

# Massaro Farm

## Event Planning Guide



# LETTER OF TRANSMITTAL

Al Tyma, President  
Massaro Community Farm

Dear President & Executive Board,

Our team within “The Agency”, a full-service, student-run interdisciplinary firm at Quinnipiac University, submits this proposal for our client, Massaro Community Farm. The attached guide, as promised, covers the necessary information you and your organization will need to plan, host, and evaluate events on location. We also provide examples of how to use the guide, using the introduction of the Legacy Circle as the “event” you are hosting.

The proposed guide is designed to help you streamline your communication efforts and come out of the COVID-19 pandemic ready to welcome back your guests, donors, and staff with renewed vigor. In following this guide we hope to give you all the tools you will need to create a stronger relationship with a wider audience in Woodbridge and surrounding areas.

We look forward to presenting our ideas to you. Thank you for the opportunity to work with your organization. We hope you enjoy our suggestions and find our research to be of use to your organization. Please do not hesitate to reach out to The Agency with any questions you will have in the future.

Sincerely,

Caitlin Dawley, Karalyn Kachmar, Julia Libby, Brynn Martin, Grace Sablich

# ABOUT

## EXECUTIVE SUMMARY

Our team within “The Agency” created a guide for Massaro Community Farm to follow as they plan and promote events on its farm. The main focus of the examples our team provided is the introduction of the “Legacy Circle”, a special group of board members and sponsors that are honored by the farm. The guide, however, is intentionally not

focused on any singular event, so that it can be used when planning and promoting multiple events outside of the Legacy Circle.

In addition to the event guide, our team also created a document explaining the different forms of Media and how Massaro Community Farm can utilize them when promoting their events, programs, and more. There are

also examples of a Media Kit, which is used when reaching out to reporters, that is focused on the introduction of the Legacy Circle, as well as examples of social media posts and tips to raise engagement.

## THE AGENCY

The Agency” is a student-run interdisciplinary firm that works with local clients to provide them with assistance in public relations, graphic design, and advertising. This team is dedicated to bringing their client the highest quality work in a creative manner to present the client in the best possible light. This team is

composed of five students within the Quinnipiac University School of Communications, with an academic focus in public relations, advertising, and graphic & interactive design. By combining these three areas of studies, each member has been able to conduct research, plan events, and create tangible materials that reflect the

expertise and attention to detail that was given to this proposal. Based in Hamden, CT, this team operates with the highest standards to ensure that you, the client, are in good hands.

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# Overview

Research and Insights





# CURRENT OVERVIEW

Massaro Community Farm, Inc., located in Woodbridge, CT is a community farm that offers community events, various classes, and a CSA program. The community-supported agriculture program allows members of Woodbridge and surrounding areas to order their produce under a ten or twenty week subscription. The CSA program allows Through this CSA program, Massaro Community Farm has cultivated a close-knit community. This sense of community is one of the main driving forces behind the success of the many other events that the Farm hosts. These include Bee Keeping, Dinner on the Farm, and Family Fun day.

In general, Massaro Community Farm does a great job in hosting events for all age groups. Their strongest audience base is kids and families. The Growing Sprouts and Little Explorer activities keep members engaged in the farm and creating memories that are linked towards the farms’ skill-set. Summer programs and field trips have been consistently popular events as well. New, socially distanced, outside events such as The Snow White play are good ways to introduce new members of the community to the farm.

The farm also has strong specialty events created with older adults, those hoping to learn specific skills, in mind. The most popular class is the

beekeeping seminar, but their classes on medicinal herbs and wreath making quickly fill up as well. These events are great learning opportunities and offer a chance to market the CSA to more people who may have not been aware of its existence. If this age demographic is highly interested in gardening and nature topics of the classes, it is a fair assumption that they would be willing to purchase the fresh food which the CSA provides. With the onset of the COVID-19 pandemic, a shift to more virtual event ideas, including an event on natural dyes, have been successful. The annual Massaro Community Farm gala is one of the best fundraising events for the organization.



# SUGGESTIONS

## FREQUENCY

Although the organization has many strong events, increasing the frequency with which they host these events is the best way to not only improve the programs themselves, but increase the success of the programs as well. As an example, according to the website calendar, in the entire month of March (2021), there is only one event happening. This ultimately hurts the organization’s ability to be recognized within the community. Small, but effective, ways to add to existing events would be to create surveys that can be sent out to participants. This would allow the organization to gain more information about their active participants and gather data about other events that they would be interested in taking.

## BRANDING

To continue to build brand awareness, it would be worth considering creating “takeaway” items such as stickers, quarter sheets with upcoming events, coupons, and other branded merchandise. Adding more events marketing toward young adults, such as music and arts events, would be a successful move. Ultimately, the Farm should focus on capturing content through picture and video at their events. This

content could help build social media presence and be used for future marketing. Although this requires the step of getting photo releases, it would be very beneficial to designate a volunteer to be capturing photos and videos while different events are taking place. Currently, Massaro Community Farm reaches about 2,500 people on Facebook and 1,500 on Instagram.

## MARKETING

The marketing done by Massaro Community Farm has many opportunities for improvement. While the organization does have a newsletter that connects them with a strong base of customers, more marketing should be done with a focus on the general public. This would allow more people in the Woodbridge community and surrounding areas to learn about Massaro Community Farm and become involved in their mission. While direct-mail marketing is an option, it would be more cost effective to utilize social media and location specific posters (i.e. hanging up posters at locations where the target market hangs out) to target a larger audience.

## Massaro Community Farm SNAPSHOT

2,651  
Facebook Followers

1,583  
Instagram Followers

2,900  
Email Subscribers

300  
CSA Subscribers

# COMPETITIVE ANALYSIS

## Bishop Orchard:

Bishop Orchard opened in 2015 and is known for being a very well-kept farm which uses organic growing methods. It makes all of its baked goods and ice cream on sight, with the option to order ahead online. The farm has a robust selection of foods, such as candy, syrups, jelly, dressings, herbs and spices and fresh fruit and vegetables. Along with food, it also sells farmhouse decor for your home. Bishop Orchard is not very active on social media, but it does have a Facebook account but has not been active for a while.

## Lyman Orchard:

Lyman Orchard is quite possibly Massaro Farm’s biggest competitor. It has been open since 1741. It also has a CSA program, similar to Massaro Farm. It is very active on social media Facebook, Instagram, Twitter and YouTube. Additionally, Lyman Orchard has an indoor golf simulator as well as a golf course. Lyman Orchard also creates picnic baskets and cookie decorating kits to take home. Its farmstand is open year round along with the 1741 Pub and Grille. The pub features food and ciders which are made using mostly Lyman Orchards produce.

## Shamrock Farm:

Shamrock Farm is a small farm that is not very popular yet. There is no website nor has it posted on its one social media account since December. It only has a single Facebook account, which shows pictures of the farm stand and what the farm sells. It sells tomatoes, corn, cucumber and peppers according to its social media.

## Treat Farm:

Treat Farm has been around since 1970. It has a Facebook, Twitter and a website where you can find all its information. For activities the farm has a fun corn maze and around the holidays you can buy christmas trees and holiday decorations on site. Treat Farm does not have a list of its produce on its website but according to its Facebook it sells tomatoes, cauliflower, corn, squash, onions, apples and pears.

# FUNDRAISING

Asking for donations can be a daunting task, although fundraising is key for creating successful events and running an organization smoothly. Below is a list of fundraising tips that can be beneficial to both amateur and pro fundraisers.

## RESEARCH AND PLAN

Before diving right in and asking donors for money, take the time to plan out who you’re asking as well as why. Some questions to ask during planning would include:

- What demographic are we targeting for fundraising?
- Why are we targeting this demographic?
- Why should they donate?
- What are our fundraising goals?

## UTILIZE RELATIONSHIPS & BE AUTHENTIC

Donors would be more likely to contribute a donation if they have a previous relationship with the organization. Utilizing previous relationships makes the potential donors feel welcome, included, and recognized. Be sure to never use a demanding tone, or phrases; keep it sincere and light. Additionally, make sure to continuously engage your audience and make them feel connected with the farm. Wait to ask for donations from sources until a relationship is secured because people might be scared off from the farm if they think the only relationship you want is financial.

