule
- ☐ Secure farmer workshop topics & times
- ☐ Secure raffle contents
- ☐ Borrow gong to signify CSA purchase day of event
- ☐ Give farmers examples of creative booth ideas
- ☐ Develop welcome table (*might need more welcome people at doors, depending on layout*)
 - *Large sign with hosting association name*
 - *Sign explaining what a CSA is*
 - *Brochures & pens*
 - *Map showing visitors which farms/pickups are close to their homes*
 - *Raffle (people who enter give name & email for building email list)*
 - *Option to donate to association / become paying member*
 - *Way to count attendees*
 - *Communicate with volunteers to assign roles*
 - *Setup & Tear-down (2)*
 - *Helping with Load-in & directing farmers/organization leaders (4)*
 - *Staffing welcome table (these people do raffle) (2)*
 - *Emcee to run event (1)*
 - *Floater to answer questions (1)*

Month of Event

Promotion

- ☐ Get radio/TV coverage of event
- ☐ Make short promo video to promote on social
- ☐ Communicate with those who are interested in attending, keep up a conversation

Event Prep

- ☐ Send reminders to farmers: time, place, load-in schedule, itinerary
- ☐ Send reminders to volunteers, photographer, musicians, nonprofits, local biz, chef
- ☐ Make sure there are enough cords/outlets for electricity needs
- ☐ Create PowerPoint show to run during event, make sure projector is in place
- ☐ Optional photo booth with oversized veggie/farm props
- ☐ Make script for emcee to follow on day-of



CSA PROMOTIONS & FUNDRAISING TOOLKIT

Day of Event

- ☐ Set up 2 hours in advance of load-in
 - *Tables in place*
 - *Extension cords taped down, near booths with electric needs*
 - *Workshop spaces arranged, itinerary posted on door of workshop room (signs directing)*
 - *Welcome table arranged*
 - *Signs hung/displayed, people counter ready, brochures, general info handouts for association available with pens/pencils, raffle items and raffle rules (ask for volunteers on raffle slips), donate sign, map (prominently displayed, accessible) to show farms and pickups*
- ☐ Greet farmers, nonprofits, businesses, volunteers, assist with load-in according to schedule (*staggered arrivals*)
- ☐ Cue PowerPoint, live music, emcee gives half hour notifications of upcoming workshops, demos (*make sure to count attendance at workshops*)
- ☐ Use live social media functions to encourage people to come out and attend
- ☐ Greet attendants, thank them for coming, ask them to enter raffle, give them brochure, show them to map, field questions
- ☐ CSA members who purchase that day are invited to take a swing at the gong to let everyone know a purchase was made (*farmers clap & emcee thanks new member*)
- ☐ Floater volunteers engage with potential customers & help guide toward purchase decision
- ☐ Emcee announces time left in event, encourages people to make a purchase
- ☐ Raffle winner is announced
- ☐ Clean-up!



After Event

- ☐ Collect contacts of day-of CSA purchases from farmers
- ☐ Enter raffle names into database
- ☐ Send thank you notes to all those who purchased a CSA at event
- ☐ Send thank you notes to all participants, attendees, volunteers along with appropriate survey
- ☐ Post thank you notes on social media platforms, along with photos from event
- ☐ Collect responses from farmers, volunteers, attendees
- ☐ Present reflections to association board, along with number of attendees at each workshop, at event overall





TOOL: SAMPLE PRESS RELEASE: FILM FESTIVAL

Here's an example of a well-written press release.

For more information, see the section on [Earned Media](#).

— FOR IMMEDIATE RELEASE —

FairShare CSA Coalition

303 S. Paterson St. Suite 1B-
Madison, WI 53703

Media Contact:

Carrie Sedlak, Program Manager,
(608) 226-0300, carrie@csacoalition.org

For More Information:

Event Website: <https://www.csacoalition.org/film-festival/>

Event Facebook Page: <https://www.facebook.com/events/1854052424886830/>

Ticket Website: <https://www.high-noon.com/event/1640971-fairshare-csa-coalition-food-madison/>

Film Festival Highlights Sustainable Food and Farms

On Tuesday, March 13, join **FairShare CSA Coalition** and presenting sponsors, **Aprilaire** and **Heartland Credit Union**, for an entertaining evening featuring beautiful films and inspiring speakers at the **Food + Farms Film Festival**. The second annual event will screen a series of short to medium-length films highlighting a future of healthy and just food systems. **The festival will be held at the High Noon Saloon at 7 p.m.**

The evening will focus on the themes of *sustainable agriculture, the changing face of American farmers, fair labor practices, land access and seed saving*.

Films will include:

Farmers for America traces the extraordinary changes coming to America's food system and the farmers, young and old, who provide the spirit and energy to bring urban and rural America together around our shared food system.

