Thank you for helping us promote the Beyond the Farm Alumni Day of Service!

Your voice and enthusiasm will make a world of difference. We'd like to provide you with some helpful guidelines, tips and templates for when you market your local Beyond the Farm projects. See below, and please let your Regional Manager know if you have any questions!

Best Practices

- **If there are multiple projects in your area that still have open spots, please promote them all**—not just your club’s project. Other projects may be at a time or location more convenient to some alums. (Plus, we’d like ALL of our projects to get some love!) You can find a list of projects with open spots on the Beyond the Farm sign-up page.

- **The proper ways to refer to the program** are as follows:
  » Beyond the Farm Alumni Day of Service
  » Alumni Day of Service
  » Beyond the Farm

- **The official Beyond the Farm hashtag is #BeyondtheFarm**

Suggested Social Media Posts

- **Go #BeyondtheFarm**! Sign up for an Alumni Day of Service project today, and help make a difference in our community. Pick a project: alumni.stanford.edu/get/page/volunteering/beyondthefarm/signup

- **Hey, [region] alums!** Sign up for a #BeyondtheFarm project and make a difference in our community. Sign up today: alumni.stanford.edu/get/page/volunteering/beyondthefarm/signup

- **Volunteer with friends, family and other alums #BeyondtheFarm.** Sign up today: alumni.stanford.edu/get/page/volunteering/beyondthefarm/signup

Social Media Images

Get volunteers excited for this year’s Alumni Day of Service with social media by using one of these images in your post:

Find it here: stanford.io/1VVCgsm
Find it here: stanford.io/1Qslxba
Find it here: stanford.io/1RpWtL3
Smartmail Lite Tips

Based on past performance, we recommend structuring emails using one of the following text templates.

**Scenario A: When the email is ONLY about multiple Beyond the Farm projects**

*SUBJECT:* Make a difference in [region/city] at the Alumni Day of Service

*HEADER:* Alumni Day of Service Projects

*BODY:* Beyond the Farm seeks to extend Stanford’s spirit of service by dedicating one day each year to alumni volunteer efforts across the globe. Participants in the Alumni Day of Service give back to their local communities through projects created and led by Stanford alumni. Make a difference by signing up for one of these Beyond the Farm projects in the [city/region] area:

[Project 1 Name]
Saturday, May 14
>>Get details and register online [Link to project page]

[Project 2 Name]
Saturday, May 14
>>Get details and register online [Link to project page]

Beyond the Farm is a program of the Stanford Alumni Association.

**Scenario B: When the email is ONLY about a single Beyond the Farm project**

*SUBJECT:* Make a difference in [region/city] at the Alumni Day of Service

*HEADER:* Alumni Day of Service: [Project Name]

*BODY:* We hope you can join Stanford [region] alumni assisting [project] on Saturday, May 14. This event is part of Stanford's annual Beyond the Farm Alumni Day of Service, and it's a great event to share with family and friends. Participants in the Alumni Day of Service give back to their local communities through projects created and led by Stanford alumni. Sign up today, and make a difference in our community:

[Project name]
Saturday, May 14
[Time]
>>Get details and register online [Link to project page]

Beyond the Farm is a program of the Stanford Alumni Association.

**Scenario C: When the email is not just about Beyond the Farm**

We recommend keeping the subject line and header space of your email generic if you will be mentioning other events in addition to Beyond the Farm.