## BE ACCEPTING OF “NO”

Before diving right in and asking donors for money, take the time to plan out who you’re asking as well as why. Some questions to ask during planning would include:

## Think of Creative Ideas for Fundraising

Not every potential donor will give you a “yes” for an answer. When your ask is declined, use it as an example to analyze, revise, and improve your fundraising strategy.

## BE DESCRIPTIVE

When asking for donations, be sure to explain the areas the donations will go towards. Potential donors would be more likely to donate when they know where their money is going, rather than an obscure, generalized description. Include pictures, videos, stories, etc. to give potential donors a visual of where their money is going. Highlight the missions, passions, and goals of the organization.



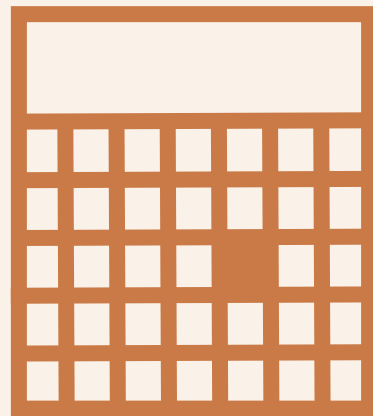
# Event Planning

Step-by-Step Guide



# EVENT PLANNING OVERVIEW

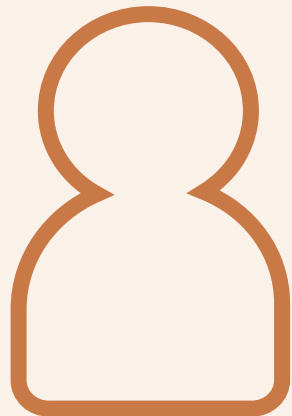
In this section we have provided a step-by-step guide on how to successfully plan an event. While we highly recommend that every step within the guide is followed, it does have the ability to be adapted for each event, and as your organization best sees fit. At its core, this section is intended to provide a reference for Massaro Farm as they plan and host events in the future. Also within this section is information on how to properly develop a successful timeline for each event and effectively identify target audiences. We will also be providing additional event ideas that Massaro Farms could use in the future.



## 1. Choose Event and Date

When planning events try and have a variety in the type of target audience and activity within the month

For example, within one month plan for specialty workshops, arts and life, and family and community events. Also mixing between educational and fun activities means that the farm will get a variety of visitors throughout the month.



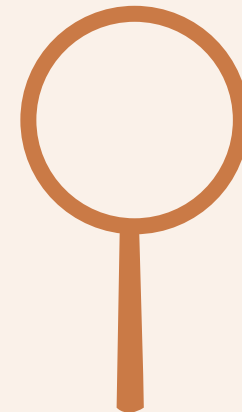
## 2. Identify Target Market

Identify the general demographics of the attendees you are hoping to attract. Think about:

**Age:** children, teens, young adults, adults, older generation

**Location:** Woodbridge, local towns, Connecticut

These features assist in figuring out the audience you are planning for and where you should be marketing (more details about marketing for audience can be found in the later sections). Plus you want to make sure all your events are not garnered towards only one demographic



## 3. Figure Out Specific Details

How many volunteers are willing to assist (staff size)

Occupancy for attendance

Budget for event

Create list of materials needed

Find Partners and Vendors

Brainstorm which VIP Legacy Circle Option will be present



## 4. Prepare/ Buy Supplies

Order supplies based on the list of materials you created.

Reach out to partners and past vendors for quotes and donations.

Schedule time to organize, assemble, and repurchase any materials you may need.



## 5. Start Marketing the Event

Create poster that fits theme of event

Post about event on social media accounts

Good idea would be to first post about the event a few weeks in advance and then again as the date gets closer

Hang up poster at local venues that fit target market

Add event details on website





## 6. Create Takeaways

Giving branded content about the event will help spread the word about the farm and its activities

Opportunity to do more marketing for other upcoming events/ the CSA



## 7. Host the Event

Communicate with volunteer staff and delegate workloads

Every event will require different tasks



## 6. Reflect and Debrief Event

After the event concludes, debrief with the staff to learn what went well and what areas can be improved

Send out survey to event participants to give them the opportunity to share their opinion

For bigger events, offer opportunity for a prize for participating in survey to help gather robust responses

# CREATING A **TIMELINE**

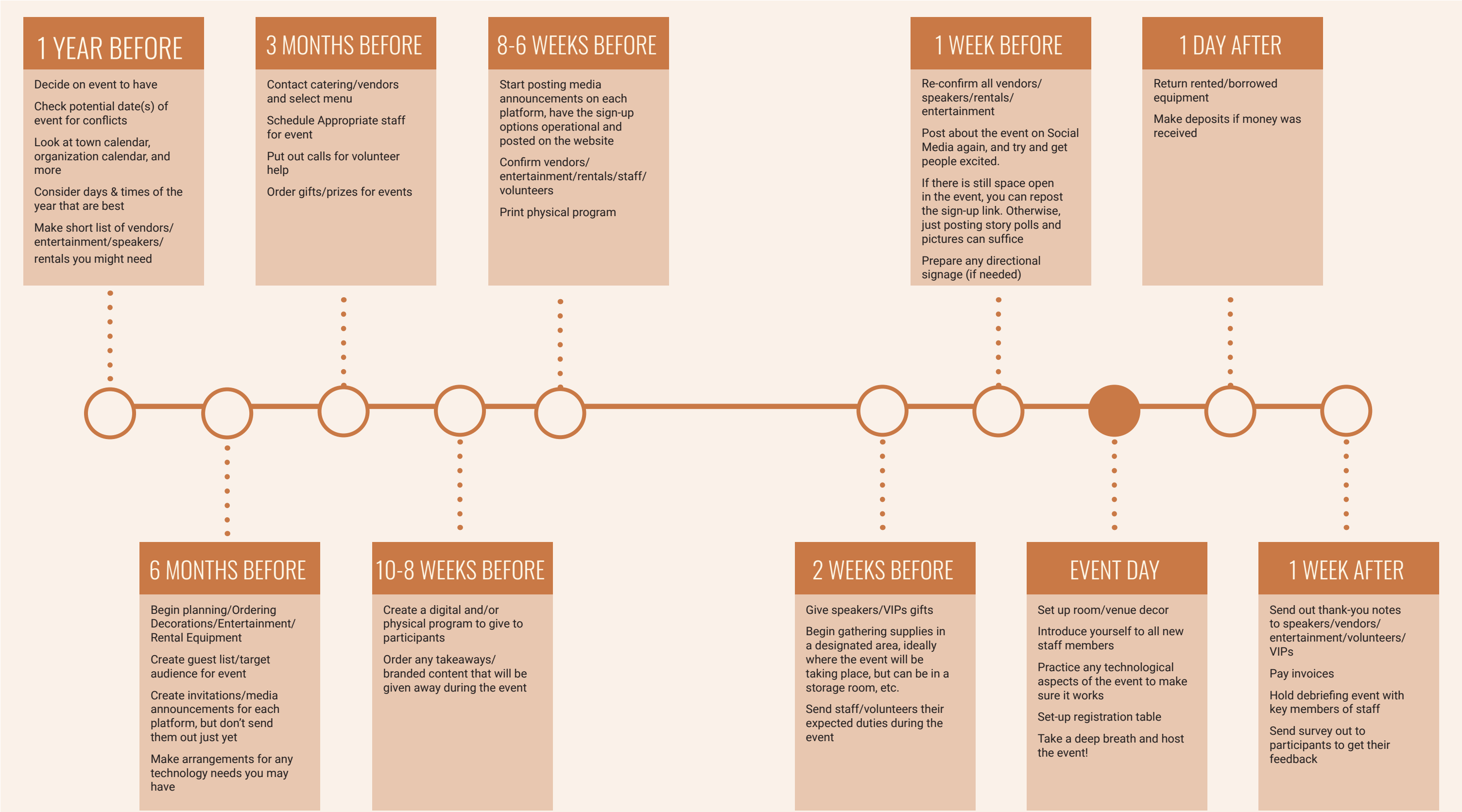
Creating a well-explained timeline is an extremely important step in the planning stages of each event. Within this timeline, you have the opportunity to set milestones for your organization. This helps you to stay on track and also break down what can sometimes seem like an insurmountable event. When

developing a timeline for an event, it is imperative that you take into account the actual abilities of your organization. If you have the resources to designate an entire committee to your event, you will be more likely to have a quicker timeline, as you will be able to focus more of your time on said event. If you do not

have the resources to do so (if your organization is balancing growing, selling & distributing food with a limited staff), you might want to create a timeline that is slower and has the ability to be broken down into more manageable benchmarks.



