

MAKING LEMONADE

When Outreach Events
Hand You Lemons

How to have a
GREAT EVENT
despite the odds

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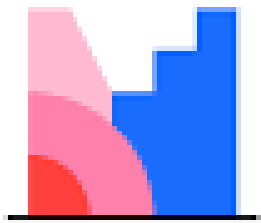


WHY DO WE ATTEND OR EXHIBIT AT OUTREACH EVENTS?

We know we do it to accomplish goals related to:

- **Education**
- **Networking**
- **Assistance**
- **Marketing**

But we want to know why YOU do it!



Mentimeter

Visit: [Menti.com](https://www.menti.com)

BASICS FOR ALL EVENTS



Every Event Items

- Tablecloth
- 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/chargers for your devices
- Ziploc bags
- Nametags and AgrAbility branded clothing
- Hand sanitizer

Event specific:

- Brochures
- Assistive technology
- Resources

IN CASE OF AN EMERGENCY

You never know...

- ✓ **Horrendous weather**
- ✓ **Extreme winds**
- ✓ **Flooded exhibit space**
- ✓ **Staff illness**
- ✓ **Staff injury**
- ✓ **Vendor cancellation**



What's in YOUR go bag?

- **Extra Everything** - pants, socks, shirts, sweatshirts, underwear
- **Footwear** - sneakers, boots, sturdy
- **Umbrellas, ponchos**
- **Headwear** - hats, helmets, visors
- **Eyewear** - sunglasses, safety glasses
- **Blankets**
- **Rain Gear**
- **Winter Clothing**
- **Cash**

STAFFING YOUR OUTREACH EVENT

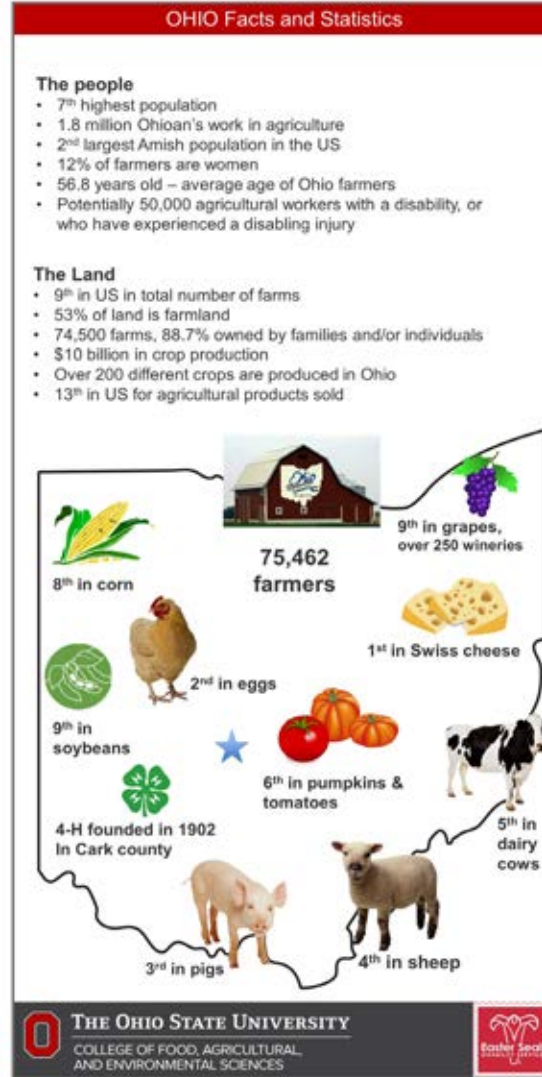


Who Should Be There?

- **AgrAbility**
 - **University**
 - **Non-Profit**
 - **Partners – Share Staffing**
- **Advisory Board**
- **Professionals:**
 - Occupational & Physical Therapists**
- **Volunteers**
- **Farmers/Rancher Customers**
- **Healthcare Professionals**
- **OVR Professionals**
- **Financial Counselors**

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 Gardner Programs
- Veteran Resources
- Equipment/Tool handout
- Funding/Financial information

MY FAVORITE WAY TO ENAGE WITH ATTENDEES DURING AN OUTREACH EVENT IS...

