

## 2013 AGM Marketing & Fundraising Committee report May 2012 to April 2013

### **Paid Media:**

We purchased two ads in The Scope in 2012 (June & October), and one 'thank you' ad for the "Best of" win in early 2013. The three ads cost approximately \$1500. The ad that ran in October 2012 was also a coupon for a free coffee at the market, expiry Dec.15. We had 5 coupons redeemed.

We placed an ad in the Shakespeare By The Sea festival booklet in 2012 and have done the same for their 2013 season. The 2013 ad purchase included having the ad in their "Harvey" production booklet around Easter. These ads cost \$200 each year.

We placed an ad on TheIndependent.ca news site. We paid \$100 for one month but it ran for a couple months.

For a few weeks in November we purchased ads on the local Kijiji site that ran on Thursdays, Fridays and Saturdays. These ads cost \$10 per week.

### **Free Media:**

TheIndependent.ca news site wrote an article about our market after the first market in June, highlighting the produce, products and community available while also touching on our growth and need for new space. Pictures accompanied the article.

The Coast Cruiser (101.1FM) did remote broadcasts from the market several times in the summer and early fall. This was their initiative from one of our media releases we regularly send out. Most often remote broadcasts are paid for by the location they visit.

The Telegram had an article in May promoting the upcoming season, and possible new vendors and buskers. In mid August The Telegram also did a full page photo spread primarily showing vendors and goods to be purchased. One of these pictures was then used to promote the Door's Open Days events in September, both as a front-page masthead and a large picture on the Tely Go Guide.

In early fall we were featured as a successful local Co-operative in the provincial government quarterly publication The Ambassador. The front cover of that issue included a half-page picture of one of our farmers and his produce.

We won the "Best Grassroots Organization" through The Scope's annual Best Of issue. This was voted by readers of The Scope (thank you!) and gives evidence that the community at large value's our farmers' market.

We gained some attention in February when it was announced during a city council meeting that the old Metrobus depot should be our new location. We had no part in planning that announcement and had little control of, or contact with, the media that picked up on that announcement.

Part of our 2013 messaging will have to be to re-iterate that we are located at the Lion's Club Chalet, and that we are not at the old bus depot.

### **Community Events:**

Our first time taking part in Door's Open, organized by the NL Historic Trust. Our vendors were pleased with the turnout and resulting sales and many new visitors commented they didn't know we existed, that they were impressed and that they'd return again. And some of them regularly did. We hope to take part in Doors Open again in 2013.

Late fall we donated door prizes of Market Bucks (gift certificates) to the NL Folk Nights at The Ship. Gift certificates were for \$5 each and \$20 worth of certificates were given out at eight different Folk Nights. Expiry of the certificates was the last 2012 market (Dec.15) as we wanted to encourage winners to visit the market and redeem them as soon as possible. Most of the gift certificates were redeemed. We plan to do this again beginning in May 2013.

We had a table/booth display at the recent International Food & Craft Expo at the Lion's Club and will at the upcoming Earth Day Fair at The Fluvarium.

### **Social Media:**

We were more active on our Twitter account this year posting reminders and pictures of the market and items available. In late fall when attendance and sales were started to drop we began "Retweet" contests, drawing a winner from our weekly Retweets. Winners received \$20 Market Bucks that had to be picked up at the market, and redeemed by Dec.15. By the end of the season we had more than 2500 Twitter followers, more than double we started with in June.

We have a continued active presence on Facebook. There is active discussions and posts between the group membership. For the past two seasons the Market Manager has been the lead voice on this page, which now also has more than 2500 members.

### **Fundraising:**

We were unable to receive a license to sell raffle tickets on a gift basket this year as we are a Co-op and therefore are considered a business – raffle lottery licenses only apply to non-profit groups. To compensate for this we conducted our first online auction through our Facebook page. The auction ran in early December and raised just more than \$1500.

As this was our first time holding this type of fundraiser we did learn some things and plan to fine tune before we consider doing it again next year. Overall we felt it was a worthwhile endeavour.

We considered holding a "big event" fundraiser in the spring 2013. The general idea was to hold a higher-end event with food by local chefs that source local ingredients, entertainment by local musicians who visit/support our market, and an auction of local artwork. After some preliminary planning discussion in the summer and fall 2012, by early winter 2013 we had put that idea on hold for the time being.

### **Planning for 2013-2014:**

With the limited budget paid media will be kept to a minimum.

Continued with regular media outreach to garner free media attention.

Involvement in community events such as Doors Open.

Continue and build on social media presence. Push location message, among others.

Determine appropriate fundraising as needed.