# TIMELINE



# Target Audience

Identification & Planning





# YOUR TARGET AUDIENCE

To guarantee that your event is as successful as it can be, it helps to begin by creating an “ideal client” for each event. This hypothetical client is used to represent the typical attendee of your events. By identifying

the age, gender, marital status, job, etc, of this typical client, you can then begin creating specific promotional/marketing materials aimed at this group. Developing specific promotional materials for each designated

target market will likely increase awareness and attendance for each event.

# DEMOGRAPHICS

To begin identifying your client, you must identify the demographics. Demographics include:

- Age
  - Race
  - Gender
- Ethnicity
  - Income
  - Current Career
- Marital Status
  - Education Level
  - Income

# PSYCHOGRAPHICS

Psychographics are a deeper way of identifying a target market. Psychographics include:

- Personalities
  - Lifestyles
  - Interests
- Opinions
  - Attitudes
  - Beliefs
- Values

# EVENT IDEAS

Target Market	Event Ideas
Children & Families (0-14)	<ul style="list-style-type: none"><li>• Scavenger Hunts</li><li>• Snowshoeing</li><li>• Geocaching</li><li>• Learn-to-farm/Plant potting</li><li>• Petting Zoo</li><li>• Holiday themes (Easter/Halloween,etc.)</li><li>• Bounce Houses/Water Slides</li><li>• Kids Concerts</li><li>• Pumpkin Carving</li><li>• Storytime/family book club</li><li>• Craft Day/DIYs</li><li>• Pizza &amp; Game Night</li><li>• Theater Productions</li><li>• Winter Lights</li><li>• Carnival/Circus</li><li>• Family Picnic/Barbeque</li><li>• Ice Cream Social</li></ul>
High School/College/Young Adults (15-25)	<ul style="list-style-type: none"><li>• Cocktail party</li><li>• Wine tasting</li><li>• Concerts</li><li>• Prom/Homecoming/formal</li><li>• Sports Tournaments</li><li>• Cooking Classes</li><li>• Goat hikes</li><li>• Movie Nights</li><li>• College Fair</li><li>• Senior Photos</li><li>• Picnic Afternoons</li><li>• Talent Show</li></ul>
Older Adults (40+)	<ul style="list-style-type: none"><li>• Cooking Classes</li><li>• Bartending Classes</li><li>• Wine Tasting</li><li>• Auction</li><li>• Art/Antique Show</li><li>• Famer’s Market</li><li>• Outdoor Yoga/Zumba</li><li>• Paint &amp; Sip</li><li>• Festival</li></ul>



# Legacy Circle

VIP Events



# ABOUT

The Legacy Circle is a special group of board members and sponsors. They will meet once every year to discuss the progress of Massaro Community Farms. Along with discussing progress, members and staff will highlight how Circle members contributions have enabled the farm for a positive impact in the

community. Being a part of the Legacy circle will allow members to be invited to VIP tours, food gatherings and special events. These events will allow members to meet and interact with old friends, members and welcome new additions to the Legacy Circle. The main purpose is to acknowledge the efforts of

individuals who have made it to the farm and keep them engaged in the community in a fun way. Legacy members are well respected individuals who have contributed time and effort into the growth of the Massaro Farms Community.

# VIP TREATMENT

## PURPOSE

In order for the Legacy Circle to be a success, members have to see the benefits of joining and understand what it means to be a Legacy Circle member. Additionally, the Legacy Circle has to have a presence at events so that new visitors to become familiar with the program and consider joining.

## CSA DISCOUNTS

Give Legacy members a discount code  
  
They already spend a significant amount of money on the farm so giving them a discount on their food will entice them to purchase more at a discounted price. Plus, they may decide to use the money they saved to donate more to the farm

## CHOOSING EVENTS

Send out a survey to them with 2-3 options of events. The members can vote on which event idea interests them the most  
  
Makes them feel like they have a say and makes sure that the farm is planning events that interest the community

## FREE SWAG

Give them each something to take home: shirts, hats, reusable grocery bags, etc. at events  
  
Allows them to have swag to either wear out and spread awareness of the farm. Also, everyone loves free stuff, others not in the Legacy Circle will see them get free stuff at events which may cause more interest in the Legacy Circle

## EARLY REGISTRATION

Send them an email or notification earlier than open registration and allow them to sign up before everyone else  
  
Allows them to attend events they want without worrying it will be filled up

## VIP PARKING

Give members either a sticker or tag to put on the car. Then at events there can be a sectioned off space where they are able to park  
  
Gives them easier parking at events and showcases a benefit of being in the Legacy Circle at events

# LEGACY CIRCLE EVENTS



WINE TASTING/COCKTAIL HOUR

## HOW TO:

Partner with a local winery for a wine tasting, or a restaurant for a cocktail. Invite guests to try new wine or cocktails at the farm while you promote upcoming events and programs.

## BENEFITS:

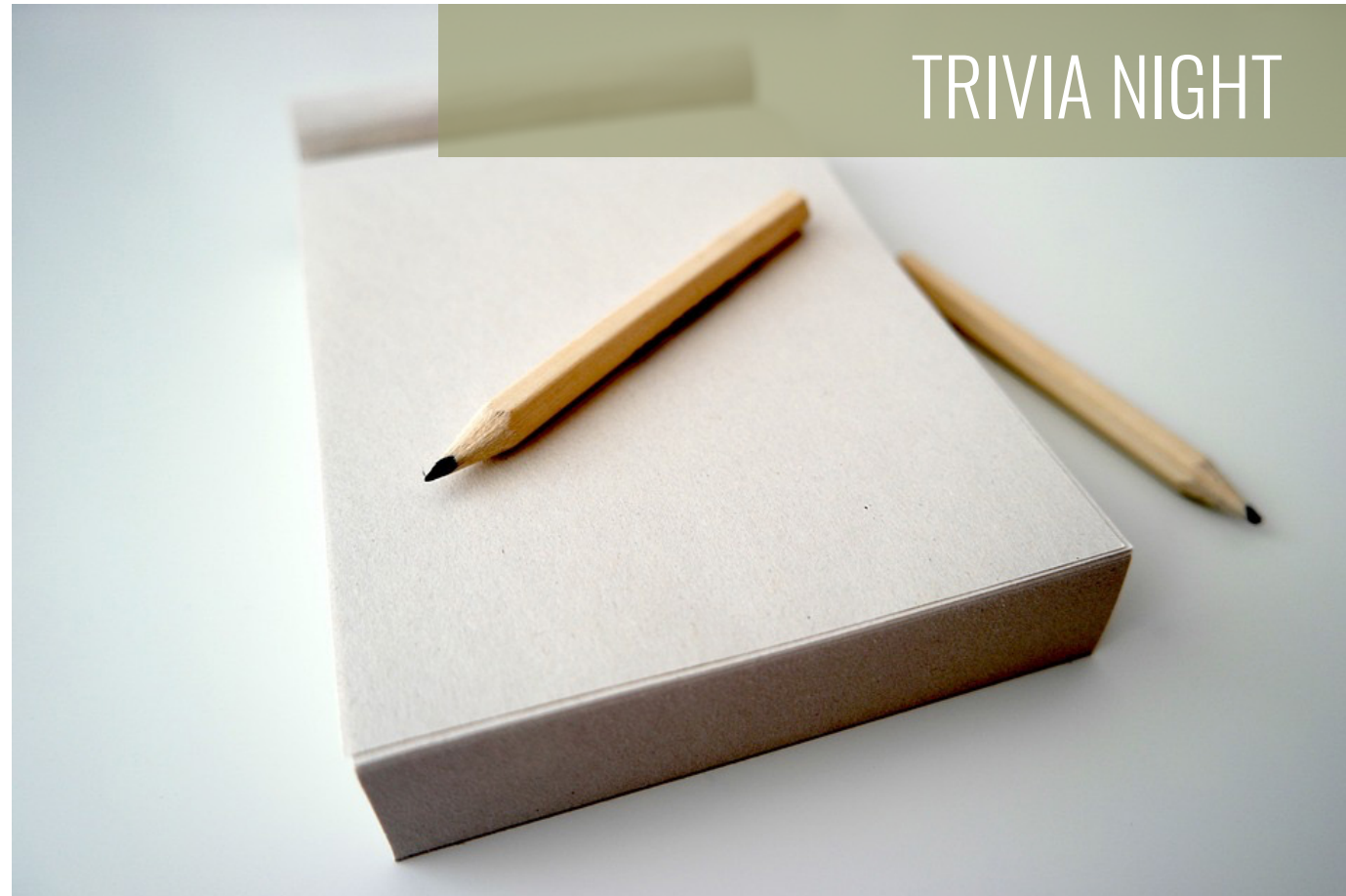
These reach a broad demographic since it can be intriguing to young and older adults. Plus there can be options, discounts, and giveaways that are specifically for Legacy Circle members to make them feel special and like VIPs.

