One Mission. Many Voices.

Farm Credit’s new national messaging campaign—One Mission. Many Voices.—will use the voices of Farm Credit customers, employees and board members to send a powerful message to policymakers in Washington. Building on the tremendous success of the centennial, the campaign will highlight the importance of Farm Credit’s mission—supporting rural communities and agriculture with reliable, consistent credit and financial services—and Farm Credit’s positive impact on rural communities and agriculture.

The One Mission. Many Voices. campaign will elevate awareness of and support for Farm Credit and its mission, mainly by bringing to life real stories of how Farm Credit makes a difference in the lives of rural Americans. Through those stories, the campaign will demonstrate the value Farm Credit brings to the communities, businesses and families it serves. The campaign will have its public launch in July 2017, during Farm Credit Week in Washington, and will run through 2019.

Over the past several months, the Farm Credit Council (FCC) has worked with Farm Credit legislative officers and communicators to structure the campaign. We look forward to continuing that collaboration and partnership. The participation of Farm Credit employees and directors, now and over the coming months, is integral to the success of the campaign. Together, we will create greater awareness of Farm Credit and the breadth of its mission.

Campaign Objectives

- Protect Farm Credit’s mission and its value to our customer-owners.
- Build greater understanding of and support for the full breadth of Farm Credit’s mission, from farms of all sizes and types to a full range of agribusinesses to critical rural infrastructure.
- Demonstrate the impact Farm Credit has on:
  » The success of American farmers and their families;
  » The competitiveness of agribusinesses and job creation; and
  » The success of rural infrastructure providers and how it affects quality of life for rural families and economic vitality in rural communities.
• Counteract the effect of the commercial bank lobby’s false claims about Farm Credit.

• Expand Farm Credit’s grassroots infrastructure capability and strengthen the ability to mobilize grassroots advocacy.

**Campaign Audiences**

- Policymakers, the administration and their staffs
- Media and other stakeholders

**Campaign Tactics**

The campaign will educate members of the U.S. Congress and the Trump administration about the tremendous value Farm Credit brings to rural America, mainly through stories told by Farm Credit customers, directors and employees. The storytelling format will vary, from short printed stories and short videos to in-person testimonials and stories optimized for social media channels, including Twitter and Facebook.

A series of revolving themes (such as Farm Credit Week in Washington) will highlight various aspects of Farm Credit’s mission and keep content fresh throughout the campaign. The campaign’s themes will match up with anticipated congressional activities, as best as possible, national holidays and other significant events. Aligning the campaign with calendar events will keep it timely and relevant to policymakers, media and other stakeholders.

We will distribute content to policymakers and Trump administration officials during in-person events, through social media channels (e.g. Twitter and Facebook), in traditional newspapers and agriculture publications, and on the national Farm Credit website, which will include a dynamic new section where audiences will be able to easily access the content that is most relevant to them.

**Digital media**

Throughout the campaign, Farm Credit institutions will submit videos, written profiles and photos that align with the campaign’s themes. After applying consistent branding and formatting, each piece of content will appear in a dynamic and engaging way on the *One Mission. Many Voices.* section of the national Farm Credit website: voices.farmcredit.com. The website will categorize content by state, allowing audiences to quickly navigate to areas of most interest. This is particularly important for policymakers and their staff, who think in terms of states/constituents. Launch of the *One Mission. Many Voices.* site is set for July 2017, followed by a comprehensive redesign of the national Farm Credit website, to be released January 2018.
To ensure that target audiences see and engage with our content, the campaign will deliver strategic social media posts and targeted digital advertising campaigns. Social media posts will "tag" policymakers and the appropriate Farm Credit institution with content that is relevant to them, promoting it to geo-targeted audiences for increased reach and engagement.

**Paid/earned media**

Earned media also offers fresh and timely opportunities for sharing content about Farm Credit’s mission and support for rural communities and agriculture. FCC will reach out to Farm Credit institutions to coordinate op-eds or other opinion pieces in Washington, D.C. publications. Nationally, FCC will encourage local institutions to use social media to position positive stories where policymakers will see them. FCC will support those efforts. FCC also will assist in providing content, when needed, on national policy issues for placement in local newspapers and other relevant news sites. On occasion, the campaign will utilize paid media in the Washington, D.C., area to amplify messages and drive consumption of content.

**Events**

Each theme will include at least one corresponding event in Washington, D.C., and ideas for local events that Farm Credit institutions can host in their respective service territories. For the first quarterly theme, Farm Credit Week in Washington, the D.C.-based event will be the fly-in and the Farm Credit Reception and Marketplace.

**Campaign activation toolkits**

Well before the beginning of each campaign theme period, FCC will distribute a toolkit to System communications staff. The toolkit will include tactics for activating the theme and resources that will help with the creation of content. The toolkit’s resources will also be available to content creators through the Resource Center on FarmCredit.com:

- Sample social media posts
- Examples of events that the campaign can leverage, both in Washington, D.C., and across the country
- Talking points (if necessary)
- Sample press release and/or media advisory
- Technical instructions (tips on recording and editing video, sharing files, structuring a story for maximum impact, etc.)

