WFAN Can Help You Empower Women to Lead!

Women, Food and Agriculture Network’s Plate to PoliticsSM program a nationwide effort to support and strengthen the national leadership role of women transforming our nation’s food system, from the federal agriculture policy agenda to what’s on our family’s dinner plate. The program focuses on providing leadership training to women engaged in healthy food and farming.

WFAN and our partner VoteRunLead have built, tested and delivered programs to address the unique challenges faced by rural women in our network. We've empowered nearly 900 women through in-person trainings. Our series of 11 training webinars have been viewed by more than 1,000 women. Women who participate in the training tell us they are more likely to run for office, to see themselves as leaders, to ask other women to run for office, and to become more involved in activism. Participants tell us they’re still using skills from Plate to Politics years after attending the training.

Potential meeting topics include:

- How I Lead: Take inventory of the leadership assets you already have.
- Moving People to Action Through Stories: Learn how to use stories to help motivate folks to take action, give money, volunteer or vote for you.
- Blueprint for Change: Whether you are strategizing an awareness campaign or setting a personal leadership goal, this session will help you begin to blueprint a plan of action that works.
- Fundraising: In this session we will discuss fundraising strategies that engage donors and funders as partners with particular emphasis on the use of story and the actual “ask”.
- Train the Trainers: Want to lead Plate to Politics trainings in your community? We'll show you how!
Hosting a Plate to Politics workshop costs roughly $2,000 but varies considerably depending on your needs. Below is a menu of services that WFAN provides, and we are happy to work with you to make your meeting a success!

**Basic WFAN services**

**Facilitation:** $600

An experienced facilitator will lead your workshop and will be available before and after the meeting to answer any questions. She will also provide materials to supplement your resources, as well as conduct a post-meeting survey to provide evaluation for your meeting.

**Coordinator:** $200

A coordinator will organize the logistics of keynote speaker, panelists, registration, IT, venue and catering, and work with you to determine the best options for your meeting.

**PR:** $200

We send news releases to the workshop county and all surrounding counties, along with notice on the WFAN website and social media. Coordinator will make phone calls to potential participants and invite them to join.

**Mileage/travel for WFAN staff:** Reimbursed at $.56/mile or cost of airfare, rental car and fuel, whichever is less.

**Other costs to consider**

**Food:** $15 - $20 per person (coffee/rolls, lunch, afternoon snack/dessert)

**Facility rental fee:** $50-$250

**Postage for mailing invitation letters:** $150 - 250 (mailing 300-500 letters should result in a group of 10-15 participants)

**Facebook ad:** $25-50

**Newspaper advertisements:** $50 - $200 (depending on size and frequency of ad)

*Rates current as of 6/1/17. Fees subject to change; contact WFAN for current rates.*