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# Farmer-to-Farmer Volunteer Outreach Guide

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Check out  
[farmertofarmer.crs.org/publications](http://farmertofarmer.crs.org/publications)  
for articles published about & by other  
F2F volunteers!



# outreach overview

## WHAT IS OUTREACH?

Outreach is an opportunity to share your Farmer-to-Farmer experience and story with others. Outreach could include:

- an article in your local newspaper (in print or online)
- a radio interview
- a publication in an academic journal that mentions your Farmer-to-Farmer service
- a presentation to a group with which you're affiliated, such as a professional group, a church, a class at a local elementary school, or a group of friends at a dinner party
- social media posts about your F2F trip (Facebook, Instagram, Twitter, a blog, etc.)

## IS OUTREACH REQUIRED?

Yes, we do expect all our volunteers to do some form of outreach. Our donor, USAID, requires that we report volunteer outreach activities annually. In order to meet USAID expectations for the Farmer-to-Farmer program, **we ask that each volunteer attempt at least 2 outreach activities.**

## BUT I'M SHY AND DON'T THINK I CAN DO OUTREACH.

Keep in mind that outreach can include any number of activities, from a presentation at a weekly staff meeting to a Facebook post to an email blast to friends & family. Many volunteers struggle to identify outreach opportunities at first, but most are able to find an opportunity to share their story that is both comfortable and meets outreach expectations.

**This guide is meant to help F2F volunteers identify potential outreach opportunities and also provides supports for specific types of outreach. It is by no means an exhaustive list of outreach opportunities. Use the Table of Contents to identify what sections might be most helpful to you.**

*Thank you for sharing your Farmer-to-Farmer story with others!*

# before you go . . .

While outreach generally happens during or after your assignment, you can plan for outreach activities before you go! By identifying or scheduling opportunities beforehand, conducting outreach upon your return will be much easier.

## **Before you leave for your F2F assignment, you can:**

- schedule presentations with local groups with which you are already involved
- identify and contact a local reporter who might be interested in covering your story upon your return
- ask a friend who's a teacher if you might be able to present to her/his class about your F2F trip or if you could send the class postcards during your trip
- set up a blog if you plan on blogging
- plan a dinner party for friends upon your return where you can share stories, photos, and maybe a taste of some East African cuisine
- review this guide for additional outreach ideas!





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# outreach during your F2F assignment

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This section contains:

- guidance for **social media posts**
  - **photography tips**

# social media outreach

# #F2F

For all social media posts related to your Farmer-to-Farmer assignment, please use the hashtag, **#F2F**.

Hashtags allow your post to be associated with other, related posts. You will also be contributing to the larger F2F community!

**Below are examples of and templates for Facebook and Instagram posts.** Feel free to use the templates and modify for other social media platforms.

## Facebook

### *Sample Facebook Post (right):*

This post is exemplary because the volunteer included **brief but specific text to describe his assignment**. He acknowledges the hardships faced by the farmers in Uganda, but he doesn't portray them in a negative light.

The post is also powerful in its use of photos. While the volunteer appears in the initial photo, a majority of the **photos include the local people with whom he is working**.

The post also uses a hashtag to highlight his affiliation with Farmer-to-Farmer. Ideally, he would have used the **#F2F hashtag**, but his hashtag captures his relationship to the program nonetheless.



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# Facebook

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**Facebook Templates:** The following are intended to provide guidance for posts before, during, and after your Farmer-to-Farmer assignment. You might want to include relevant photos along with completed templates.

**BEFORE YOU LEAVE:** “On [date], I will be leaving for a Farmer-to-Farmer assignment with Catholic Relief Service in [country]. I will be [description of assignment - 2 sentences max.]. I’m excited OR This experience is important to me because [rationale for volunteering with F2F]. I will periodically provide updates via Facebook if you’re interested (optional).” #F2F

**DURING YOUR ASSIGNMENT:** “I am in [city/town, country] with Catholic Relief Services Farmer-to-Farmer. The people I am working with are [description of counterparts - e.g., women who have formed a grain cooperative]. So far, I have [description of what you have done/accomplished - 2 sentences max.]. I’m enjoying [description something culturally-specific you’ve enjoyed - e.g., the ugali, which is a maize-based staple served at most meals]. #F2F

**AFTER YOU ASSIGNMENT:** “I spent [insert number of days/weeks] volunteering with Catholic Relief Services Farmer-to-Farmer program. The experience was [insert adjective - hopefully positive!]. I was able to [description of accomplishment], and I so enjoyed [description of something you appreciated]. If you’re interested in volunteering in East Africa, check out farmertofarmer.crs.org. #F2F



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# Instagram

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## **Sample Instagram post (left):**

This post is exemplary because the volunteer **features a photo of farmers** with whom he’s working, and they are engaged in a farming activity.

