

# Making Lemonade When Outreach Events Hand you Lemons

## Kansas, Maine, Ohio and Pennsylvania AgrAbility Projects

### 2022 AgrAbility National Training Workshop, Madison, Wisconsin

#### Every event items

- ✓ Tablecloth – *branded if possible*
- ✓ Program table runner with project partners
- ✓ Banner
- ✓ Project and Partner brochures
- ✓ Business cards – project and personal
- ✓ Information & Referral forms
- ✓ Lucite document and brochure holders
- ✓ Bungee cords
- ✓ Pens and Note Paper
- ✓ Duct tape, Clear Packing Tape
- ✓ String, rope and wire
- ✓ Scissors, Knife
- ✓ Clamps, Binder Clips, rubber bands
- ✓ Branded Post It Notes
- ✓ Candy
- ✓ Dongles/adapters and chargers for your devices
- ✓ Zip loc bags
- ✓ Hand sanitizer
- ✓ Name badges and/or branded clothing
- ✓ Blank branded name tags

#### Event specific items

- ✓ Brochures
- ✓ Assistive technology
- ✓ Resources and handouts

#### In case of emergency: What's in YOUR go bag?

- ✓ Extra Everything – pants, socks, shirts, sweatshirts
- ✓ Footwear - sneakers, boots, sturdy
- ✓ Umbrellas, ponchos
- ✓ Headware - hats, helmets, visors
- ✓ Eyewear – sunglasses, safety glasses
- ✓ Blanket
- ✓ Rain Gear
- ✓ Winter clothing
- ✓ Cash

#### Staffing your outreach event

- ✓ AgrAbility
  - University

- Non-Profit
- ✓ Advisor Board members
- ✓ Partners – Share Staffing
  - Professionals – Occupational/Physical Therapist
- ✓ Volunteers
  - Farmers/Rancher Customers

## Who is your audience?

- ✓ General Ag Audiences
- ✓ Women in Ag
- ✓ Veterans in Ag
- ✓ Underserved Populations
  - Hispanic, Anabaptist, African American, Native American, Young Farmers
- ✓ Farm or Garden Shows
- ✓ ADA or Disability focused
- ✓ Health or Safety focused
- ✓ Ag Industry
- ✓ Rural Health
- ✓ Stakeholders & Partners

## Event specific supplies

### Brochures

- ✓ Project Brochures
- ✓ Arthritis
- ✓ Back Health
- ✓ Veterans
- ✓ Youth

### Assistive Technology

- ✓ Ergonomic Tools
- ✓ Vision & Hearing Technology/Displays
- ✓ Gloves

### Resources

- ✓ Master Gardener Programs
- ✓ Area Veteran Resources
- ✓ Farm equipment and/or Garden Tools handouts
  - <https://agrability.osu.edu/resources/webinars-and-handouts-2020-2021>
- ✓ *Other states want to link resources?*

### Ice Breakers

- ✓ Cardboard cut-out picture frame/photo opp
- ✓ Unique garden tools
- ✓ Recipe card (Kansas)
- ✓ Spinning wheel – trivia questions
- ✓ Can I tell you about our program?
- ✓ Why are you at the show today?
- ✓ Would you like to play State Trivia?

- ✓ Visit other vendors-share business cards and brochures
- ✓ Feature modified vehicles
- ✓ Thank a Fundraiser – generate in-person, print and social media interest
- ✓ Teach them something – Fitness for Farm Life stretches  
<https://agrability.osu.edu/resources/fitness-farm-life>
- ✓ Interview vendors about accessibility features – record the interview
- ✓ Ask Questions:
- ✓ What brings you out today?
- ✓ Awww...how old are the kids?
- ✓ How long have you been farming?
- ✓ Troll the Event:
- ✓ What are others doing?
- ✓ Who else is there?
- ✓ Where are the networking or partnership opportunities?
- ✓ Use “shiny objects” to attract people
- ✓ Have a theme
- ✓ Feature items that draw people to your exhibit
- ✓ Use questions or surveys to engage people

## Engaging gadgets

- ✓ Single hand gate opener
- ✓ Ergonomic hand tools
- ✓ Saddle with back support
- ✓ Root slayer mini-digger
- ✓ Team up with student groups
- ✓ Sticky note pad (logo, QR code)
- ✓ Trailer deck mounted ladder
- ✓ Event specific brochures
- ✓ AT resources

## Collaborative Opportunities

- ✓ Gardening with Arthritis – Garden signs with tips, collaboration with Master Gardener Volunteers (e-mail Laura Akgerman for samples of signs – [akgerman.4@osu.edu](mailto:akgerman.4@osu.edu))
- ✓ Team up with vendors to demo equipment
- ✓ Alert the press and let them participate

## Thanks!

- ✓ Laura Akgerman, Ohio AgrAbility, [Akgerman.4@osu.edu](mailto:Akgerman.4@osu.edu)
- ✓ Dee Jepsen, Ohio AgrAbility, [Jepsen.4@osu.edu](mailto:Jepsen.4@osu.edu)
  - Ohio AgrAbility <https://agrability.osu.edu/>
- ✓ Tawnie Larson, Kansas AgrAbility, [tawnie@ksu.edu](mailto:tawnie@ksu.edu)
  - [www.agrability.ksu.edu](http://www.agrability.ksu.edu)
- ✓ Kendra Martin, AgrAbility Pennsylvania, [kendra.martin@ucpcentralpa.org](mailto:kendra.martin@ucpcentralpa.org)
  - [www.AgrAbilityPA.org](http://www.AgrAbilityPA.org)
- ✓ Leilani Carlson, Maine AgrAbility, [leilani.carlson@maine.edu](mailto:leilani.carlson@maine.edu)
  - [www.umaine.edu/agrability](http://www.umaine.edu/agrability)