



## Outreach Toolkit

The 7<sup>th</sup> Massachusetts Farm & Sea to School Conference is coming to Smith College on Friday, March 22, 2024 (with field trips taking place on Thursday, March 21st). We would appreciate your help in sharing the conference information with individuals within your network who are involved in the Farm to School community in our state and beyond.

### About the Conference

The theme of the 2024 Conference is, Rooted in Resilience: Centering Climate & Community which will center on climate change in the farm to school movement and bring together farm to school advocates – food service professionals, students, educators, policy makers, public health advocates, community organizers, and more. The workshops will provide all attendees with concrete skills or actionable takeaways and confidence to make a change in their schools and communities.

### Help us Reach a Wide Audience

1. Promote the conference on your website and via social media. See below for e-newsletter copy, social media posts, and graphics.
2. Share the registration link ([www.massfarmtoschool.org/conference](http://www.massfarmtoschool.org/conference)) with your networks.
3. Reach out to individuals and organizations who you know to have an interest in the farm to school movement.
4. Use #MAF2SConf24 on social media sites.

### Sample Newsletter Text

**[Note: For newsletters sent before 2/9 – Early Bird Deadline]**

*Take advantage of the Early Bird Registration fee! Join us at the Mass. Farm & Sea to School Conference.*

On March 22, 2024 Mass. Farm to School will hold its 7th statewide conference, the Massachusetts Farm & Sea to School Conference. This year's theme is Rooted in Resilience: Centering Climate & Community. Workshops and discussion groups will focus on climate change in the farm to school movement, bringing together farm to school advocates - food service professionals, students, educators, policy makers, public health advocates, community organizers, and more. Attendees will learn about policy efforts and community organizing, farm to school curriculum, local procurement, sustaining farm to school programs, school gardens, and more. Field Trips will take place the day

before the conference on Thursday, March 21st. Learn more and register by February 9<sup>th</sup> to take advantage of the special Early Bird registration rate at [www.massfarmtoschool.org/conference](http://www.massfarmtoschool.org/conference).

[Note: For newsletters sent out after 2/9]

*Join us at the Massachusetts Farm & Sea to School Conference on March 22nd<sup>th</sup>!*

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## Social Media

- Be sure to tag in your social media posts about the conference, using our hashtag: #MAF2SConf24.
- Follow us on Twitter @mafarmtoschool, Facebook at facebook.com/massfarmtoschool, and Instagram @massfarmtoschool and share our conference related posts when possible.

Graphic



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## X/Twitter

- Have you registered for the MA Farm&Sea to School Conference yet? Join fellow #farmtoschool advocates today! <https://bit.ly/MA-F2S-Conf> #MAF2SConf24
- Join me/us @MAFarmtoSchool's Farm&Sea to School Conference! #Farmtoschool advocates will be meeting/talking/learning. <https://bit.ly/MA-F2S-Conf> #MAF2SConf24
- #MAF2SConf24 Workshop topics include #schoolgardens #socialjustice #procurement #youthengagement #cookingdemos #MAF2SConf24 Learn more :<https://bit.ly/MA-F2S-Conf> #MAF2SConf24

## Facebook/Instagram

- Join us at Massachusetts Farm to School's 7th Farm & Sea to School Conference, Rooted in Resilience: Centering Climate & Community on March 22<sup>nd</sup> at Smith College in Northampton. Farm to school advocates from all over the state will be networking, learning, and collaborating in order to further the farm to school movement! Learn more: <https://bit.ly/MA-F2S-Conf> #farmtoschool #MAF2SConf24
- Don't miss out on a wide variety of workshops, including #farmtoschool curriculum integration, procurement, and networking opportunities at the Massachusetts Farm & Sea to School Conference on March 22nd! Register today: <https://bit.ly/MA-F2S-Conf> #MAF2SConf24