American Agri-Women is launching a year-long advocacy and education 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 “AgDay365: 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 AAW National Convention through a social media announcement — using the hashtag #agday365 — and attendees joined in and shared the theme on their own social media accounts. The AgDay365 committee is now planning national and regional events and advocacy initiatives for 2017 as well as working with our affiliates to integrate the campaign into events they’re planning for 2017. We are committed to building awareness through social media, posting every day for 365 days. Our plan is to solidify the campaign’s brand awareness so that it can continue on.

P A R T N E R  W I T H  U S
We want to find ways to harness the power of this campaign to help you reach your goals in 2017. Some ideas for us to brainstorm together:

1. Consider being a major sponsor and receive year-long recognition at AAW events, online, in social media and through our quarterly newsletter. Or, sponsor a week or even a day of the campaign.

2. Integrate the campaign into one of your special events to reach your targeted audiences.

3. Host a national or regional gathering at one of your facilities for a special AgDay365 event.

4. Add AgDay365 as another layer to your campaign, expanding awareness of your efforts.

5. Work with us to develop a customized program and we’ll share your messages in our various communication outlets.
Building a Partnership

We want to be a valued partner and ensure you consider your sponsorship of AgDay365 and American Agri-Women as a wise investment. We look forward to discussing opportunities with you and developing a partnership that fits with your needs and goals.

The Future

2017 will be filled with events and activities, however, the project won’t stop there. The plan is for AgDay365 to be a sustained, ongoing project that will continue to show that everyone is part of agriculture, every day. Beyond 2017, it will continue to raise awareness about our exceptional agricultural system and help connect us with consumers in meaningful ways. Supporters and partners are welcome to join at any time.

Let’s talk!

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