



CKCF-PROVIDED MARKETING PACKAGE

AUDIENCE: Farmers

PURPOSE/MESSAGE

Farmers are an important part of the Foundation narrative, given that we serve charities in Rural Kansas. We have two goals with the use of these materials. The first is to educate farmers of the value of giving gifts of grain. The second is to persuade them to give to give their gifts to the *community foundation*. Ideally, we would develop a relationship with our farmer donors to the extent we are considered in their legacy. That could very well start with gifts of grain at the elevator!

AUDIENCE

Giving gifts of grain is a benefit to the farmer, who will receive tax benefits as a result of their gift. Their reported income will be less the value of the grain while they will still show the expense of its production. Many farmers are already aware of this, as they give gifts of grain to a favorite charity. However, there are farmers that may not be aware of the value to their operation. There isn't much time to communicate with farmers during harvest, as farmers are very busy. However, it is important to be present in some form during that time. Farmers or their hired help make the gift transaction at the COOP, they often visit the elevator offices to market their grain, or they may share stories with friends over coffee during the off-season. In addition to the brochure, we hope that the included poster might be posted in the elevator to quickly draw attention to the benefits of giving.

TIMING

As stated, it is a must to have a presence in local elevators during harvest season. Wheat is harvested in early summer (May/June) and corn harvest begins in September in Central Kansas. However, marketing efforts can continue all year long. We encourage you to build a mailing list of local farmers and mail them a brochure or reach out for coffee during the winter months.

MARKETING MATERIALS

- **Gifts of Grain Brochure:** This piece is designed to sit on a desk and be distributed at the elevator, mailed in an envelope to potential donors and/or handed out to close farmer/potential donor contacts.
 - **Customizable:** Yes. This will be branded to your Foundation using your logo, colors and contact information. Please complete the WuFoo survey in the Affiliate Toolkit to begin the customization process. Foundations are allowed one round of customization of this piece.
- **Gifts of Grain Poster:** This piece is designed to be hung on the inside of a door, in the window of the scale room, on a bulletin board in the break room/other room or in the manager's office.
 - **Customizable:** Yes. This will be branded to your Foundation using your logo, colors and contact information. Foundations are allowed one round of customization of this piece.
- **Printing Recommendations:** We recommend using a local, professional printer to print these documents with a bleed and trim. This will give the perception of professionalism. CKCF staff will prepare your document for professional printing upon approval of your project, but you will be required to work with your printer to produce the documents. We suggest printing the Gifts of Grain Brochure in quantity 50-100 and the poster in quantity 5 for the elevator to post in various spaces throughout their location.