

COMMUNITY FOOD SYSTEMS: AWARENESS CAMPAIGN

GOALS

To gain **PUBLIC SUPPORT** for a particular issue an organization seeks to resolve or get behind. Typically, the campaign is a **COMPREHENSIVE EFFORT** between multiple partners and includes many different forms of outreach through organizations, public and social media, branding, and overall mission of a particular group or organization. A campaign should speak to a targeted audience and seek out a particular action. Awareness campaigns have the opportunity to support community and **ORGANIZATION IDENTITY** and assist in bringing visibility, and attention to a specific cause; if used as a call to action, it can assist in behavior change and make significant strides for social behavior improvements.

BENEFITS

- Influence policy-makers
- Increase support and knowledge for community
- Word-of-mouth marketing and discussion about the issue
- Wide reach to community
- Create partnerships and support
- Brand representation known regionally
- Establish personal/organization value
- Generate a measurable difference in the community

COMMUNITY IMPACT

Community impact is determined by the type of campaign run, and the community it is implemented in. It is critical to go through analysis, planning, and action stages first before a campaign is able to have a lasting impact in a community. The ultimate goal of the campaign is to effect behaviors of individuals, or build relationships that change lives. This is something that cannot be done quickly. Through strategic development of campaigns, the result can have lasting positive impacts on building awareness for a particular organization, initiative, or topic.

NATIONAL BEST MANAGEMENT PRACTICES



BUY FRESH BUY LOCAL:

Nationwide: A nationwide network promoting local foods and food systems from seed to table; with local chapters in each state to connect consumers to local products

<https://sites.google.com/site/bfblia/>



THE NC 10% CAMPAIGN: North Carolina:

Administered by the Center for Environmental Farming System asking for commitment to purchase 10% from local producers

<http://www.cefs.ncsu.edu/whatwedo/foodsystems/10percent.html>



THE 10 PERCENT LOCAL FOOD PLEDGE: Missoula, Montana:

A pledge offered through the Sustainable Business Council to commit 10 percent of a family's food budget to local purchases

<http://www.sustainablebusinesscouncil.org/programs/buy-localcampaigns?id=188>



SLOW MONEY NYC: New York City, New York:

Using crowdfunding as an opportunity to promote local; partnering with local farms and businesses to support growing, and purchasing local; example: Cayuga Pure Organics, raising over \$87,000 through Indiegogo to rebuild a barn and beanery

<http://slowmoneynyc.org/crowdfunding-campaigns-for-local-food-system/>
<https://www.facebook.com/cporganics>

LET US KNOW ABOUT OTHER BEST PRACTICES

TITLE: _____

CONTACT INFORMATION: _____

INTERESTED IN HELPING? SHARE YOUR INFO

NAME: _____

CONTACT INFORMATION: _____
