



LRP Communications Update

September 2024



Key Changes

In 2024:

- Email marketing with data
- Website transition to new platform
- Committee Communications
 - New web pages, info campaign
- Communications Discovery and Analysis with Roots & Legacies
 - Feb-May

Other:

- Media tracking, database, and trade publication relationships
- Social media tracking and analytics
- Video production ideas with Association Studios
- Advocacy alert texts

Communications Analysis Project

Phase I Results

Survey Details

Objective: gain unaided input and broad feedback from priority stakeholders regarding NGFA communications channels, topics and tools.

Fielded 2/13-2/23 to:

- NGFA Executive committee
- NGFA CAP participants

43% response rate

16 total responses

13 states

respondents were from 13 different U.S. states

69% of respondents

were 45-64-years-old

81% of respondents

have been in the grain or feed industry for more than 12 years

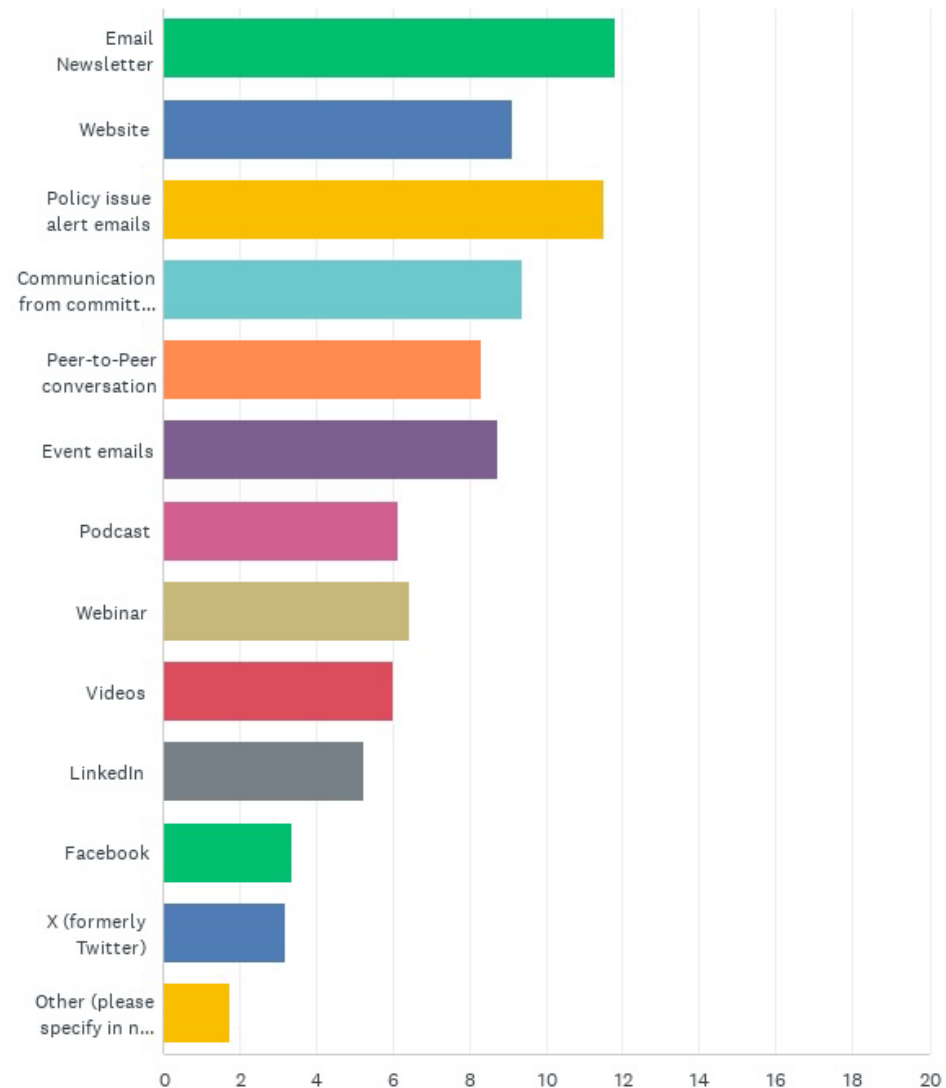


Key Findings

1. Respondents think NGFA **communications are adequate** but have ideas for improvement.
2. Communicating the **value of NGFA membership** and communicating **directly to members** should be a priority.
3. Committees could benefit from **standardized approach** to communication.
4. **Policy issues, advocacy, and representation** matter... a lot.

Email is the most effective form of communication, but length, style and cadence could change.

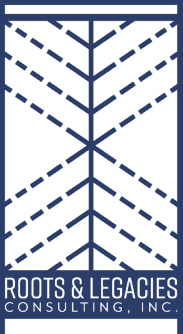
Q6 Thinking about communications to NGFA members, rank the following in order from most effective to least.



“Shorter emails”

“Faster comms vs. lengthy emails”

“Less emails”

