Beyond the Brand: Marketing your Mission for Improved Fundraising & Community Support
About the series

Help farmers markets strengthen their position in the marketplace by understanding the characteristics of their customer base; building a brand worthy of community support; and staying competitive in a rapidly evolving local food scene.

http://farmersmarketcoalition.org/education/webinars/
Welcome

**Moderator:**
Colleen Newvine
Newvine Growing

**Presenters:**
Copper Alvarez, Executive Director
Big River Economic & Agricultural Development Alliance

Pam Knights
Pam Knights Communications

February 19, 2014
20-PIECE CHICKEN McNUGGETS FOR ONLY $5
with new Habanero Ranch sauce

Prices and participation may vary.
SURF N TURF SALE
A Perfect Pair

GO LOCAL
SELECT YOUR STORE TO THE RIGHT.

Tribeca

Bowery
OVERVIEW

• Competition in the local foods marketplace
• Role of branding
• Why good branding is important
• Branding basics
  • Internal branding
  • External branding
• Target Audiences
• Positioning
• Visual identity
• Taglines
• Messaging
• Brand management
• Consistency across all platforms
• Fundraising & Friends of the Market
• Sponsorships
• Rebranding

Followed by programs & events with Copper Alvarez, Executive Director of the Big River Economic & Agricultural Development Alliance in Baton Rouge, LA
COMPETITION & A CHANGING LANDSCAPE FOR LOCAL FOOD MARKETS

Increase in competition for the “already-converted” local foods customer base due to increases in farmers markets (8100+ nationwide) CSAs, farmstands, farm markets, coops, grocery stores, buying clubs and home gardening.
Need to grow customer base through enhanced shopping experiences, community connections, partnerships, sponsorships, community involvement, education, food/agricultural related supervised activities for families and kids, brand building, creative online, digital, and social marketing.
Markets need to **define their unique selling points**, incorporate them into their branding and messaging, tell their stories, put a face on the food and the farmers at their markets, and be seen as an important community resource that needs additional funding and support beyond market sales.
Keep in mind: **Farmers markets are the ONLY place where shoppers have access to multiple farmers in one location** and the opportunity to interact with those responsible for producing the various foods they are purchasing.
ROLE OF BRANDING

• A brand is more than a visual identity: the name, logo and graphic design used by an organization.

• A promise of who you are

• Psychological connection that a person makes with a product, person, organization

• Visual should evoke an emotional response and messaging address a specific need(s)

• Develops authority and credibility. A strong and honest brand is a trusted brand.
WHY BRANDING IS IMPORTANT FOR FARMERS MARKETS

- Create a memorable, recognizable identity
- Connect with people on an emotional level
- Demonstrate and instill pride and professionalism in your organization
- Set your market apart from other local food markets
- Communicate who you are and what you stand for
- Inspire people to be part of your work and to support you
- Serves as a foundation for consistent imaging across all communications
BRANDRAISING TRIANGLE

borrowed from Big Duck Smart Communications for Non Profits

Organizational Level

Identity Level

Experiential Level

Vision
Mission
Values
Objectives
Audiences
Positioning
Personality

Visual Identity
Messaging Platform

Online
In Print
On Air
In Person
Mobile

Full Service Food, Farm, Lodging, Agritourism & Small Business Marketing

Northfield, VT  802-485-7274  PamKnights.com
INTERNAL BRANDING - ORGANIZATIONAL LEVEL

Work with your board and a cross section of vendors to articulate your vision, values and objectives to develop a mission statement for your market. State them on your website and in your promotional materials. The mission acts as a springboard for community engagement and support.

Mission statement examples

**Memphis Tennessee Farmers Market**: To improve public access to locally grown foods, educate the community on nutrition, and foster a sense of civic pride by assisting farmers and artisans with sustainable business opportunities while creating a vibrant community-gathering place that supports our local economy.

**Beverly Massachusetts Farmers Market**: Supporting local agriculture while making healthy food available to all members of the Beverly community at affordable prices while promoting sustainable living practices and building community.

The **Andover Massachusetts Farmers Market** offers educational programming and promotes healthy eating, local economies, sustainability, and community spirit by providing fresh, local produce, baked and prepared foods, as well as hand-crafted goods.
DEFINE THE PLAYERS – YOUR AUDIENCE(S)

Farmers/Vendors

Customers
Shopper radius
Competition within that radius - other food markets, concurrent activities
Demographic - spot survey customers

Community Partners – kindred organizations
Health clubs, health providers, herbalists, nutritionists, 4-H, extension service, garden clubs, farm to school programs, culinary schools (high school and college), libraries, etc.
Volunteers
Greeters, supervisors of children activities, artists, graphic designers, carpenters, social media mavens, event planners, musicians, performers, home cooks, etc.

Lawrence Kansas Farmers Market:
http://www.lawrencefarmersmarket.com/volunteer.php

Potential Business Sponsors
Banks, newspapers, insurance agencies, realtors, visitors bureaus, business associations, chamber of commerce, architects, printers, locally owned bookstores, etc.

