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