Food Chains highlights a group of Florida farmworkers battling the \$4 trillion global supermarket industry through their ingenious Fair Food program, which partners with growers and retailers to improve working conditions for farm laborers in the United States.

The Future of Food by Happen Films presents how organic market gardeners Frank and Josje view Community Supported Agriculture as part of a new story for food growing.

The Gift features Canadian Dan Jason, a pioneer in seed farming, who shares his vision of the bounty of nature.

Adaptive Seeds is a short film from [*the Greenhorns*](#) highlighting a young seed saving company growing certified organic seeds adapted to their Sweet Home, Oregon climate.

Each film will be followed by a short TED-style talk from an area leader, who will provide local context for each film and shed light on the state of local, fresh and sustainable food in Wisconsin.

Speakers will include:

Barb Perkins, of [*Vermont Valley Community Farm LLC*](#), along with two members of the Vermont Valley farm crew

Irwin Goldman, Professor of Horticulture at UW-Madison, Plant Breeder, and Board Member of the [*Open Source Seed Initiative*](#)

Tenzin Botsford, of [*Red Door Family Farm*](#)

Anne Drehfal, of [*Regenerative Roots*](#)

The festival will include door prizes from local businesses, gourmet local snacks for purchase including cookies from Honey Bee Bakery and popcorn by Gib's, and beverages from High Noon Saloon will also be available. Tickets are available at the [*High Noon Saloon website*](#) and are \$12 in advance/\$15 at the door.

For over 25 years, FairShare Community Supported Agriculture (CSA) Coalition has made CSA more accessible by linking people who care about the food they eat to local farmers who grow top-quality produce for their local communities. Through education, outreach, community building and resource sharing, FairShare is committed to raising the bar on the quality and accessibility of CSA shares in Wisconsin.

For more information about local sustainable agriculture, visit the [*CSA Open House*](#) on Sunday, March 18 from 11 a.m. to 3 p.m. at the Monona Terrace.

ADS AND PROMOTIONAL GRAPHICS EXAMPLES

Plow and Barrel Dinner



PLOUGH and BARREL

CSA DINNER SERIES
Enjoy a 3 course dinner featuring products from local farms. Each course is paired with a beer from a local brewery. Tickets available while supplies last.
\$50 per person (includes tax, not gratuity)
TICKETS AVAILABLE AT THE COOPERS TAVERN

JUNE 3rd • 6:00 P.M.

FEATURED FARMS
PARISI FAMILY FARM
TIPI PRODUCE

FEATURED BREWERY
ONE BARREL BREWING

PROCEEDS GO TO  **FAIRSHARE** CSA COALITION

CURRENT SPONSORS  **edible** MADISON

20 WEST MIFFLIN, MADISON, WI ♦ (608) 256-1600 ♦ THECOOPERSTAVERN.COM

Sh*tty Barn Poster



*The Sh*tty Barn Presents*

FAIRSHARE

CSA COALITION BARN PARTY

AUGUST 24
MUSIC AT 5:15

JUNIPER TAR
DEAD PIGEONS
PETER MULVEY

BUY A SLICE OF CSA FROM **IAN'S PIZZA**
MADE WITH FRESH, SEASONAL VEGGIES FROM LOCAL FARMS

 **FAIRSHARE** CSA COALITION

 **BARN**

BARN DOORS: 4:30 MUSIC: 5:15

→ SBS no. **74.13** | 506 E. MADISON | SPRING GREEN, WI

TICKETS AVAILABLE ONLINE OR BARN DOOR **\$15**

WWW.SHITTYBARNSESSIONS.COM

SIP Poster



S.I.P.

SEASONALLY INSPIRED POTATIONS

MIXOLOGY CLASSES

LEARN FROM THE PROS HOW TO USE FRESH, LOCAL INGREDIENTS TO MAKE TOP QUALITY, HIGHLY IMAGINATIVE COCKTAILS.

COST:

