

40 POTLUCKS
for Farm Radio

Thank you for helping Farm Radio International celebrate our 40th anniversary this year!

Nothing unites us, and sparks conversation, like food and the love of community. Whether your potluck ends up being a casual conversation for two over a cup of coffee, an intimate dinner with a few friends, or a community dinner at your local town hall, we're here to help.

GETTING STARTED



Register your potluck

We want to make this as easy as possible. To get started, you can register online **http://bit.ly/40potlucks**, give us a call at **1-888-773-7717 ext 3659** or email Jeff at jlarocque@farmradio.org. We'll walk you through the set up and give you access to all the resources you need. We're happy to help at any time!



Pick a date and a venue

Backyard BBQ? Cosy kitchen? Community Hall? We're not picky. Find a venue that will fit the guests you want to invite.



SET GOALS

Here at Farm Radio International, our goal is to make a difference in the lives of millions of rural African farm families for generations and decades to come. We do that by getting good information to farmers and rural people over the radio. But, you can help.

We hope at least 40 people from around Canada will host potlucks for us this year — 40 for our 40th anniversary! Here's where you come in.



Raise awareness

Let your guests know about Farm Radio International. Share what **you** love about our organization. We've also prepared a video for you explaining a little about us and our work, and thanking your guests.



Raise funds

Start by setting a target or goal. You could suggest that each guest donate $40 on behalf of our 40th anniversary, or set a total goal of $200. Pick something you're comfortable with! You can fundraise online via http://bit.ly/40potlucks or use our provide donation forms for an easy and secure way of getting the information back to us.

If your potluck raises more than $400, we'll supply a new solar/crank powered radio to a listening group in Africa on behalf of your event, ensuring another rural community can tune in and become better informed.

We'll provide tax receipts to all of your guests who donate to Farm Radio International. To do so, we will require the donor's full name and mailing address.



PREPARE



Send out invitations

Once you know when and where your potluck will take place, time to invite your guests. We've got invitations that you can download at **farmradio.org/potlucks/**. But hey, we don't have to get that fancy. Facebook event pages, sending an email or even a good old-fashioned phone call will work too.



Recruit helpers

Need help serving or playing a video on your TV or computer? Recruit some friends to help on the day.



Get Cooking

Everyone loves a good meal. Here are some things to keep in mind!

- Feeling inventive? We've prepared recipe cards for authentic African dishes if you want to try something new. Find them at **farmradio.org/potlucks/**.
- Between your guests, make sure all the main courses are covered.
- Keep guests in the loop about any food restrictions
- Have your guests prepare a label and ingredient card for their dish

AT THE EVENT



Keep it simple

Relax and have fun! Try not to do any cooking at the event; food should be prepared ahead of time.



The why

Let your guests know why you're supporting small-scale farmers in Africa and play our awareness and thank you video. Don't have video capability? We've created a backgrounder on our work at **farmradio.org/potlucks/**.



Take photos

Record the event for posterity's sake. Assign someone to take photos, or, if you're really excited, take a video of your guests sending us a message. Send your photos to **jlarocque@farmradio.org** and we may just share them (with you and your guests' permission)!



Ask for donations

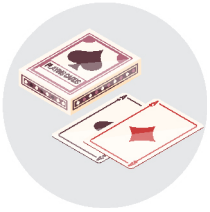
Everyone is comfortable with different ways of fundraising. You can pass around a donation box, charge an entry fee, hold a silent auction, or even ask guests to fill out donation forms. We'll provide you with the forms and pre-paid postage envelopes. Or, you can fundraise ahead of time by encouraging your guests to donate via your fundraising page. Remember, in order for a donor to get a receipt, we will require a full name and mailing address.



Sign up for our newsletter

Are your guests interested in learning more about us? Encourage them to sign up for our monthly newsletter. You can find an email sign-up sheet at **farmradio.org/potlucks/**. Or, ask your guests to find us online on Facebook, Instagram, or Twitter.

HAVE FUN



Plan some activities

Have some ideas for activities? Go for it. You could try a trivia game, or ask your guests to tell their story about development, or or share your favourite board games.

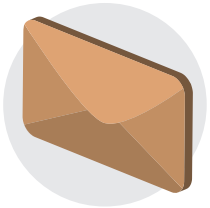


Listen to our awesome Potluck Playlist

We've created an AWESOME playlist featuring some of our staff members' favourite music from across Africa. Find it on Spotify at **http://bit.ly/40potlucksplaylist**.

THANK YOU

We can't thank you enough for hosting a potluck and helping us in our mission to reach small-scale farmers with good information so they can improve their lives and livelihoods. We'd like to extend that thank you to your guests.



Send a thank you card

We've made a handy template for you to download and send thank you cards to your guests. Find it at **farmradio.org/potlucks/**



Want us to do the follow up?

Send us your guest list with the best method of contact, and we will take care of the rest.



Send us your photos

By hosting one of Farm Radio's 40th anniversary potlucks, you have earned your place in our organization's history, and we want to share your success! Check with your guests to make sure you have their permission, and send us your pictures by email jlarocque@farmradio.org or post to our Facebook page at facebook.com/farmradio/.