



KANSAS FARM BUREAU[®]
The Voice of Agriculture[®]

CONSUMER ENGAGEMENT SERIES: HOSTING A FARM FUN WALK

OBJECTIVE: TO SHARE ACCURATE AGRICULTURAL INFORMATION IN A FUN, RELAXED, FAMILY ORIENTED SETTING.

OVERVIEW

Hosting a family-friendly Farm Fun Walk is a great way to educate urban families about where our food comes from. Whether you hold this event on a farm or a similar suitable setting, the opportunities to provide accurate agricultural information along the route are endless.

Prior to planning this event, please review the Steps to Professional Program Planning resource.

TIMELINE

Months in Advance

- Choose a theme tied to your goals and objectives for this event
- Select a date and location
 - Map out the route using GPS technology
- Create a budget
 - Identify local businesses who may be interested in helping sponsor the event
- Identify motivated volunteers
- Research options to provide accurate agricultural information to participants
- Using a free program such as Canva, create a promotional graphic closely tied to your theme
 - Create a registration form, save the date email and possibly t-shirts using your design

Two Weeks Prior

- Registration closes
- Secure any needed equipment
 - Tables and chairs for “education/break” stations
- Prepare educational materials to be displayed

One Week Prior

- Send reminder email
 - Include instructions attendees may need prior to the event such as your contingency plan in case of inclement weather and an emergency phone number
- Confirm details (room rental, key for room, wifi password, presenters, etc.)

One Day Prior

- Print final roster / name tags
- Set up location (if possible)

Immediately Following the Event

- Tear down / clean up location
- Send a “thank you” email to volunteers and participants

TRADEMARKS AND COPYRIGHTS

Be mindful of copyright limitations. Without permission, you should not copy or otherwise reproduce pages of your chosen Farm Fun Walk book. Instead, use 2 copies of the book to cut out pages to be used with the Farm Fun Walk, and do not alter the pages in any way.

- It is important you give the following attribution somewhere along the route of your Farm Fun Walk, to avoid trademark issues: “This Farm Fun Walk was adapted from the *StoryWalk™ Project*. The *StoryWalk™ Project* was created by Anne Ferguson of Montpelier, VT and developed in collaboration with the Vermont Bicycle & Pedestrian Coalition (VBPC) and the Kellogg Hubbard Library.”

INVOLVING YOUR COUNTY LEADERS

Opportunities for your county leadership team and other motivated volunteers of all ages!



Volunteer Projects:

- Organizing the event.
- Working with local farmers to host the event on farmland.
- Securing donations of healthy snacks/beverages for participants.
- Working with local businesses to provide “goodie bags.”
- Brainstorming non-competitive random drawings for participants.
- Mapping the route using GPS technology.
- Organizing information and break stations, direction leaders, parking crew, announcers, etc.
- Identifying possible issues and creating related contingency plans.
- Placing “fun facts” or other accurate ag information at route stops.
 - Links to **accurate** agriculture resources are listed below.
 - Dismantle a short book, laminate the pages and display at various locations along the route.

Micro-Volunteering Opportunities:

For volunteers who don't have much time or for those who have a specific interest, any of the projects listed above may be broken down into smaller duties.

PUBLICITY

Early in the planning process, think about how you might promote information to local media outlets.



Tools to Help Cover Your Event:

- Media Alert – an invitation designed to inform the media about your event and entice them to attend.
 - Provide event details: who, what, where, when and why.
 - Keep it short, no more than one page.
 - Most media outlets prefer to receive alerts via email.
 - Send the alert at least 24 hours prior to the event.
- Post-Event News Release
 - A concise summary of the event sent to the media.

SOCIAL MEDIA CAMPAIGN

Social media event invitations are free and are an easy way to spread your message quickly.



Pre-Event Push

- Create an event.
- Promote the event in advance and entice people to attend.
- Highlight the basics: who, what, when, where and why.

Realtime Sharing

- Post photos, live-tweets, Facebook Live, commentary, etc., as the event unfolds.

Post-Event Follow-Up

- Provide information about the event such as total number of participants, quotes from attendees and what was unique or educational about the event.

KEY MESSAGES/THEMES



- Family Farms
- Commitment of Farmers/Ranchers
- Healthy, Nutritious Food
- Responsible Land Use
- Community Involvement

OTHER



- Will this event need to be rescheduled due to inclement weather?
- Is the surface stroller friendly?
- Are pets allowed?
- Will you charge an entry fee?
- Will you offer “prizes” to participants?
 - Navigate the 5K to earn your t-shirt and goody bag.
 - Random drawings, etc.
- Other options may include hosting a bicycle, motorcycle or “cruise in” car tour, scavenger hunt, or fundraiser to share agricultural information and build understanding of farms, local economic contributions and impact, etc.

ADDITIONAL RESOURCES

[American Farm Bureau Foundation for Agriculture](#) – Click on store, then Food and Farm Facts

[Kansas Farm Bureau](#) – Scroll down to the Ag Education Handouts and Fun Facts links

[National Agriculture in the Classroom](#) - Kansas Ag Facts

[Pinterest](#) – Search for accurate agricultural messages

[How to create a Media Alert](#)

[How to Write a Press Release](#)