His caption is brief but descriptive and includes a hashtag, although he would ideally have used the **#F2F hastag**. He could also mention the location to improve the post.

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# Instagram

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**Instagram Template:** Facebook templates on the previous page can be modified and used for Instagram. However, briefer captions that mention **who** appears in the photo, **what** is happening, and **Farmer-to-Farmer** may be better suited for Instagram.

**CAPTION TEMPLATE:** Who's in the photo + what they're doing + Farmer-to-Farmer + #F2F

**EXAMPLE 1:** A maize farmer (*who*) demonstrates typical seeding techniques (*what he's doing*) during my Farmer-to-Farmer assignment (*Farmer-to-Farmer mention*) in Uganda with Catholic Relief Services #F2F (*hashtag*)\*

**EXAMPLE 2:** During my Farmer-to-Farmer assignment (*Farmer-to-Farmer mention*) in Kenya, I demonstrated soy milk preparation (*what you did*) to a local women's farming cooperative (*who*). #F2F (*hashtag*)\*

\* Omit phrases in parentheses in actual Instagram posts.



## Social Media Photo Tip:

For Facebook & Instagram, choose photos that **feature people** with whom you're working. Photos in which **people are active** are also more engaging than posed group shots.

## PLEASE READ:

### Representing CRS on Social Media

If you choose to mention Catholic Relief Services in your posts, please be aware that you are representing the organization as a whole. Consider if your expressed views would be in conflict with CRS's institutional identity. If you think such conflict may exist, you can mention your affiliation with Farmer-to-Farmer without including CRS. You can also send your posts to Maria Figueroa ([maria.figueroa@crs.org](mailto:maria.figueroa@crs.org)) for review before posting. We do ask that you use the #F2F hashtag alone. **Please do not tag CRS.**



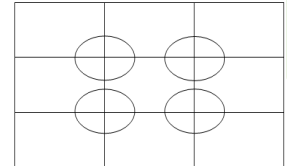
# photography tips

Quality photos can be a huge help as you share your Farmer-to-Farmer story with others. Use these tips from our CRS photo team to help you capture that perfect shot!

## LIGHTING

- **Shoot during the Golden Hour.** The best light is early in the morning (about an hour after sunrise) and late afternoon (about an hour before sunset). The softer and more golden light helps prevent harsh shadows on people's faces.
- **Use your flash on sunny days.** Since the sun creates shadows on people's faces, change your camera flash setting to force the flash to go off.
- **Keep the sun behind you.** This will help with the lighting of the subject of your photo.
- **Move people into the shade if you can.** This will also help with harsh shadows created by sunlight.
- **Overcast days are your friend.** Again, sunlight can often mean harsh shadows, which is why overcast days are often great days for shooting people.

- **Get closer.** You may want to capture an entire scene, but being able to clearly see the people in the photo makes for a better shot.
- **Move around and try different angles.**
- **Place subjects off-center.** Use the rule of thirds, as indicated in the diagram below. The strong points in a photo are where the lines intersect (where the circles are).
- **Capture emotion and action** by taking some candid shots.



## MISC. TIPS

- Turn off your camera's Print Date setting.
- Always ask if it's okay to take someone's photo.
- Shoot photos that show respect for people, and show them with dignity.

## COMPOSITION

## Share your photos with us!



Send your best photos to Teresa Monaghan (teresa.monaghan@crs.org) after your F2F trip, and your photos may be featured on one of our CRS social media channels, like these F2F volunteer photos!





# post-assignment outreach

This section contains:

- a **press release template**
  - **F2F talking points**
- information on **presentations**
- contact information for **CRS Regional Offices**
  - guidance on **reporting your outreach**

# press releases

Interested in pitching your story to your local paper or radio station?  
Follow the steps below!

- Locate your completed press release template.** You should have completed the template at the end of your Final Report before you left your country of service. If you did not complete the template or if you need a copy, please contact Teresa Monaghan (teresa.monaghan@crs.org)
- Identify a specific reporter.** Rather than emailing the general news outlet email address, contacting a specific reporter who has covered similar stories is more likely to yield a positive response.
- Pitch your press release to the reporter.** Send an email with a brief greeting, like, “I read your piece on *[insert topic]* and thought you might be interested in my recent volunteer service in East Africa. Please see the press release below.” Paste the completed Press Release template into the body of the email rather than attaching it, as the recipient is more likely to read it if it’s in the email itself.
- Forward the press pitch to us!** We count press pitches as outreach even if they are not ultimately picked up, so please forward your pitch email to Adamaah Grayse (adamaah.grayse@crs.org)
- If you receive a positive response, **review the talking points on page 10 of this packet.** We like to provide consistent information on the Farmer-to-Farmer program, and the talking points are a great guide.
- Let us know if your story is picked up,** and you may be featured on one of our social media channels or on the publications section of farmertofarmer.crs.org!