## IDEAS:

Work alongside local wineries or breweries to co-host the event.  
  
Could be a good idea for the Legacy Circle kickoff event.



## TRIVIA NIGHT



### HOW TO:

Host a trivia night once a month using Kahoot.

Can be in-person, virtual, or a mixture of both!

### BENEFITS:

This is a fun way to engage with the community and have prizes, which make people more likely to come.

### IDEAS:

Partner with businesses in the community for prizes, food, and more!

## BINGO NIGHT



### HOW TO:

Host a bingo night once a month or once a week.

### BENEFITS:

This is a fun way to engage an older crowd and provide prizes to boost attendance.

### IDEAS:

Partner with local businesses for prizes.

Integrate Bingo nights with other workshops, dinners, and events.





# COOKING CLASSES

## HOW TO:

Set up stations for people to learn how to cook with farm ingredients. You can set up tables with two seats and people can come with a friend to learn how to cook.

## BENEFITS:

This engages more people in learning how to use the food from the farm that you order with CSA.

## IDEAS:

Seasonal recipes  
Virtual cooking classes  
Cooking with CSA vegetables



# SPECIALTY WORKSHOPS

## HOW TO:

Reach out to Legacy Circle Members through email and see if anyone has any special skills that they would like to share with the community. Compile a list and throughout the year, work with the member to plan workshops around their skills.

## BENEFITS:

Allows legacy Circle members to feel appreciated. Plus it provides more events for the farm, thereby adding to community engagement.

## IDEAS:

Beekeeping, cooking classes, art classes, recycling, children's activities, educational workshops



# Tools and Frameworks

Tips to Improve Marketing



# MARKETING OVERVIEW



For this section, we wanted to focus on ways to advertise both the events and the farm in general. We thought this would be beneficial because you could increase participation at events. Additionally, advertising can spread awareness about Massaro through the local area. Through our research we have found that the farm has many loyal members, but there are still some people in the local community that don't know about the events and opportunities Massaro offers. By continuously developing your branding and

marketing, you will be growing your audience. The goal of this section is to give you tips to advance your current advertising tactics, in hopes of growing your audience and expanding brand awareness.

“Keep Farming. Feed People.  
Build Community.”

## THE PESO MODEL

The PESO model is a way to organize media placement categories. P stands for paid, E stands for earned, S stands for shared, and O stands for owned. Understanding the various media placement categories make advertising campaign planning and decisions easier.

P  
AID

Paid media includes media that your organization pays for. Generally, this sector refers to advertising. It includes commercials, email marketing, and any sponsorships/ advertisements placed on social media platforms like Instagram, Facebook, Youtube, etc.

E  
ARNED

Earned media is content created about your organization by someone else and is published anywhere but your owned channels. Examples include news/press coverage, social media mentions, and reviews. Word-of-Mouth is also very important, as it increases credibility and trustworthiness of an organization.

S  
HARED

Shared media is what drives engagement and builds a sense of community. It mainly refers to social media platforms, online forums, and user-generated content. Many organizations use shared media as their primary form of communication with their audience as it drives engagement and increases awareness.

O  
WNED

Owned media includes all content that your organization owns. This includes any content posted on your website, blogs, pictures, videos, and more. New customers are most likely to interact with your owned media first. With owned media, your organization designs and controls the entire message.

# PAID MEDIA

If you have a budget designated for promoting events, paid media is the place to spend it. There are various kinds of paid media and each is beneficial in its own way. One of the simplest ways to use paid media is

by promoting posts through social media advertising. Below are options for various social media platforms and how to use them effectively.

## INSTAGRAM

In order to have the ability to promote posts, you must switch your profile to a business profile. After switching, you'll



be able to easily access various engagement metrics, to see how each of your posts is performing, and even pay to promote your posts. There is no one exact price for Instagram ads due to the different factors such as the day of the week, holidays, and more that impact price. However, the average cost per click is \$1.20. You can choose how much you want to spend per week. It is a cheap yet effective option to increase awareness of your organization as well as drive traffic to your profile.

Instagram offers a few different formats such as:

- Stories ads
- Photo ads
- Video ads
- Carousel ads
- Collection ads
- Explore ads
- IGTV ads
- Instagram Shopping ads

## YOUTUBE

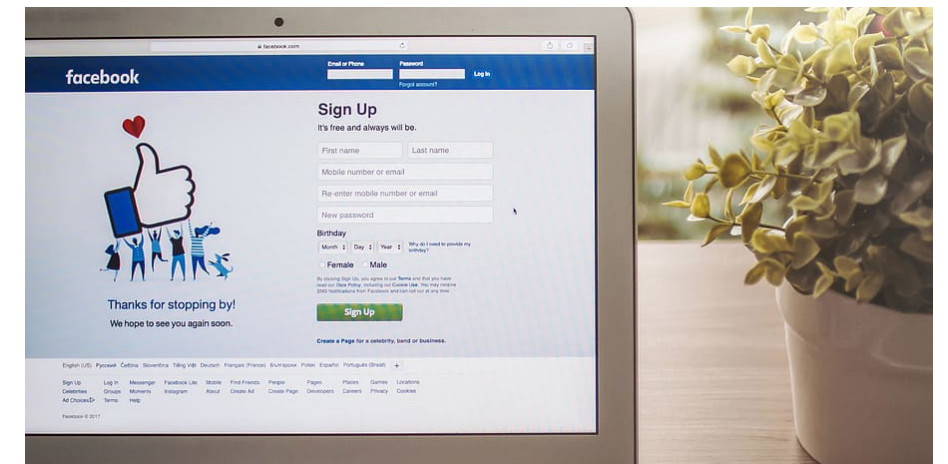
YouTube ads are meant to be videos. Therefore, these will be most often used to add brand awareness or promote a large event. These are fairly easy to set up, as you can just upload your video to YouTube, then choose what type of channels you'd like your ad to be placed on. This

can be narrowed by target age and location demographic, and a budget can be specified. You can put how much you want to spend per day and it can be as expensive or inexpensive as your promotional budget allows, which is a great feature of YouTube ads. YouTube ads offer variety such

as having your video thumbnail being promoted under videos or having it play at the beginning of videos. YouTube does CPV (click per view) payment, so you are only charged when people click your video thumbnail or watch at least 30 seconds of your ad.