Memphis Farmers Market, TN
http://memphisfarmersmarket.org/sponsorsandpartners
POSITIONING

Unique Selling Points
Determine market’s strengths and weaknesses (SWOT analysis)
• Tangible and emotional attributes
• Story behind the market
• Location
• Farmers & crafters
• Product selection
• Number years in operation, etc

Benefits & Impacts to Community
Social, economic, agricultural, health, educational- articulate in marketing materials

“A good market is not only an economic engine, it’s also a social gathering place which builds the community.”

--Benjamin Fried, 2002, Project for Public Spaces, NYC
EXTERNAL BRANDING - MESSAGING

- Identify key attributes and benefits/USP (unique selling points) specific to your market.

- Narrow down to 3-6 bullet points, succinctly describing what you offer, that align with what your target audiences need and want.

- Use these key points in developing your messaging across all of your marketing communications platforms.

- Develop boiler plate descriptions (of varying lengths) for use on Facebook- About, online directories, and print materials for consistency.

- Display website and/or FB address on everything!

**sample bulleted info**

- Summer Open Air & Indoor Winter Markets
- Serving the Northfield, Norwich University & Roxbury Communities
- Up to 35 Vendors
- Local Produce, Crafts & Prepared Foods
- Kids’ Activities & Entertainment
- EBT & Debit Cards Accepted
VISUAL IDENTITY

- Logo
- Color palette
- Font
- Taglines - short, simple & clear
- Different from your competitors
- Consistency across all platforms
TAGLINES & SLOGANS

A short and memorable “sticky” slogan or phrase that communicates your uniqueness while speaking to the emotional needs of your audience.

A good tagline should be:
- Honest
- Original and unique to your brand
- Reflect your personality
- Address your core service
- Focus on a benefit to the customer
- Short: 3 to 7 well chosen words
- Memorable – clever, catchy, surprising, fun, inventive
- Succinct, descriptive, benefit oriented with the right mix of creativity and strategic thinking

Try phrases out on your board and best customers before implementing them.

- **Campbell's Soup** is good food.
- **Wonder Bread**: Helps build strong bodies 12 ways.
- Nobody doesn't like **Sara Lee**.
- Choosy mothers choose **Jif**.
- The best part of waking up is **Folger's** in your cup.
- **Carnation**: Milk from contented cows.
- **Stove Top**: Stuffing instead of potatoes.
BRAND MANAGEMENT

• A brand is most powerful when internal identity is aligned with external imaging

• Brand building needs to become part of an organization’s strategy

• Brand promise needs to reflect core values, crucial to do what you say you do and who you are, authenticity is important

• Employees, board members, volunteers and vendors need to understand and embrace the core brand message to create a more unified organization and consistent external communications

• Promotes pride in the organization and mission

• Creates trust between the organization and its external audiences

• Paves the way for partnerships, friend-raising and fundraising opportunities
BRAND CONSISTENCY ACROSS ALL PLATFORMS

• Consistent messaging and imaging – same look and feel - for a unified and recognizable image and voice across all platforms from signage, print, advertising, website, Facebook, social and mobile.

An example of a nice logo but poor carry through on http://www.billericafarmersmarket.org/

An example of better brand carry through at http://foodinthehood.wordpress.com/initiatives/farmers-market/
FUNDRAISING THROUGH FRIENDS OF THE MARKET PROGRAMS

The ASK & Call to Action
Backed by your mission statement state your case for the need for community support, articulate your needs in a specific way, ask for help/volunteers to perform specific tasks, fund raise for specific items, set up levels of giving, ask for financial support, provide easy to use, accessible mechanisms for giving, don’t be shy!

Friends of the Market Program
• Create a tiered program for membership and giving
• Specify member benefits
• Create a graphic and program name compatible with your visual identify
• Place the graphic and a link to online donations (like PayPal) on homepage of website, in online newsletters, in print, and on posters.
• List and acknowledge members. Communicate regularly with Friends.

Examples:
Good representation but broken links to donate
http://www.lawrencefarmersmarket.com/volunteer.php
http://memphisfarmersmarket.org/

Good representation and follow through
http://capeannfarmersmarket.org/join-us/index.html
http://www.benningtonfarmersmarket.org/membership/
SPONSORSHIP OPPORTUNITIES

Business Support through Sponsorships
• Specific program funding and support, cross marketing opportunities
• Donations
• Program and event sponsorships
• In kind as well as financial support
• Recognition on market posters, on websites, in newsletters, at market

Good Examples
Ashland Farmers Market, MA
http://ashlandfarmersmarket.org/supporters
Northsquare Farmers Market, Chambersburg, PA
http://www.northsquarefarmersmarket.com/become-a-sponsor.html
FRESH FARM markets, Washington DC
http://freshfarmmarkets.org/get_involved.php
REBRANDING