The individual campaign themes are designed to create focal points for storytelling that allow us to demonstrate the full breadth of Farm Credit’s mission, including specific types of farmers – from YBS to traditional, to women, minorities, and more—along with agribusinesses, rural infrastructure providers and rural homebuyers.
Campbell Themes

July 2017 – September 2017 | Farm Credit Week in Washington

With more than 500 Farm Credit directors, employees and customers descending on Washington, we are excited to publicly launch the campaign with a strong, unified message focused on Farm Credit’s mission. We will demonstrate to policymakers the ways that Farm Credit supports rural communities and agriculture. The One Mission. Many Voices. campaign will be the framework for all fly-in activities, including visits to policymakers on Capitol Hill.

During Farm Credit Week in Washington, Congress will likely be working on the 2018 Farm Bill. Using stories about Farm Credit customers and the current economic environment for farmers and rural communities, we will focus on the need to enact a new, strong Farm Bill that helps producers manage the current cycle.

The centerpiece of Farm Credit Week in Washington will be the Farm Credit Reception and Marketplace in the Great Hall of the Library of Congress. Similar to the 2016 Farm Credit Reception and Marketplace, which celebrated Farm Credit’s centennial, this year’s event will highlight Farm Credit customers and their products, demonstrating to policymakers the impact Farm Credit has on rural communities and agriculture across the country.

Ways to Get Involved:

- Attend Farm Credit Week in Washington.
  » Advocate for the passage of a strong Farm Bill during Hill visits.

- Bring customers to Farm Credit Week in Washington.
  » During Hill visits take pictures of you, your customers and members of Congress and post to social media channels, tagging members of Congress and using #FarmCredit.

- Provide video, written profiles and photos for the new One Mission. Many Voices campaign website (voices.farmcredit.com), an electronic platform for sharing stories of Farm Credit employees and customers.
  » The videos, profiles and photos posted in conjunction with this theme should feature the customers, directors and marketplace producers who will attend this year’s fly-in. For associations not participating in the fly-in, some of their most compelling customer stories will be featured.

- Send your customers’ products for inclusion in the Farm Credit Reception and Marketplace.
  » Create posters about the customers who produced the products for display in the Marketplace.
D.C. Activation:

- Farm Credit Week in Washington

Delivery of Content to Audiences:

- Social media posts highlighting customers and products at the Reception and Marketplace in the weeks leading up to the event
- Inviting members of Congress and staff to the Reception and Marketplace
- Hill visits
- Using content on the One Mission. Many Voices. campaign website (voices.farmcredit.com) to follow up with members of Congress and staff through email and social media. The goal is to continue highlighting the impact of Farm Credit on their districts and states after the Reception and Marketplace

October 2017 – February 2018 | Advocating for a Strong Farm Bill

A strong Farm Bill is critical to rural communities and agriculture and we will continue to focus our efforts on Farm Credit stories that support the need for a strong Farm Bill. With the House of Representatives planning to focus on the Farm Bill during this period, our stories will directly demonstrate the importance of Farm Bill programs to the success of our customer-owners and the ways in which Farm Credit supports our customers by helping them to understand and utilize Farm Bill programs.

February – May 2018 | The Breadth of Farm Credit’s Mission

Farm Credit supports all types of agriculture with reliable, consistent credit and financial services: traditional agriculture, value-added agriculture, urban agriculture, specialty crop production, etc. During this theme we will highlight stories about Farm Credit customers utilizing non-traditional business models, innovative structures and new marketing opportunities. In addition to these stories, we will look to include messages about Black History Month (February), Women’s History Month (March), International Women’s Day (March 8, 2018) and National Ag Day (March 20, 2018). This combination of stories provides an opportunity for Farm Credit to highlight its commitment to all types of agriculture, the support of a diverse customer base and development of community infrastructure projects, such as energy and water.

May – August 2018 | The Farm Credit Difference

One way Farm Credit’s unique cooperative structure supports customers is by returning millions of dollars to them every year in the form of patronage dividends. Those funds help our customers grow their operations and support their families. Farm Credit relationship managers, loan officers and other staff go above and beyond to ensure their customers’ success, often traveling long distances to meet customers on their farms, apprising customers of educational opportunities and providing related services that help
customers improve their farm businesses. This theme provides an opportunity to highlight the ways in which Farm Credit serves our customers better.

**September – December 2018** | Next Generation of Agriculture

Farm Credit is focused on fostering the next generation of farmers and ranchers and other young people pursuing careers in agriculture. Farm Credit supports the next generation through programs at local community colleges, universities and K-12 programs. This theme provides an opportunity to highlight the amazing programs Farm Credit has developed to ensure that anyone with an interest in agriculture can learn about opportunities and how to get started in the field.