## FACEBOOK

To create Facebook ads, you go to Ads Manager. This is the site where you will be creating your campaign. You will want to click create and then select the campaign objectives (such as brand awareness). Ad Manager will continue to take you through the steps in detail to set up your campaign. Check out this link for more in-depth instructions: <https://bit.ly/2OeGcw7>.



## TRADITIONAL

There are also various options to consider for traditional paid media advertising instead of solely using social media. Traditional forms of paid media are more likely to reach an older age demographic and can have high success rates,

but are expected to be more expensive. It is also more difficult to target specific audiences with traditional advertising, but campaigns that include traditional advertising have a high likelihood to increase awareness overall.

These include but are not limited to:

- Newspaper Ads
- Magazine Ads
- TV Ads
- Radio Ads
- Direct Mail (fliers, postcards, and catalogs)



# EARNED MEDIA

## WHY IS IT IMPORTANT?

- People trust other people.
- Consumers are researching products and services now more than ever.
- Social media platforms are rising, giving people the opportunity to voice their opinions about businesses or products.
- Consumers are influenced by word of mouth.
- It is very effective and allows businesses to reach their target without using paid media channels.

**57%** of people in the U.S. trust what they hear from **friends and family** the most when they discover a new product.

*-HubSpot Research*



## SOURCES

Customers, social media fans, journalist or bloggers

## EXAMPLES

Customer reviews or testimonials  
Mentions on socials  
Word-of-mouth  
Shares/retweets about brand or business  
Blogs  
Magazines

# MEDIA KIT

A Media Kit (also referred to as a Press Kit) is a collection of documents that you send out to different media outlets. Within these documents, you provide information about your organization, the event (or program) you are promoting, and other relevant information

you will want these media outlets to be aware of. The Media Kit has 4 parts:

- **The News Release**
- **The Backgrounder**
- **The Fact Sheet**
- **The Photo Advisory/ Map of Event**

## NEWS RELEASE

The News Release is typically a ready-to-publish news story. It's written with the intent of having journalists, bloggers, or on-air personalities "pick up" the story to report on.

A News Release must meet the following requirements:

- **Timeliness:** is the information new?
- **Impactful:** who is this story affecting?
- **Unique:** is this story different from others?
- **Proximity:** are the events described geographically close to the readers?

Your News Release should be written as:

- An announcement for an event
- A story about someone within your organization
- A story about your organization and how it is relevant to the event you're hosting

When writing your News Release, the most important information that you want your audience to know should be at the very top of the page. As you move further down the release, the less important information should be at the bottom. This format is

called the "Inverted Pyramid." We use this format because most readers, no matter the content, don't usually read an article to completion. Our attention span isn't long enough. So, we use the inverted pyramid to get our main point across as quickly as possible.

The most important thing to remember with your news release is that the information must be newsworthy. Even when writing about an event you will be hosting, you must look for ways that this event is different from other events in the area. Massaro Community Farm offers many unique events; highlighting this fact will contribute to driving more people to your farm.

Almost all journalists want to receive News Releases through email.





# WRITING A NEWS RELEASE

The format of your press release should be as follows:

- Use the Massaro Community Farm header at the top
- NEWS RELEASE should be under the header, in all caps and bolded, flush right.
- The current date should be below NEWS RELEASE
- In line with NEWS RELEASE, you should include your contact information including Name, Title, Phone Number, and Email.
- Then you should create a title for your News Release; ideally what you want the article to be called.
- Your first line should begin with the location (Woodbridge, Connecticut).
- Then, the first paragraph should include the most pertinent information that you want your readers to know. This should be no more than two sentences.
- The second paragraph should include a relevant quote from a member of the Massaro Community Farm team. That could be the president, or the host of the event, but it should be someone who has experience and authority on the topic of the News Release.
- The third paragraph provides more information about the event and your organization.
- The final paragraph is a quote from the same source as before, with the intention of bringing the story to a close.
- To end the News Release, put “###”, centered, on a separate line.
- The News Release should be single spaced.



41 Ford Rd • Woodbridge, CT 06525 • (203) 736-8618

## News Release

*Date to be Decided*

### Massaro Community Farm to Introduce “Legacy Circle”

Woodbridge, Connecticut — Massaro Community Farm will be introducing its new program, “Legacy Circle”. This collection of current and former donors and patrons of the farm will be honored for all of their contributions as they join the ranks of this elite group.

“Massaro Community Farm is very dedicated to honoring our community” says farm Vice-President Cathy Wick. “With the onset of the COVID-19 pandemic, we have all had the opportunity to tap into our creative sides and finally complete projects we had always wanted to do. As we focus on hosting smaller, but more frequent, events, we wanted to create specific events for those who have given so much to us.”

To qualify for the Legacy Circle, one must be a dedicated affiliate of the farm. Members will include current and former board members and donors. Members of the Legacy Circle will have access to special, personalized events on the farm, free collectible items and more! This is all part of the farm’s push to integrate even further into the Woodbridge community

“We are so excited to offer our guests the ability to experience the joy and magic of Massaro Community Farm,” said Wick. “As we find new ways to celebrate this special place, we’re excited to give back to those who have given so much to us.”

###

#### FOR MORE INFORMATION:

Anne Boucher  
Secretary  
(203) 555-1234  
anneboucher@massarofarm.org

# BACKGROUND

The Backgrounder is designed to add to the information given in the News Release. The “background” information you give to the reporter helps them to create a better picture of who Massaro Community Farm is and what they represent.



# WRITING THE BACKGROUND

- The heading and information above the title is the same as that of the news release.
- Instead of NEWS RELEASE written flush right, you will write BACKGROUND.
- You do not need to include a date line as this is not usually publishable information. It’s just for the benefit of the reporter.
- The title of the document does not need to reflect the same title as the News Release, it can just be “Massaro Community Farm.”
- The first line of the document should be your “encyclopedia definition” of Massaro Community Farm. Here is where you give a sentence or two that describes Massaro Community Farm as simply as possible.
- In the following paragraphs you provide more information such as the history of the farm, how many volunteers/ employees are currently working at the farm, how many events the farm hosts, etc.
- Do not repeat all of the same information that is in the News Release. The backgrounder is designed for the reporter only.
- To end the Backgrounder, put “###”, centered, on a separate line.
- You do not include quotes.
- The Backgrounder should be single spaced.



41 Ford Rd • Woodbridge, CT 06525 • (203) 736-8618

## Backgrounder

*Date to be Decided*

### FOR MORE INFORMATION:

Anne Boucher  
Secretary  
(203) 555-1234  
anneboucher@massarofarm.org

### Massaro Community Farm

Massaro Community Farm offers farm-centered events, classes and a Community Supported Agriculture program. The non-profit organization has *(insert number here)* staff members and *(insert number here)* volunteers.

Massaro Community Farm was founded in Woodbridge, Connecticut, in 2007 by the Massaro family. The 57-acre land had been owned by the family since 1916. The farm approaches its work with the motto of “Keep Farming. Feed People. Build Community.”

Through its CSA program, which has over 300 members, Massaro Community Farm has helped to donate over 73,000 lbs. of produce to members of New Haven County. By offering summer camps and other recreational and educational classes and activities, the organization shares its love of the outdoors with many visitors, both young and old.

Massaro Community Farm has 13 different events that it offers, with more coming with the lifting of COVID-19 restrictions.

###

# FACT SHEET

The Fact Sheet is another supplemental document in the Media Kit. In this paper, you answer the “Who, What, Where, When, Why, & How” of your News Release. This condenses everything from the News Release into a bullet-point format that is extremely easy for the reporter to read.



# WRITING THE FACT SHEET

- The heading and title are identical to that of the News Release.
- Instead of writing NEWS RELEASE flush right, you would write FACT SHEET.
- Each topic is its own paragraph.
- The paragraphs are single spaced, while the space between the paragraphs are double spaced.
- It ends with “###”, centered, on a separate line.



