



# Conducting Northeast SARE Outreach: Resources for State Coordinators

As Northeast SARE state coordinators and staff, you are key to providing “boots on the ground” to share SARE information with farmers, agricultural service providers and the public. We greatly appreciate all your efforts to help raise awareness about SARE and explain our grant-making with interested applicants!

## State Outreach Work

As a SARE state coordinator, you provide your state’s agricultural community with information about SARE grant programs and educational resources, and other sustainable agriculture resources through:

- Responding to inquiries about SARE grant programs and resources;
- Giving workshops or presentations to provide information about SARE grant programs;
- Distributing announcements of SARE grant programs through relevant channels;
- Referring applicants, recipients or others to appropriate regional staff, or other sustainable agriculture resources when feasible;
- Helping strengthen sustainable ag networks in the state or region, often through SARE-funded exhibits at conferences and meetings;
- Making available SARE educational material;
- Promoting SARE-sponsored events, typically through sharing of program notices with contacts;
- Sharing notices of outcomes, educational resources and project profiles from SARE-funded grants with contacts.

That is quite a list! The following information provides resources and guidance as you conduct SARE outreach work in your state.

## First Things First—Don’t Forget to Acknowledge Northeast SARE!

Please credit Northeast SARE in outreach materials from your state projects (handouts, press releases, slide shows, and publications). Contact Deb with any questions.

- Use the logo.** It is available at: [www.northeastsare.org/Dig-Deeper/Logos](http://www.northeastsare.org/Dig-Deeper/Logos).
- Include funding credit language.** Please use: “This material is based upon work supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, through the Northeast Sustainable Agriculture Research and Education program under subaward number [insert your project number here, e.g., SNE18-xxx].”

## Here to Help You: Who Does What

To sort through the resources available to assist you with your SARE outreach efforts, see the table below.

Activity	State Coordinator (SC)	Regional Northeast SARE Office	National SARE Outreach Office
SARE exhibits at farm and food system conferences	SCs staffs state-based events and includes fees/registration in state program plan.	Regional office can arrange for booth space/tabling fees/registration and, on a limited basis, staffing of region-wide events.  Region can provide exhibit hardware and windowshade banner.	SARE Outreach can arrange for booth space/tabling fees at select national and international events that may occur in your state.

Activity	State Coordinator (SC)	Regional Northeast SARE Office	National SARE Outreach Office
SARE presentations and workshops (ppt, etc.)	SC may develop and deliver or host regional staff presentations/ workshops about SARE and grant programs as you see need.	Grant ppts available on website: <a href="http://www.northeastsare.org">www.northeastsare.org</a> . Deb can help develop, review and edit presentation materials upon request. Other regional staff may deliver or assist with presentations on request.	SARE Outreach has general ppt available for download: <a href="https://www.sare.org/about/SARE-PPT-medium-length.ppt">https://www.sare.org/about/SARE - PPT-medium-length.ppt</a>
Development of SARE grant outreach and sustainable ag education print materials	SC develops materials related to state program work as needed.	Regional office develops and distributes print materials to SCs annually and upon request: <ul style="list-style-type: none"> <li>• Grant “one-pagers”</li> <li>• Northeast SARE brochure</li> <li>• Annual report</li> <li>• Grant announcement postcards</li> </ul>	<p><i>Free</i> print materials available from SARE Outreach:</p> <ul style="list-style-type: none"> <li>• General brochure and What is Sustainable Agriculture?</li> <li>• SARE “catalog”</li> <li>• Bulletins (some available in Spanish)</li> <li>• Topic room flyers</li> <li>• Biennial Reports from the Field</li> </ul> <p><a href="https://www.sare.org/Learning-Center/SARE-Program-Materials/National-Program-Materials">https://www.sare.org/Learning-Center/SARE-Program-Materials/National-Program-Materials</a></p> <p><i>Fee-based</i> print materials:</p> <ul style="list-style-type: none"> <li>• Books</li> <li>• USB drives</li> </ul>
Distribution of Northeast SARE grant calls for proposals & announcements	SC distributes grant announcements to colleagues at university, USDA nonprofits, farmers, and other contacts (as appropriate).	Regional office distributes calls for proposals, grant announcements and other press releases through email newsletter and to media throughout the Northeast.  Contact Deb if there is a publication to add to our regional media list.	For each state, SARE Outreach publishes online PDFs: <ul style="list-style-type: none"> <li>• Portfolio summary (includes a project highlight, funded projects in state by total &amp; by grant program)</li> <li>• Grants list</li> </ul> <p><a href="https://www.sare.org/State-Programs/Funded-Grants-in-Your-State">https://www.sare.org/State-Programs/Funded-Grants-in-Your-State</a></p>
Successful SARE projects and project-produced information products	SC forwards relevant project-specific info from regional office to colleagues and other contacts (as appropriate). Can invite project PIs as speakers at events, highlight in newsletters, etc.	Regional office developing written and video snapshots of completed projects and useful grantee products (posted on FB, YouTube, in newsletter and media).	Highlights in Reports from the Field and Portfolio Summaries (see above).
SARE event promotion	SC forwards announcements about in-state grant project events to colleagues and other contacts (as feasible and appropriate).	Grant program administrators may forward notices of in-state grant project event to SCs FYI. Deb can post on Northeast SARE Facebook page and regional listservs as appropriate.	SARE Outreach maintains event calendars: <a href="https://www.sare.org/Events/Event-Calendar">https://www.sare.org/Events/Event-Calendar</a>

Activity	State Coordinator (SC)	Regional Northeast SARE Office	National SARE Outreach Office
Grant program inquiries	Use grant program instructions to respond to general inquiries. Refer Qs to grant managers as needed.  May receive inquiries about Farmer Grant technical advisor suggestions – SC responds or refers as needed.	Grant managers handle bulk of grant program inquiries: <ul style="list-style-type: none"> <li>• Janet: Professional Development</li> <li>• David: Research &amp; Education, Research for Novel Approaches</li> <li>• Carol: Farmer and Partnership</li> <li>• Candice: Graduate Student</li> </ul>	n/a

### Additional Helpful Outreach Resources from SARE Outreach

- ❑ **Farmer Field Day Toolkit.** The toolkit includes field day tips, sample press releases, and more: [www.sare.org/Learning-Center/Topic-Rooms/The-Farmer-Field-Day-Toolkit](http://www.sare.org/Learning-Center/Topic-Rooms/The-Farmer-Field-Day-Toolkit).
- ❑ **Materials for Nonprofit Education.** SARE books and bulletins available at no cost to nonprofits offering educational programs for 10+ farmers or agricultural educators. Limit of 25 books/org/year: <https://www.sare.org/About-SARE/SARE-Outreach/Materials-for-Nonprofit-Education>.

### Questions?

Contact: Deb Heleba at 802/651-8335, ext. 552 or [Debra.Heleba@uvm.edu](mailto:Debra.Heleba@uvm.edu) or visit the website: [www.northeastsare.org](http://www.northeastsare.org).