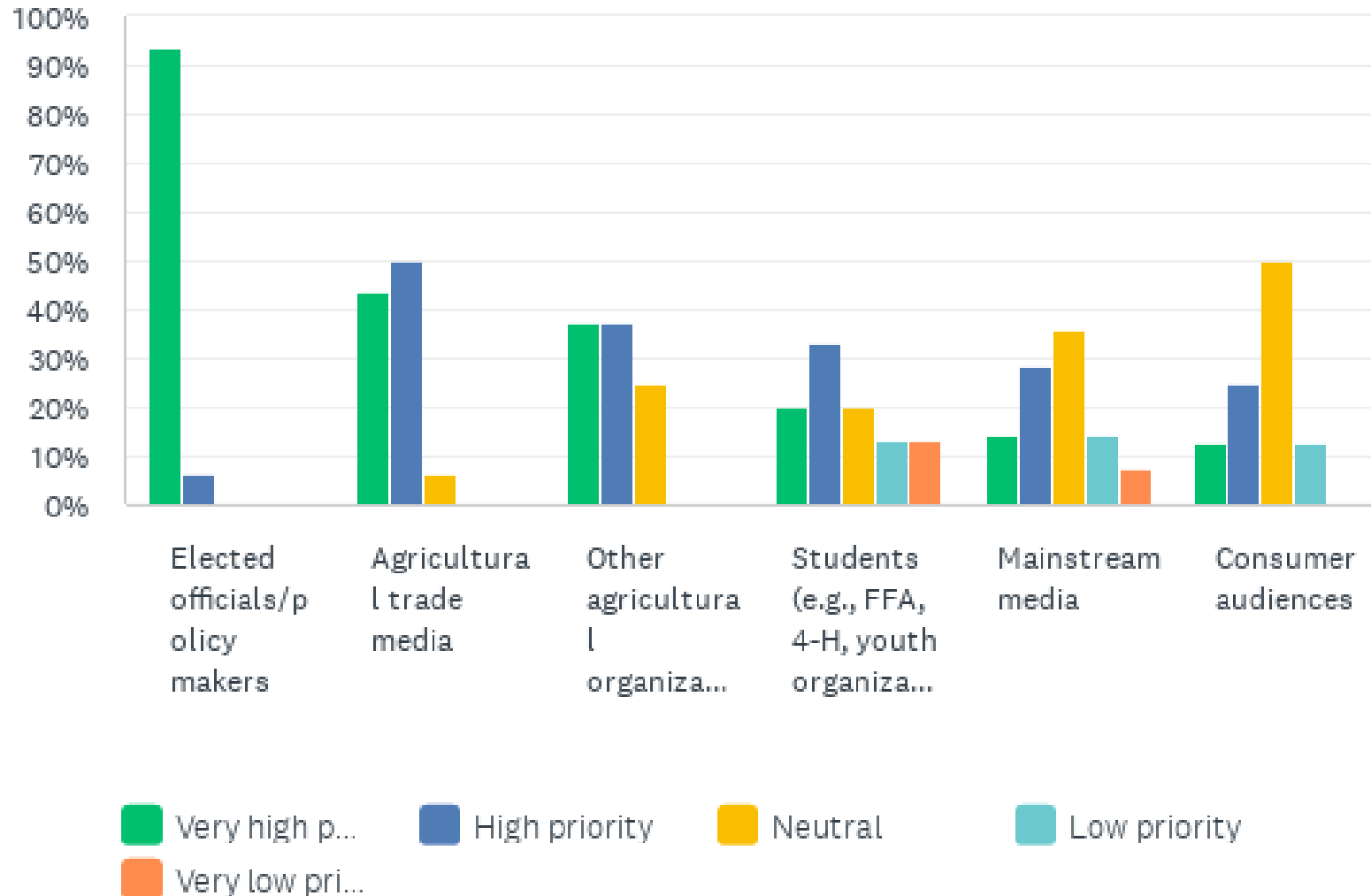


Q4: What would you like to see NGFA do more when it comes to communications?

- Incorporate more video content
- More user-friendly website
- Text alerts

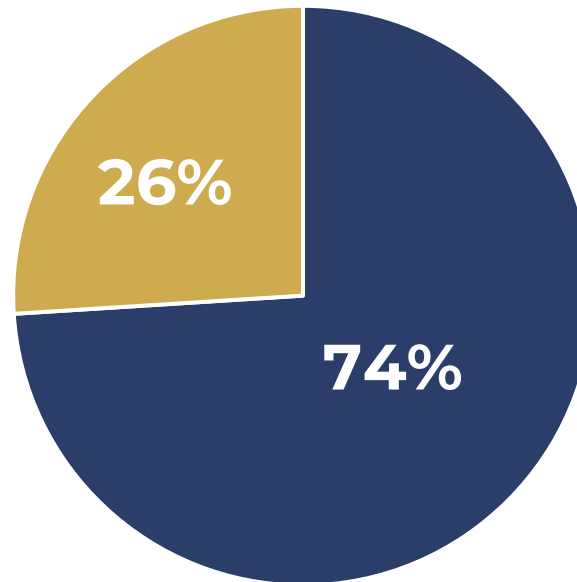


Q22: Indicate the level of priority NGFA should place on the following (*external*) audiences:



Q2: What percentage of NGFA communications efforts should be member-focused versus focused on other constituents?

Average Response



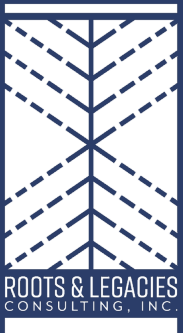
■ Member-focused ■ Other constituents

Share member stories, foster dialogue and allow members to choose what they want to receive.

“Need to champion successes more often to the broader membership.”

“Personal communication to new members may help them see benefits. Get to know them and their issues so they see continued benefit.”

“IM would be great to have an opportunity for informal discussion.”



New Committee

Communications, Marketing and Membership Committee

- 10 Members
- Serve as task force for Roots & Legacies project in Phase II
- Other ways the committee can help achieve LRP communications goals:
 - Insight into member needs
 - Connections to regional/other media outlets
 - Source for ideas and tools NGFA can use to help achieve goals

Next Focus Areas

2024 Goals

- Implement R&L Project Recommendations
- Increase targeting of **journalists** by topic/region
 - Explore new ways to use Critical Mention with MailChimp marketing
- Personalized **email** communications for NGFA members
 - Connect to committee structure and interests
 - Incorporate VoterVoice advocacy tool in targeted communications
- Increase **video** and NGFA testimonials to promote member benefits
- **Website** audit to improve user experience
- Re-examine **social media** channels