41 Ford Rd • Woodbridge, CT 06525 • (203) 736-8618

## Fact Sheet

*Date to be Decided*

**FOR MORE INFORMATION:**  
Anne Boucher  
Secretary  
(203) 555-1234  
anneboucher@massarofarm.org

### Massaro Community Farm to Introduce “Legacy Circle”

#### WHAT

- Massaro Community Farm is creating a “Legacy Circle” program.
- The “Legacy Circle” program will honor past and current board members and donors of the farm.
- According to Massaro Community Farm Vice-President Cathy Wick, the COVID-19 pandemic gave the board members the “opportunity to tap into our creative sides.”
- The “Legacy Circle” program will include special events and programs offered to just its members.
- To qualify for the program, a candidate must be a dedicated affiliate of the farm.

#### WHO

- The news was announced by Massaro Community Farm Vice-President Cathy Wick.
- Cathy Wick has been with the organization since *insert time here*
- Massaro Community Farm was founded by the town of Woodbridge, Connecticut in 2007.
- Massaro Community Farm currently has *insert number here* staff members and *insert number here* volunteers.

#### WHERE

- Massaro Community Farm is in Woodbridge, Connecticut at 41 Ford Rd.

#### WHEN

- Massaro Community Farm made the announcement about the “Legacy Circle” on *insert date here*.
- The “Legacy Circle” kickoff event will be on *insert date here* on the farm.

###



# PHOTO ADVISORY



This document is extremely similar to that of the Fact Sheet. It is designed to give photographers the facts about your event, along with descriptions of the many photo opportunities that will be present at your event.

When creating the photo advisory, you also want to include the “Who, What, Where, When, & Why” of your event.

It should also be transmitted via email.



To: [DavePhotographer@news.com](mailto:DavePhotographer@news.com)

Subject: VIP Event at Massaro Farm



## Photo Opportunity

*Date to be Decided*

**This headline should be specific to the event you will be hosting**

*Fairy lights twinkle in the night as they light up the rustic farm below. Dozens of influential members of the Woodbridge Community clink champagne glasses together as they celebrate...*

### WHAT

- Massaro Community Farm is hosting a *list type of event* event for the Legacy Circle on *list date here*.

### WHY

- The “Legacy Circle” program will honor past and current board members and donors of the farm.

### WHERE

- Massaro Community Farm is in Woodbridge, Connecticut at 41 Ford Rd.

### WHEN

- The event will start at *insert time and date here*.

### WHO

- You must be a member of the Legacy Circle to attend.

###



# SHARED MEDIA

Another way to advertise your organization is to build engagement within the community. This is a somewhat inexpensive method of communication. Although these techniques can be used to advertise events, the greatest advantage of shared media is the increased brand awareness and community involvement overall.

## PUT UP POSTERS IN LOCAL VENUES

Once you identify your target market, try and find popular locations to put up flyers for upcoming events.

A helpful tip for in-person fliers is to add a QR code for sign ups; scanning those are much easier than typing out a link. There are many websites to create QR codes for free, such as: <https://www.qr-code-generator.com>

### POSTER LOCATION IDEAS

- Adult Events:**
- You can reach out and see if you can advertise at partner locations such as: New England Brewing Company, Zinc Restaurant. Chapel Haven, etc.
- Young Adult Events:**
- Woodbridge School District

- Nearby Schools as well such as: Ansonia, Seymour, Derby, New Haven, and Hamden
- Children and Family Events:**
- Monkey Joe’s in Hamden
  - Art Plus Studio in New Haven
  - Peabody Museum of Natural History
  - Ande’s Bounce Barn

## CREATE A HASHTAG FOR EVENTS

By encouraging event participants to post photos of your event under a hashtag, it generated more awareness. This is also known as “User Generated Content” (UGC)

The audience would be more likely to post UGC if you offer a giveaway. Such as, “post a photo of you and your creation on social media with the #MassaroFarmCrafts to be entered to win a succulent!”

This method also serves as a surplus of content that can be reposted on your organization’s profile or story to gain more traction.

## REVIEW SITES

Create Accounts and Profiles on Review Sites such as Yelp.

This is mostly for promoting the farm itself, rather than a specific event.

Profiles on these sites can help boost your organization’s presence online by increasing search results from a Google search.

Reviews from visitors of the farm are interpreted as trustworthy and can increase trustworthiness of potential customers/visitors.

# OWNED MEDIA

As mentioned earlier, owned media consists of using platforms that the organization owns. Therefore we focused on Massaro Farm’s social media, website, and email marketing.

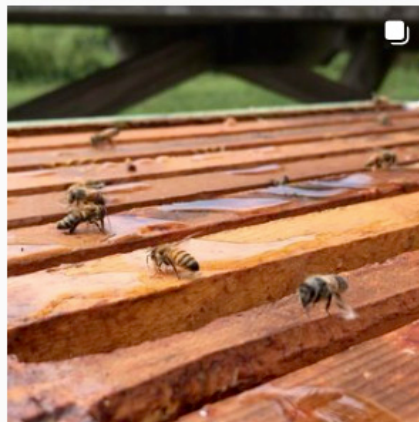
This section will focus on tips for improvement in these areas.

## SOCIAL MEDIA

Social Media is a great tool for building your brand and for marketing your events. However, different platforms require different content and reach various content. In order to use your social media effectively, it’s integral that you understand the differences.

# INSTAGRAM

Instagram is a great tool for sharing visual content like photos and videos. A big way of growing Instagram engagement and being active and posting content with calls to action. A large part of the platform is posting content that is visually pleasing, so creating a cohesive theme is very popular.



## TARGET MARKET

Instagram's main audience is 18-24 year olds, with 25-34 year olds being the next most common. Therefore, if you have an event or specific post that is targeted toward young adults, Instagram is the right platform to be posting on.

## KEY FEATURES TO TAKE ADVANTAGE OF:

### INSTAGRAM LIVE

Followers will get a notification that you are going live and can interact with you and ask questions

### INSTAGRAM STORIES

A way to share temporary content that will appear on your profile for 24 hours

These are good for sharing UGC and promoting previous posts.

Posting polls, questions, and quizzes are ways to increase engagement.

You can also add links to your stories, so they are another tool to encourage people to sign up for the CSA and other upcoming events.

### IGTV

A way to post longer videos on Instagram

Uploads can be as long as an hour, but keeping them under 5 minutes will allow for more engagement

### INSTAGRAM TAKEOVERS

A Social media strategy where guests can create story and content posts and interact with followers through your instagram.

This could be a way to get Legacy Circle members involved in social media.

## TIPS FOR IMPROVEMENT:

- KPI: increase audience engagement; likes, comments, shares
- Increase use of instagram stories and polls, questions, quizzes, ranking, etc.
- Share recent posts and repost UGC (user generated content)
- Use IGTV
- Post cooking tutorials and Recipes to be more engaging and teach the audience various ways to use incorporate ingredients from the CSA into meals
- These can also be done on Instagram Lives
- Cooking class or cooking videos like Tasty
- Info Sessions (what is a CSA and how to join, what is the Legacy Circle)
- Create a cohesive theme/ use the same filters on posts, and incorporate a cohesive color scheme/ look for graphics
- Use the same fonts/colors on posters
- Refrain from posting memes
- Don't repost content that has already been posted once
- Take advantage of UGC by emphasizing Instagram's geographic location feature



This advertisement was taken of Massaro Community Farm's Instagram. To promote your event even more, you can hang this poster in local venues, and encourage attendees to use #MassaroSummerConcertSeries.



# TWITTER

Twitter is a social media tool that is used for communicating with the public. This platform prioritizes text over visuals. However including an image along with a caption can make it more interactive and eye catching. A good rule of thumb is that the image should be supporting the text/ message. Memes and short statements are the best content to be posting on twitter. Can also post updates and information about the farm to keep community members engaged.



## TARGET MARKET

80% of Twitter users are under 50 years old

44% of the users are aged 18-24

Twitter has a very similar audience to Instagram, although the content should be more text-based than visual.