What is your GO-TO when it comes to engaging with your audiences at an OUTREACH EVENT?



Visit: [Menti.com](https://menti.com)

THINK OUTSIDE OF THE BOX FOR PARTNERSHIPS



Collaborate with other SRAPs – it's nice to play together in the raised bed!

Unique set-ups or displays can encourage partnerships & increase engagement for **EVERYONE!**



KANSAS - ENGAGING GADGETS & COLLABORATIVE DISPLAYS



Single Hand Gate Opener



Ergonomic Hand Tools



Team Up
With Vendors
To Demo
Equipment

Alert The
Press & Let
Them
Participate



Saddle With
Back Support



Root Slayer Mini-Digger



Team Up
With Student
Group



Sticky
Note
Pad

MAINE – AUDIENCE ENGAGEMENT



OHIO - ENGAGING GADGETS & COLLABORATIVE OPPORTUNITIES



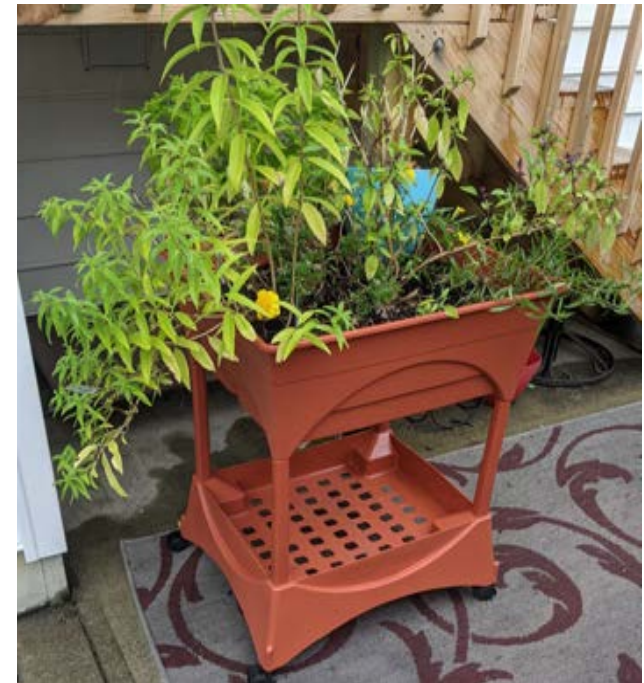
Trailer deck mounted ladder



Ask vendors to demo their products



Gardening with Arthritis - Garden signs with tips.
Collaboration with Master Gardener Volunteers



