



Be part of AAW's National Advocacy & Education Campaign

American Agri-Women is launching a year-long education and advocacy campaign to show that everyone is part of agriculture, every day, and to raise awareness about who produces our nation's abundant food, fiber and energy supply.

The "AgDay 365: Ag Day is Every Day" campaign will help raise awareness for and give a theme — a brand — to many projects that affiliates and AAW are already doing, along with being the basis for developing new events and efforts associated with the theme. AAW and our affiliates are already involved in National Ag Day every year and this project provides a vehicle to expand our reach. Our plan is that this will develop into an ongoing effort that affiliates, our members and other agricultural organizations and individuals may join in.

What's Happening Now

The campaign had a "soft launch" at the convention through a social media announcement — using the hashtag #agday365 — and attendees joined in and shared the theme on their own social media accounts. We appreciate Farm Credit signing on as an inaugural sponsor and the AgDay 365 committee is securing other sponsors as well. In 2017, there will be AgDay 365 events and activities, in addition to the social media campaign.

Be an AgDay365 Ambassador

There are many ways you can be part of the campaign. Here are some ideas:

1. Affiliates

- Send in your regularly scheduled events so that we can build a national calendar for AAW. We'll cross-promote your events throughout the year through social media and other ways. (Email community@americanagri-women.org.)

- Send in fact sheets or resources you have about your affiliate or commodities and we'll use those to educate consumers. (Email community@americanagriwomen.org.)
- Consider developing a new consumer education event, maybe partnering with other ag groups.
- Share posts from the AAW social media accounts on your affiliate accounts. And, when you post about agriculture, please use the #agday365 hashtag.
 - On social media, look for "American Agri-Women" on Facebook and Instagram. On Twitter, look for @Women4Ag. And be sure to follow AAW's consumer page on Facebook, Women4Ag.
- Share the logo and information on your website and in your newsletters. (Download option 1 and option 2 of the logo.)
- Consider finding local sponsors for the campaign.

2. Members

- Keep doing what you're already doing by educating and advocating in person and on social media and now join those efforts with the campaign using the Ag Day is Every Day theme and #agday365 hashtag.
- Share photos with the committee and we'll promote them nationally.
- Tell your friends and colleagues about the campaign and have them join in on social media.
- Share posts from the AAW social media accounts on your personal accounts. And, when you post about agriculture, please use the #agday365 hashtag.

Finally, we're seeking ideas to help develop #AgDay365 events at Mid-Year, Fly-In and the 2017 convention in Minnesota. All ideas are welcome! Contact Doris Mold, AAW President, president@americanagriwomen.org or Lynn Woolf, Community Relations Committee chair, community@americanagri-women.org.