**Massaro Farm** @MassaroFarm · Oct 26, 2020

2020 CSA - Week #20 - Final Week! Pumpkins available. November CSA Extension begins next week, a few spots still remaining. 2021 CSA Registration is now Open! [conta.cc/2J9H02n](https://conta.cc/2J9H02n)



## TIPS FOR MORE ENGAGEMENT:

### HASHTAGS

Add hashtags to your posts so they are easily found

### LINKS

Shorten links to other pages and event registration.

You can use Bitly.com

### TRENDS

Notice what is trending and keep an eye out for any trends to connect to Massaro Farm that way you can add to the viral topic

### UNIQUE CONTENT

Post unique content rather than copy and pasting text/ posts from Instagram

## TIPS FOR IMPROVEMENT:

- Incorporate more original content
- Disconnect the "Just posted an on instagram" feature
- Remove the link in bio that can't be clicked on
- Fix the cropping on the on logo for the profile picture, currently cuts off text
- More content like what was posted on Feb 23rd
- Fun content (like memes) can be posted here
- Utilize hashtags to increase engagement



## Massaro Farm

854 Tweets



Follow

## Massaro Farm

@MassaroFarm

A 57 acre nonprofit organic vegetable farm, offering educational programs & community events. <https://www.thegreatgive.org/organizations/massaro-community-farm>

📍 Woodbridge, CT 🔗 [MassaroFarm.org](https://MassaroFarm.org) 📅 Joined May 2012

87 Following 255 Followers

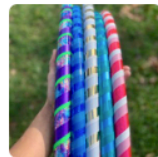


# FACEBOOK

Facebook is a social media platform that is great for a variety of content from videos/ images to text. Massaro currently has a strong presence on social media. Longer content should be put on facebook. Facebook is also helpful because many followers get a notification when you post rather than just seeing it on their feed. Content can be similar to instagram, but it is a good tip to have some content that is specifically for this platform.



## Upcoming Events



SAT, MAY 8 AT 12:30 PM EDT

**A Hike, A Snack & A Hoop**

BringtheHoopla LLC - Massaro Community Farm of Woodbridge, CT

Interested Going Invite



SAT, MAY 15 AT 7 PM EDT

**Massaro Concert Series presents- The Jolly Beggars Live**

Massaro Community Farm of Woodbridge, CT - Massaro Community Farm of Woodbridge, CT

Interested Going Invite

## TARGET MARKET

Facebook is used by all ages, but it has the largest percentage of adult users.

A majority of users are 30-49 years old.

## TIPS FOR MORE ENGAGEMENT:

### SIGN-UPS

Continue to engage the community with sign-ups like the “calling all musicians” post

### COMMENTS

Engage with the followers in the comments by replying as new comments appear

### CALLS TO ACTIONS

Add calls to actions to captions that will encourage comments.

### EVENTS SECTION

Keep an updated events section on Facebook to keep followers updated about events they can participate in over the year

Try and make a Facebook event for every one the farm hosts. This allows for people to show interest, comment thoughts and suggestions, and share the event with their followers

## TIPS FOR IMPROVEMENT:

- Logo is cut off in profile picture, consider resizing
- Interact with the comments more often
- Post more posters and events, as they increase engagement
- Encourage your audience to share content on their own platforms and tag Massaro in their posts to increase awareness



## Massaro Community Farm of Woodbridge, CT

@MassaroCommunityFarm · Nonprofit Organization

Start Order

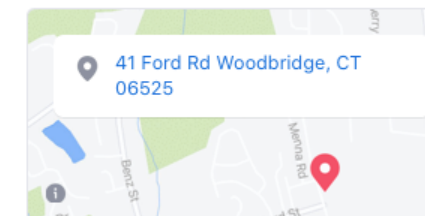
massarofarm.org

Home About Subscribe! Events More

Like Message

## About

See All



- We're a non-profit, certified organic vegetable farm on 57 acres of land in Woodbridge, CT.
- Massaro Community Farm is a 57-acre farm in Woodbridge, CT. A former family dairy farm for decades, the property passed to the town when the last Mass... [See More](#)

2,704 people follow this  
1,194 people checked in here  
<http://www.massarofarm.org/>



## Massaro Community Farm of Woodbridge, CT

April 11 at 9:21 AM · 🌐

We are so excited to welcome this beautiful boy and girl to the farm!!! We are so excited to meet you!!! Please note the babies will be isolated and under a heat lamp for a while. We will let you know when they are ready to visit!



# YOUTUBE

YouTube is a great social platform for sharing videos. Although long videos can be uploaded, the most engaging videos are around 10 minutes. Longer videos are more acceptable when the content is a tutorial or workshop. On YouTube the best videos are high quality and edited.

## TARGET MARKET

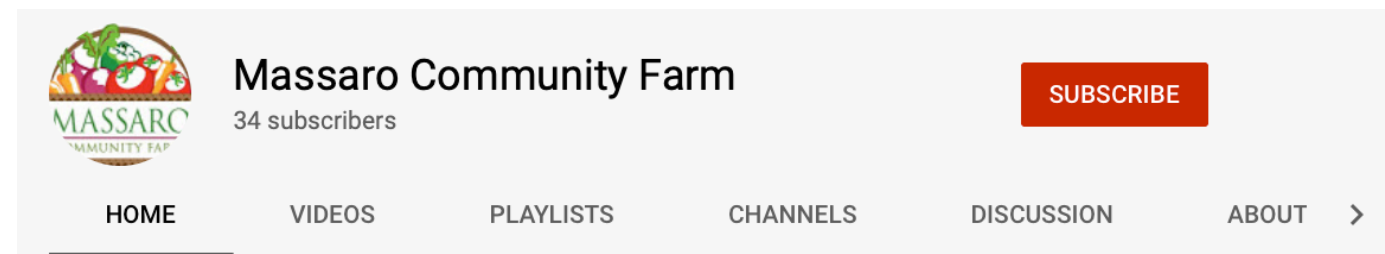
YouTube's audience mainly consists of young adults

81% of users are between the ages of 15-25 years old

YouTube is a good platform to post longer videos and direct older farm members to the site via easy to use links

## TIPS FOR IMPROVEMENT:

- Increase upload frequency and variety of content
- Shorten video length
- Improve Video Quality, if possible
- Upload Cooking classes on Youtube as well to maximize awareness capability
- Advertise new videos on Instagram stories
- Add links to YouTube videos through Instagram



## TIPS FOR MORE ENGAGEMENT:

### SLIDESHOWS

Make slideshows shorter with engaging music and voice overs if an explanation would enhance the viewers comprehension (ex: sustainability effort video)

### CREATING HIGH-QUALITY VIDEOS

Film horizontal videos

Film using a tripod when possible to stabilize video content

Using higher quality cameras is preferred such as Canon or Nikon; phones can work well if they are balanced and there is good lighting.

Adding closed captioning makes the videos more accessible to those with disabilities

### COMMENTS

Turning comments on will allow the audience to respond and ask questions, therefore increasing engagement and awareness