# talking points

Review these talking points developed by our CRS communication team to prepare for interviews with local media or presentations about your F2F experience!

## FARMER-TO-FARMER PROGRAM OVERVIEW:

- **Each volunteer brings a unique skill to a unique challenge faced by farmers.** Consider your personal story: How did your skill set align with your particular assignment?
- **Farmer-to-Farmer is a federally funded program through the US Farm Bill that began in 1985.** Today F2F is managed by US Agency for International Development (USAID) and is conducted in the field by partners like CRS.
- **Catholic Relief Services joined Farmer-to-Farmer in 2014** as the implementer for programs in 4 East African countries: Kenya, Ethiopia, Uganda, & Tanzania.
- **F2F volunteers work closely with CRS technical staff and our in-country partners, allowing staff to provide continuity to the work of F2F volunteers after their assignments.**

## WHY PROGRAMS LIKE F2F MATTER:

- **80% of the world's food is produced by small farmers with 5 acres or less around the world.**
- **These farmers face challenges like drought, soil preservations, transportation, poor seed quality, and little to no access to information.** The works CRS does with the help of volunteers with Farmer-to-Farmer is helping to overcome those challenges.
- **Farmer-to-Farmer is a bridge between cultures and people.** The shared experience of volunteers and farmers illuminates our common values, needs and desires as humans.

## INTERVIEW TIPS:

- **Plan your key messages/answers in advance.** Typical questions you could be asked:
  - How did you hear about F2F and get to be a volunteer with CRS?*
  - What skills/area of expertise did you share?*
  - Where did you go? What did you do?*
  - What was the experience like for you?*
  - What are the challenges faced by farmers where you went?*
  - Will they be able to overcome these challenges?*
  - Is F2F helping these farmers? How?*
- **Keep it short and simple!** Make comparisons with things your U.S. audience will know, e.g., Kenya is slightly smaller than the size of Texas. The climate was dry like Arizona. Try to avoid acronyms, tech-speak and jargon. Tell the story like you are speaking to someone who has never been to Africa and knows nothing about farming.
- **It's okay to say you can't speak for CRS.** You can refer the interviews to CRS F2F program staff.

# presentations

Many F2F volunteers give presentations to various groups about their experience. This section offers support and resources for such presentations.

## WHERE COULD YOU PRESENT?

- Staff meeting at your place of work
- Professional conference
- A dinner party with friends
- Kiwanis, Rotary, or Lions Clubs
- Religious groups
- Think of groups to which you already belong, e.g., book clubs, professional networks, neighborhood associations, as these groups would probably be most receptive to and interested in your presentation.

## PREPARING FOR YOUR PRESENTATION

- We recommend that you do NOT use the same PowerPoint you created at the close of your assignment. Instead, you may want to **create a presentation that highlights key moments of your service**, such as:
  - your greatest accomplishment
  - the person who had the greatest impact on you
  - cultural differences or similarities you noticed
  - how you overcame a challenging moment
  - lessons learned through your assignment
- **Provide an introduction to Farmer-to-Farmer as a whole**, as your audience may be unfamiliar with the program. See the talking points on the previous page for information you may wish to include.
- **Ask us for resources!** Teresa Monaghan (teresa.monaghan@crs.org) can send you a tri-fold display, brochures, and business cards to assist with your presentation.
- **Encourage members of your audience who may be interested in volunteering to check out our website ([farmertofarmer.crs.org](http://farmertofarmer.crs.org)) or email Maria Figueroa ([maria.figueroa@crs.org](mailto:maria.figueroa@crs.org)) for more information.** It's best for potential volunteers to identify an open assignment on our website and THEN email Maria, as this will expedite potential volunteer placement.