• Focus on internal branding work at the organization level
• Carefully craft your unique selling points
• Test your mission statement and visuals on a focus group and select trusted customers
• Work with a professional graphic designer to create your visuals and your website
• Update all online and print materials
• Develop a marketing campaign to roll it out, celebrate your new image
• Create a buzz on social media, press release, email and print newsletters
• Thank people who helped make it possible
• Launch at the start of a new season or benchmark time in life of the market
• Be sure it’s true to your organization and is all that you’d like it to be since you do not want to rebrand often!
Big River Economic & Agricultural Development Alliance

- We work to **build a healthy and strong local food system, support small farmers and make local foods accessible for all.**

- We accomplish our mission through a network of public markets.
Farm to Table Tops

Part Fundraiser, Part Local Food Education

- We began this program in 2004 as an opportunity to enhance the environment of our downtown public marketplace and as a way to educate children about their local food system.

- BREADA recruits youth artists ages 8 through 21 who are interested in donating their artistic talent and learn about where their food comes from.
Farm to Table Tops

Creating Opportunities for Youth Artists

- Giving Back through Art
  - Students’ art and time is donated to create 50 artistically designed custom tables to be displayed & used in Main Street Market

- Educate youths on Local Food System
  - Farm tours, Cooking Class & tour of downtown Baton Rouge

- Recognition Event at the end of the summer

- Auction outgoing tables
Growing the Program

- Every 3 years BREADA provides a summer experience for youth artists & provides an opportunity for critical support as a fundraiser.

- New tables are created & the current ones are auctioned off.

- Offers benefactors a Major Gifts campaign & a story the media loves to tell.
**Major Gifts**

* Logo size in recognition items determined by level of sponsorship.

BREADA is a 501(c)(3) non-profit corporation to which contributions are tax deductible.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Sponsor on Artist</th>
<th>Silver $2,500</th>
<th>Gold $5,000</th>
<th>Platinum $10,000</th>
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<tbody>
<tr>
<td>Recognition in e-newsletter &amp; Facebook</td>
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<td>(Circulation 4000+)</td>
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<td>Recognition on website</td>
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<td>(<a href="http://www.breada.org">www.breada.org</a> &amp; <a href="http://www.tabletopsbr.org">www.tabletopsbr.org</a>)</td>
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<td>Participation in jazz parade through the market during recognition event</td>
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<tr>
<td>Recognition on artist mural in Main Street Market displayed for 3 years</td>
<td>name</td>
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<td>logo</td>
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<tr>
<td>Comemorative plaque in Main Street Market</td>
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<tr>
<td>Recognition on marquis banner at both entrances to Main Street Market for 3 months</td>
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<td>Logo on participant tee shirts</td>
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<td>Logo recognition and credit on Table Tops Video (To be placed on website and YouTube)</td>
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<tr>
<td>Opportunity to hang company banner in Main Street Market for duration of program June-August</td>
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<tr>
<td>Opportunity to ring the opening bell at the Red Stick Farmers Market</td>
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<td>Invitation to attend the farm tour with the youth participants</td>
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<tr>
<td>Custom Table Top featuring company logo displayed in Main Street Market for 3 years</td>
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<td>Media appearance with youth artist</td>
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**Red Stick Farmers Market**

> #1 of 225 most unique and entertaining venues, restaurants, and unexpected treasures our city has to offer. (Baton Rouge Convention & Visitors Bureau - www.visitbatonrouge.com).

> Voted one of Louisiana’s Top Local Shopping Experiences in the Encore Louisiana Top 50 for 50+ contest by the Lt. Governor’s Office (www.encorelouisiana.com).

**Main Street Market**

> Downtown’s public marketplace and community gathering place.

> Supports a diverse society featuring commercial exchange, neighborhood activities, and culinary outreach.

> Yearly attendance of 285,000+.

“(The market) has brought new life to Baton Rouge’s downtown, and made Saturday morning a “happening” time in our city. Everyone who’s anyone in Baton Rouge can be found there, not only shopping, but enjoying music, cooking demonstrations and special promotions and other demonstrations. There’s even a knife sharpener!”

—Smiley Anders, The Advocate

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**Mission**

Big River Economic and Agricultural Development Alliance (BREADA) is a 501(c)(3) non-profit corporation that works to build a healthy local food system, increase sustainability of regional farmers and food producers, and build community through public markets. Red Stick Farmers Market and Main Street Market are special projects of BREADA.
Brings the Media to the Market
Farm Tour and Cooking Class

- Local Chefs and Farmers were part of the program
Cooking Class with Chef Celeste
Farm to Table Tops
Successes

“My 12-year old daughter has not just an appreciation for local foods, but also it has helped to nurture her affection for the historic part of Baton Rouge...What an enriching experience!”

~Tricia Davis, mother of youth artist from 2010 Farm to Table Tops

Meet me at the Peach Table – it’s my table!
Farm to Table Tops Recognition Event
Make Fundraising fit your needs & your community!

TAILGATING THROWDOWN
Meet me at the Market!
Saturday, November 5, 2011
A Project of BREADA
Questions?

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