



**ORGANIC FARMERS
ASSOCIATION**

Sponsored by  **RODALE INSTITUTE**

TOOLKIT FOR ORGANIZATIONS

WELCOME

TO THE ORGANIC FARMERS ASSOCIATION



THANK YOU FOR JOINING THE ORGANIC FARMERS ASSOCIATION AS AN ORGANIZATION MEMBER.

We look forward to working with you to positively impact the businesses of certified organic farmers around the country. There will be many opportunities for your organization to engage with OFA on policy and other issues affecting organic farmers.

One benefit of being an Organization Member is the ability to pass on a discounted OFA membership to farmers or supporters in your network. Your members can receive a \$75 membership to OFA (\$25 savings!)

THERE ARE TWO WAYS TO PASS ALONG THE DISCOUNT:

1

On your own website: We can send you HTML code that will create a sign-up form directly on your website to allow your members to receive discounted OFA memberships. To select this option, please email RIDevelopment@RodaleInstitute.org for your custom membership form.

2

On our website: Even easier! You can simply direct your members to OrganicFarmersAssociation.org/discount-membership to receive a \$75 membership.

For resources and more information about your Organic Farmers Association membership, please visit OrganicFarmersAssociation.org.

SUGGESTED LANGUAGE TO HELP PROMOTE ORGANIC FARMERS ASSOCIATION

The more organic farmer members we have, the stronger our voice on the national stage. Please help us grow our membership by reaching out to your own audience and encouraging them to join OFA and grow a stronger organic farmer movement.

WEBSITE/NEWSLETTER TEXT

Our organization has joined Organic Farmers Association (OFA), sponsored by Rodale Institute, a new farmer-based initiative created to provide a strong and unified national voice for certified organic producers in the U.S.

OFA strives to build a farmer-led national policy platform by:

- developing and advocating for policies that benefit organic farmers;
- strengthening and supporting the capacity of organic farmers and farm organizations; and
- supporting collaboration and leadership among state, regional and national organic farmer organizations.

Through our membership, we can pass on a discounted membership to OFA. You can join as a Certified Organic Farmer (receiving a vote on policy issues) or as a Supporter for only \$75/year. This membership includes a subscription to New Farm magazine, free webinars, discounts to workshops and events, and updates on policy issues.

Join today at OrganicFarmersAssociation.org/discount-membership.

To learn more about the Organic Farmers Association, visit OrganicFarmersAssociation.org.



SUGGESTED SOCIAL MEDIA POSTS



FACEBOOK

Our organization is a member of the Organic Farmers Association (sponsored by Rodale Institute). This new, national membership organization aims to give a voice to certified organic farmers on policy issues affecting their farm. Learn more, and register for a discounted membership (save \$25!) at OrganicFarmersAssociation.org/discount-membership.

TWITTER

We're members of Organic Farmers Association, which means that you can sign up for only \$75! Discount available at OrganicFarmersAssociation.org/discount-membership.

Give a voice to certified organic farmers! Sign up for @rodaleinstitute's Organic Farmers Association for only \$75 OrganicFarmersAssociation.org/discount-membership.

We joined @RodaleInstitute's Organic Farmers Association to give a national voice to organic farmers! Join Today OrganicFarmersAssociation.org/discount-membership.

ADDITIONAL ASSETS/COLLATERAL:

Please view the full toolkit for organizations at OrganicFarmersAssociation.org/toolkit. There you will find additional assets to promote Organic Farmers Association, including:

- Logos
- Ads
 - 1/2 page: (7 1/4" x 4 5/8")
 - 1/3 page: (7 1/4" x 3")
 - 1/4 page: (3 1/2" x 4 5/8")
- OFA Video
- Facebook Cover Photo
- Graphics for Social Media