SINGLES
\$18/CLASS OR \$65 FOR THE SERIES OF 4

COUPLES/BUDDIES
\$30/CLASS OR \$100 FOR THE SERIES OF 4

DEATH'S DOOR SPIRITS
2220 EAGLE DRIVE, MIDDLETON, WI

FOR RESERVATIONS
CALL: 608-226-0300
EMAIL: INFO@CSACOALITION.ORG

PURCHASE ONLINE:
WWW.BROWNPAPEREVENTS.COM/EVENT/25804

TIME
5:30 - 8 PM

**AUGUST 15,
SEPTEMBER 19,
OCTOBER 17, NOVEMBER 7**

CSACOALITION.ORG

FAIRSHARE CSA COALITION

DEATH'S DOOR SPIRITS

TYRANENA EXPERIENCE
REDEFINING FARM TO FEAST CSA COALITION

Farm to Feast Dinner



FARM TO FEAST
A CSA DINNER

HOSTED BY
THE BLACK SHEEP
AND
FAIRSHARE CSA COALITION

OCTOBER 6TH
AT
6PM

210 W WHITewater STREET
WHITewater, WI

FEATURED FARMS
REGENERATIVE ROOT
AND
HIGH MEADOW FARM

PARTNER BREWERY
TYRANENA

Mixology Class Series



AT **GIBS**

GIBS +  **FAIRSHARE**
CSA COALITION

YOUR LIBATION IS A DONATION!

Join us for monthly Monday night happy hours from 4-7 p.m. at Gib's featuring seasonal cocktails and FairShare farms! Make your libation a donation - proceeds from the happy hour will benefit FairShare CSA Coalition!

WHEN
Mondays, 4-7 pm, August 17, September 28, and October 19

WHERE
Gib's Bar, 1380 Williamson St., Madison

Bike the Barns graphic



OTHER EARNED MEDIA EXAMPLES

Although most of our press releases appear in print media, the same or similar information can be shared with other news outlets.

Television

Here are some examples of news stories generated by press releases to television stations. The releases did not generate actual television segments, but the content was shared on their website.

[FairShare CSA Coalition holds 21st annual open house](#)

[Farmers at annual open house event expect slow start to growing season](#)

Radio PSAs

Radio is a little different than other media outlets. [Public Service Announcements](#) need to be extremely short (*60–80 words*) so don't submit a longer format press release. Most rejected PSAs are declined because they are either poorly written or not timely (*they should be distributed 3–4 weeks before the event*). PSAs should also be an announcement (*not a call to action*) and have a neutral and informational tone. There are numerous online guides to writing [PSAs](#). At FairShare, we contact radio stations for particular events, such as our Open House, that have a high value to the general public. We work directly with radio staff to determine the content of the PSA.



JOINT PROMOTIONS

For small nonprofits with limited resources, joint promotions are a way to maximize exposure for events and activities, while keeping expenses as low as possible. We look for like-minded organizations or efforts whose audience is similar to our own. These are examples of promotions featuring groups of farms or like-minded organizations, working together to promote local farms and food.

Fermentation Fest

[Fermentation Fest](#) is an annual celebration of live culture in all its forms, from dance to yogurt, poetry to sauerkraut. Presented by Reedsburg, WI-based Wormfarm Institute, the event brings together farmers, chefs, artists, poets and performers for tastings, demonstrations, cooking classes, art events, performances, food carts and more.

FairShare and Fermentation Fest have a cooperative relationship. Both events are held in the fall (*Sept/Oct*) and the events tend to attract a similar audience. To facilitate the partnership, FairShare staff communicates with the Wormfarm Institute regarding their event details and graphics, and then we come to an agreement about the ways in which we will promote each other's events. We then schedule out social media and e-news posts for the event several months in advance. With a very limited investment of time we are able to promote work we believe in, forge a good partnership with a like-minded organization, and reach a similar audience.

Farm Crawls

Des Moines Area Farm Crawl Example

<https://sites.google.com/site/farmcrawl2017/>

Seven independent family farm operations, all within an easy drive of each other in south-central Iowa, are jointly hosting open houses. Enjoy a leisurely autumn day "crawling" from farm to farm

Come visit south Marion County/north Lucas County (one hour south of Des Moines) to see each of our individual operations. Tour the farms, visit the animals, meet the farmers, see demonstrations, sample the goodies, purchase locally grown & produced products, and have lots of fun in the beautiful Iowa countryside! Visit special guest vendors at many of the farms. Free admission onto all of the farms.

Sponsors include *Practical Farmers of Iowa (PFI)* and *South Central Coop*.

Soil Sisters

<http://soilsisters.wixsite.com/soilsisters>

For three days and with five unique components and involving numerous women-owned farms, the jam-packed Soil Sisters culinary event celebrates Wisconsin's family farms and rural life in and around the farming communities of Monroe, New Glarus, Blanchardville and Brodhead, Wisconsin, over the first weekend of August, 2018.

Wear your sun hat, pull on your farmboots or overalls, and kick back for a relaxing time on one, or all, of the farms. And come hungry for some farm-to-table feasts.

Read our most recent 2017 SOIL SISTERS Newsletter for an overview of just a few of the many culinary events, hands-on workshops and, of course, the SOIL SISTERS: Tour of Farms.



FAIRSHARE
CSA COALITION

303 S. Paterson St. Suite 1B, Madison, WI 53703

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608-226-0300

www.csacoalition.org