

ANIMAL AG ALLIES



Connecting ag advocates and arming them with the issue expertise and communications skills they need to engage with influencers and consumers online and in their communities.

Overview

Animal Ag Allies is an initiative of the Animal Agriculture Alliance, a nonprofit working to bridge the communication gap between farm and fork. The program is being designed to empower farmers, ranchers and practicing veterinarians to be outspoken advocates for agriculture online and within their communities. The Alliance hopes to find emerging voices in the dialogue around modern animal agriculture and connect them with one another as well as industry experts. We'll provide opportunities for networking, training and continuous development of issue expertise and communication skills. The Animal Ag Allies will be on the front lines of responding to emerging issues and sharing positive content about animal agriculture. Thanks to the Alliance's training program, they will be well-equipped to represent the industry online, in the media and various other venues.

Training Curriculum

The Animal Ag Allies program consists of two phases: online communications training and a private forum to discuss engagement strategies and emerging issues. Each participant in the program will be asked to complete a set of interactive online modules before they will be invited to join a private Facebook group. The modules are all available online and may be completed at the participant's own pace.

Modules will include:

- Overviews of each sector of animal agriculture
- Where to find more resources on each sector
- Hot topics and emerging issues facing animal ag
- How to address contentious issues
- Growing your social following and reaching outside the choir
- Public outreach

Private Discussion Forum

Following the completion of the training modules, participants will be invited to a private Facebook group where they will have the ability to interact with one another as well as industry professionals from the Animal Ag Alliance and other select organizations. Participants will be encouraged to use the group to get advice on growing their online following, engaging on certain issues, responding to comments and messages, and any other relevant topics.

The Alliance team will help foster discussion by regularly posting questions and discussion prompts. Quarterly learning opportunities will also be offered in the private group via Facebook Live. These sessions will cover emerging issues, new resources to share, tips from farmers and veterinarians who are already social media rockstars and more. Participants will also receive a one-year



complimentary membership in the Alliance, giving them access to a wealth of resources and issue updates.

Participants

The ideal participant is a farmer, rancher or practicing veterinarian who is passionate about animal agriculture and wants to be an ambassador for the industry. They should have a deep level of knowledge about their industry and an interest in learning more about other segments of animal agriculture. Participants should already have a social media presence and be ready to take their efforts to the next level. Those who are already social media rockstars are welcomed, but the focus of the program is to help others get to that level.

Goals

The first class of Animal Ag Allies will consist of 10 participants who complete the training modules and join the private Facebook group by May 1, 2020. This group will be diverse in terms of roles (farmers, ranchers, veterinarians) and industries represented.

By the end of 2020, there will be at least 25 active participants in the private Facebook group.

Participants will complete series of surveys: a pre-training assessment before completing the training modules, a post-training assessment after completing the training modules and an additional feedback survey at the end of each year. In these surveys, participants will indicate that they have found the program valuable and it has increased their confidence in communications and issue engagement. Participants will also be asked to report certain social media metrics and how they have been influenced by the program.

Sponsorship Opportunities

Sponsor a participant - \$5,000

Choose a farmer, rancher or practicing veterinarian in your industry to participate in the program (as long as they fit the ideal participant description).

Program Sponsor - \$10,000

Receive prominent recognition as a program sponsor in press releases, the Alliance website and among program participants. Plus choose a farmer, rancher or practicing veterinarian in your industry to participate.

Founding Sponsor - \$25,000

Receive program sponsor recognition for three years with this one-time contribution in the initial year of the program.

Become a sponsor

Contact Allyson Jones-Brimmer at AJonesBrimmer@AnimalAgAlliance.org or (703) 562-1414 to become a sponsor. Sponsors are welcome to join the program at any time.