Raised bed planter/cart

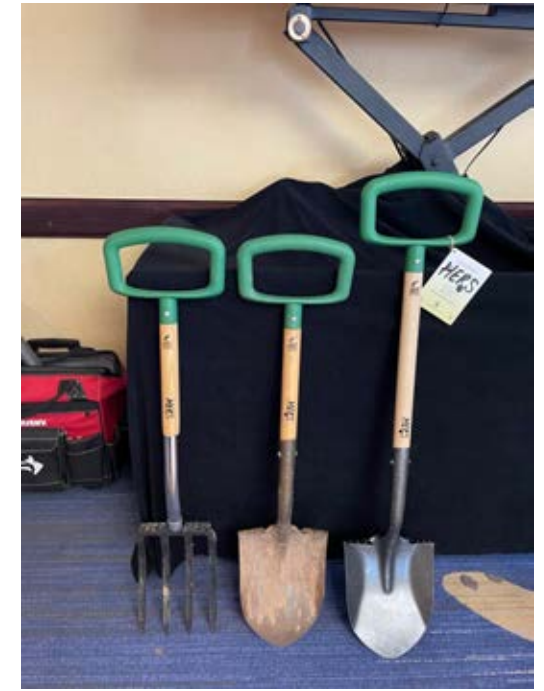
PENNSYLVANIA - ENGAGING GADGETS & COLLABORATIVE OPPORTUNITIES



Mobility Devices



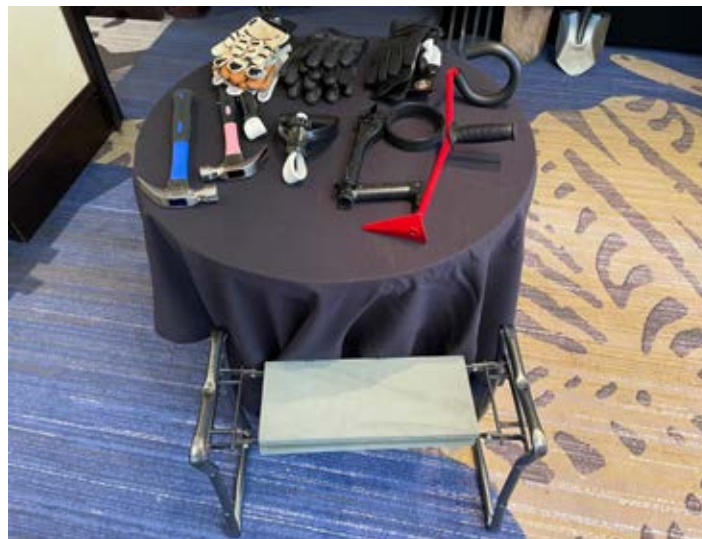
Hand Safety Display



Ergonomic Hand Tools



Assistive Technology Display -- place tools in visible spot



Health Services

ICE BREAKERS - KANSAS



Cardboard Cut Out



Unique Garden Tools

Tammi's Chocolate Chili

2 pounds ground beef

1/2 - 1 cup diced onion

1 1/2 tsp.

1 15 oz.

3 tsp. un

1 tsp. sa

1/2 tsp. al

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1/2 tsp. re

2 - 3 tsp.

1 15 oz.

1 15 oz.

1 15 oz.

2 cans p

Prep 30 m

Cook 1 h

Ready In 1 h 30 m

Brown beef, onion and

Kansas
AgrAbility
Celebrating Innovative Agriculture

Kansas AgrAbility enables a high quality lifestyle for farmers, ranchers and other agricultural workers with disabilities and chronic illness

Recipe Card



Trivia Spinning Wheel

HELLO

- 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

ICE BREAKERS - MAINE



"Shiny Objects"

- Have a theme
- Feature items that draw people to your exhibit
- Use questions or surveys to engage people



ICE BREAKERS - OHIO



INVOLVEMENT

- Feature modified vehicles
- Thank a Fundraiser - generate in-person, print and social media interest
- Teach them something - Fitness for Farm Life stretches
- Interview vendors about accessibility features - record the interview

ICE BREAKERS - PENNSYLVANIA



Get Involved & Be Present

- **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?
- What are the networking or partnership opportunities?

- **Throw A Changeup (CH)**

- What is something new?
- How do you keep it fresh?
- What is unexpected?



Got Questions?



Have Ideas?

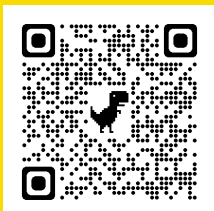


THANK YOU!

CONNECT WITH OUR STATE AGRABILITY PROJECTS

Ohio AgrAbility

<https://agrability.osu.edu/>



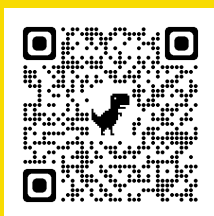
Kansas AgrAbility

www.agrability.ksu.edu



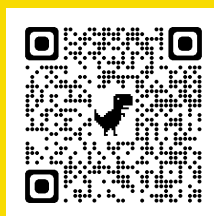
AgrAbility for Pennsylvanians

www.AgrAbilityPA.org



Maine AgrAbility

www.umaine.edu/agrability



United States Department of Agriculture
National Institute of Food and Agriculture