Notes for Unconferencing Session: If You Build, Will They Come?

* Are we trying to focus on client referrals or overall awareness?
* There are two categories we can look at
  + How much information is distributed?
  + How many referrals did we receive?
* State Fair-FFA gives IN AgrAbility booth space in their building so it’s free. They try to use as many volunteers as possible to staff the 17 day fair
* Networking
  + Partners
  + Fairs
    - Booth
    - Walk through the barns, talk to people
    - Walk through the exhibit area and talk to other exhibitors
  + Healthcare network-OT, PT, Drs
  + Visit rehab hospitals
  + Extension!
    - We’re part of Extension, but many people don’t realize it
  + Lunch and Learns
  + Speaking at Association Meetings
  + Focus on Wives-Indiana has 50% male and 50% female clients
    - Wives also may be more likely to hear or listen to our message and get their husbands to look into it
  + Farmers who need our services probably haven’t heard about us, but a friend, family member, or neighbor might have
  + Get into other organizations’ newsletters
    - Rural Electric Co-Op
    - Farm Service Agency/Soil and Water Conservation Agency
    - Extension
    - Farm Bureau
* Ag Dealers
  + - Feed Stores
    - Seed Reps
    - Veterinarians
    - Co-Ops
* Farm Bureau Conventions and Meetings
* Home and Health Services Extension Agents
* Churches
* Youth Groups
  + - FFA
    - 4-H
* Relationships are key!!!
* Who are you serving?
  + Small Farms
  + Niche Markets
  + Farmer’s Markets
* Crop-Specific Farms-Grain, Produce, Livestock
* How does your audience change your outreach?
* Advertisements
  + Use a specific link on the ad that directs the person to your AgrAbility page, but counts the number of hits from the advertisement. The NAP used [www.agrability.org/ad](http://www.agrability.org/ad). Nothing is different about the page they are directed to, but it allows the NAP to track the impact of the ad
  + Take advantage of online ads and banners. Many of these will count and organize your hits for you and send you a weekly report
* Social Media
  + Facebook
  + Twitter
  + Blogging
  + YouTube