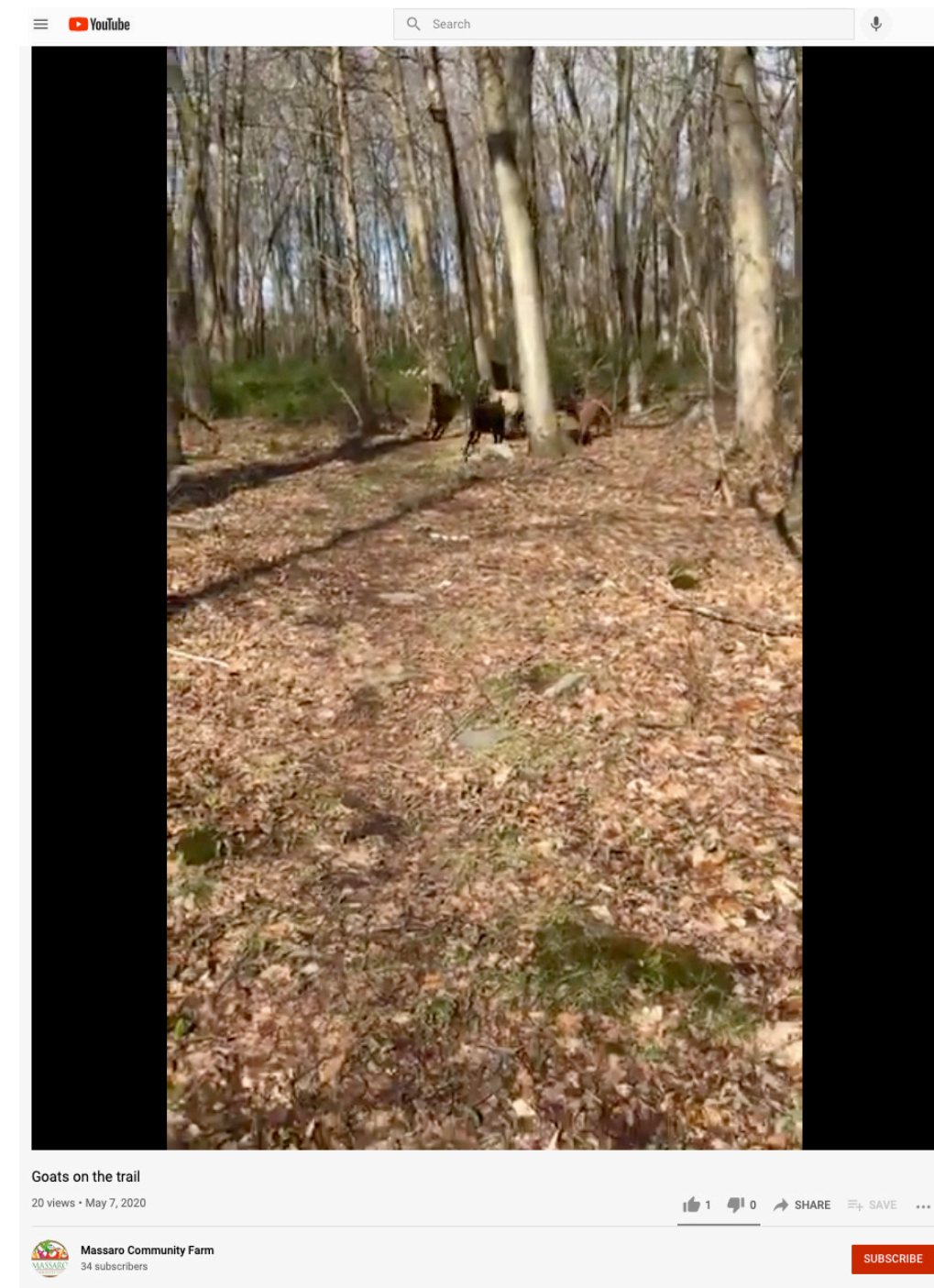
### VIDEO POSTS

Creating playlists to group similar video content together to make it easily accessible

Picking an engaging thumbnail that will get people interested in the video

Having a detailed description that allows users to follow along with the video; including links to supplies/people when applicable, such as links to the Massaro Website, etc.

Add tags to help people find your content (this is found when uploading a video)

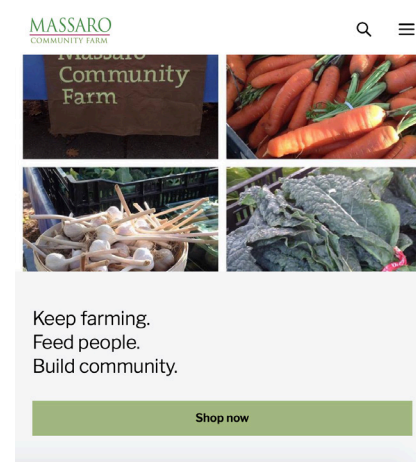
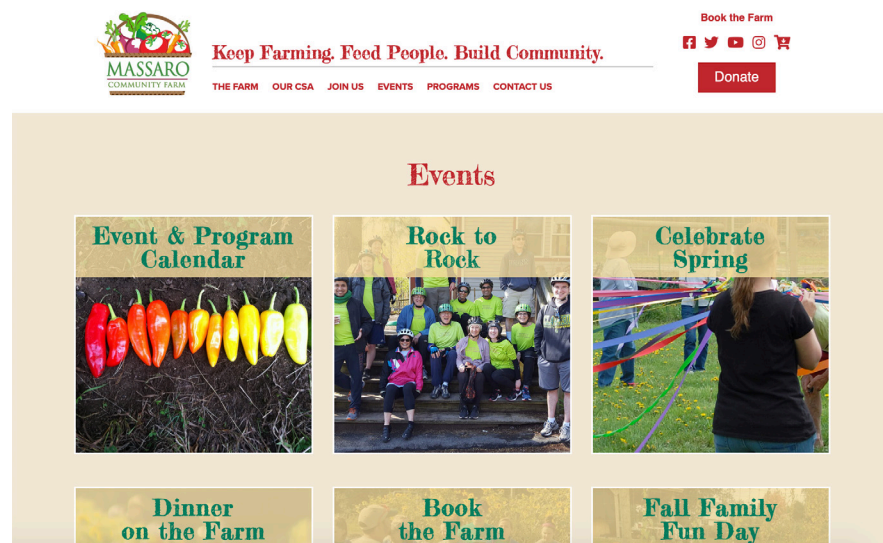




# MASSARO WEBSITE

## ASPECTS TO BE AWARE OF

- SquareSpace store site and CSA store do not use the same format for purchasing, which can be confusing to consumers.
- It may seem unnecessary, but you should specify all the names you give to Massaro Community Farm, including “Massaro Farm”, “The Farm”, etc. This allows the reader to become familiar with your brand and feel more connected to you.
- The information on the “Membership” and “Donors” pages is repetitive. You should consolidate the two pages into one and also rework it to include the “Legacy Circle” information.
- Be consistent about the length of the Nature Trail. Currently it can be confusing for hiking enthusiasts if the length of the trail is not specified.
- BE AWARE OF GRAMMAR



## TIPS FOR CONTINUING TO IMPROVE THE WEBSITE

- Update “CSA Purchasing Options” listed
- You can buy online, but you don’t originally see that.
- Make “Our Produce” section more interactive
  - This way, kids and adults can learn more about what they’re getting without having to all come together during COVID
- Post new “Farm Recipes” regularly
  - Weekly, Bi-weekly, Monthly, etc
- Update “CSA Newsletter” at LEAST once a month
  - Focus on the processes behind the CSA like the planting, growing, maintenance, etc. Update “Farm Newsletter” at LEAST once a month, but probably every two weeks
- Switch the positioning of “Read the Latest” & “Sign Up for Our Newsletter” on the home page.
- Create descriptions for all of the events you have, even if they’re already full
  - This will allow others to easily learn about these events and take interest in future ones
- Create a ticker for “What our Volunteers Have to Say” section so you can highlight more than one testimony
- Change the layout of the volunteer positions to more concise bullet points explaining each position OR a link to a separate document with explanations of all of the positions
  - The current set up is too long and hard to follow, which could scare potential volunteers away
- Consolidate the “Get Involved” link with the “Join Us” page
- Make all of the tabs at the top of the page clickable
- Delete the “Sponsorship” page
  - It’s irrelevant because you’re going to send them to other pages anyways
- Create shorter captions under photos
  - They’re currently too long and can’t be read
- Write lists in bullet forms instead of written out
- Establish a format to use throughout the entire “Board Committees & Staff” section
  - Headshots should be the same size
  - Bios should be no more than a paragraph
  - All font & font sizes should be the same
- Consolidate “Jobs & Internships” page with the “Join Us” page
  - It should NOT be under “The Farm”
- Delete the “Visit Online Store” link under the “Celebrate Spring” page
- Combine Events & Programs tabs
  - Including the calendar
- Make “In-person/Small Group Pod Programs” its own section instead of under “Field Trips”
- List the same workshops/ classes offered under the “Programs” tab on the top menu onto the side menu
- Move the “Summer Programs” box above all the programs that are currently on hold