# CRS regional offices

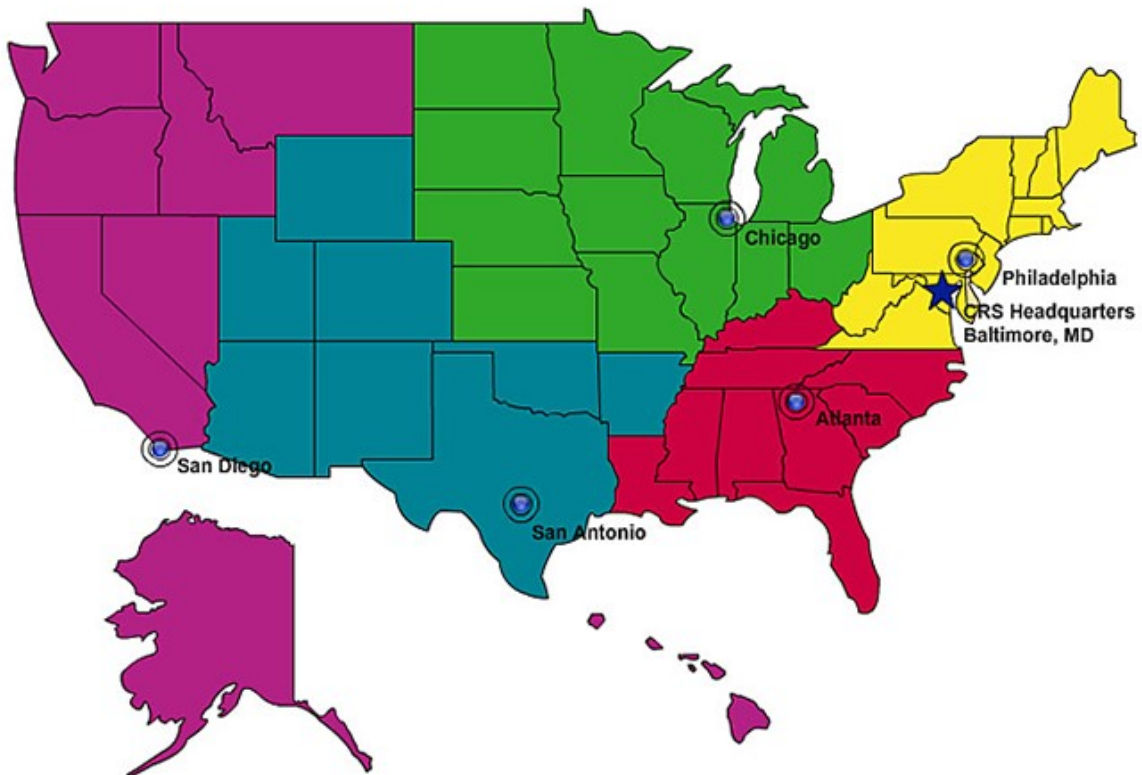
Are you Interested in staying connected to CRS or sharing your Farmer-to-Farmer experience with local Catholic communities? If so, contact your Regional CRS office!

## TIPS FOR CONTACTING REGIONAL OFFICES

- Identify your regional office based on where you live (state). Then, reach out via the general number or email address at right and **ask to be put in touch with the Relationship Manager**. These staff members expect to be contacted by returned F2F volunteers.
- **Have some idea of what you'd like to do**, e.g., present at a local parish, write a column for a newsletter, volunteer at CRS regional events, etc.
- **Be open to suggestions from the Relationship Manager**. S/he might have suggestions or insight into unexpected but worthwhile opportunities.

## REGIONAL OFFICE CONTACT INFO

<b>West</b>	Phone: 619-618-2363 Email: <a href="mailto:crswest@crs.org">crswest@crs.org</a>
<b>Southwest</b>	Phone: 210-366-3884 Email: <a href="mailto:crssouthwest@crs.org">crssouthwest@crs.org</a>
<b>Midwest</b>	Phone: 312-733-5124 Email: <a href="mailto:crsmidwest@crs.org">crsmidwest@crs.org</a>
<b>Southeast</b>	Phone: 404-681-4600 Email: <a href="mailto:crssoutheast@crs.org">crssoutheast@crs.org</a>
<b>Northeast/ Mid-Atlantic</b>	Phone: 610-293-4669 Email: <a href="mailto:crsnema@crs.org">crsnema@crs.org</a>



# reporting your outreach

Did you conduct an outreach activity? Let us know!

As mentioned in the outreach overview on page 1, outreach is a **required** part of the Farmer-to-Farmer program. CRS F2F staff encourages each volunteer to conduct at least two outreach activities (e.g., a Facebook post and a presentation).

In order to include your outreach efforts in our data that we submit to USAID, we also need **evidence**. Below you will find the documentation we would like you to submit for various forms of outreach. This can be submitted to Teresa Monaghan (teresa.monaghan@crs.org).

Email Adamaah Grayse  
(Adamaah.grayse@crs.org)  
to report your  
outreach activity!  
*Please include evidence as  
specified at right.*

## Evidence required by outreach type

### FACEBOOK, INSTAGRAM, & OTHER SOCIAL MEDIA

Send us a link to your post(s) or a screenshot of your post(s) if your post is not public / is only visible to your friends.

### PRESENTATIONS

We simply need to know **to whom** you presented (audience) and **when** (date). We also appreciate photos of volunteers presenting or something that advertises your presentation, such as an email or flyers.

### PRESS PITCHES & PUBLICATIONS

Forward any emails in which you pitch your F2F story, even if they do not result in publication. Also, please send us a link if a news outlet does pick up your story. You can send scanned copies of articles printed in local newspapers.

***Thank you for sharing your Farmer-to-Farmer Story!***

