

Dairy Farmers of Wisconsin Candidate tips

As a nominee for the Dairy Farmers of Wisconsin (DFW) board of directors, it's clear that you support the Wisconsin dairy industry and want to support the promotion efforts of your checkoff.

Successful candidates will become more knowledgeable of the milk market order and support the actions and activities of both local and national checkoff organizations. Both organizations utilize electronic communications and elected directors should have the capability to receive such communications to keep informed of all checkoff activities.

Elected directors should plan to attend 6-8 meetings, usually at the DFW office in Madison, each year. The current per diem of \$249.10 plus mileage (at IRS standard mileage rate) is paid per full day of board activity. Full details of expectations and reimbursement can be found at www.WisconsinDairy.org/Elections

Here are some helpful tips:

Become more informed about DFW and its programs by reviewing the Annual Report (<https://www.wisconsinmilk.com/Checkoff-at-Work/Annual-Report>).

Review the laws that created and guide the Milk Market Order
https://docs.legis.wisconsin.gov/code/admin_code/atcp/140/144
<https://docs.legis.wisconsin.gov/statutes/statutes/96/10>

Check out DFW's social media and websites to be more aware of current campaigns and activities.

www.WisconsinDairy.org
www.WisconsinCheese.com

Facebook:

<https://www.facebook.com/DairyFarmersofWisconsin/>
<https://www.facebook.com/WisconsinCheese/>

Instagram:

<https://www.instagram.com/wisconsincheese>

LinkedIn:

<https://www.linkedin.com/company/wisconsinmilk/>

Let dairy farmers in your district know you are a director nominee and why you are the best person for the job. The following are marketing suggestions to help you create awareness in your district about your candidacy. (contact Brenda Murphy – bmurphy@WisconsinDairy.org for a list of affected producers in your district. The list can be used for DFW election purposes only.)

Promote:

- 1. Define Your Platform** – Voters need to know who you are. Write a short statement that includes your qualifications and incorporate it into any self-promotion you do.
- 2. A Professional Photo** – Submit a professional photo to us and to any media you contact (do not submit a home snapshot). There are many affordable places to have professional photos taken (e.g. a local photographer, JCPenney, department stores).

Most newspapers, ag publications, websites, etc. now require digital photos. Enclosed is information you can give to your photographer which outlines photo requirements and where your photo should be sent.

You will be reimbursed up to \$100 by Dairy Farmers of Wisconsin for the cost of your professional photo – see submission instructions on the enclosed photo reimbursement form.

- 3. Public Relations** – Get your name and platform statement out to the voters.

- Call your local newspaper editors. Ask them to cover your election nomination in the paper and send them your written platform statement, contact info and photo. Even better, ask if you could schedule an interview with them for a more complete story.

- Look into distributing statements featuring your DFW nominee status through your milk processor and/or feed supplier. Ask them to feature your candidacy on their website or in their next newsletter. Contact them for options.
- Contact your local radio station and ask if they would conduct a short interview with you about your candidacy in the DFW election or ask them to mention the election and your nomination on the air in other ways.

Public relations doesn't have to be complicated. We hope you find these tips helpful. Good luck!

Information for your Photographer

(re: Dairy Farmers of Wisconsin Director Elections)

- Standard gray portrait background is preferred.
- The preferred photo format is a digital, color, high-resolution jpg (300 dpi) or tiff. If digital is not possible, print size should be a minimum 5" x 7" portrait.
- Digital file name or print photo should include the first and last name of the director candidate.
- Email the digital photo file(s) to Debbie.gegare@Wisconsin.gov.
- If digital photos are not possible, print photos should be mailed to

Market Orders Coordinator Debbie Gegare
Department of Agriculture, Trade and Consumer Protection
2811 Agriculture Drive
Madison, WI 53708
Debbie.gegare@wisconsin.gov

A photo usage release form completed by the photographer should accompany the photo. Photographers should use their standard release form granting DFW and DATCP permission to use the photo for business purposes, or copy the following page onto letterhead, complete the information, and forward to the Market Orders Coordinator along with the photo.

Copyrighted Photo Release
(to be completed by photographer)

I hereby give the Dairy Farmers of Wisconsin (DFW) and the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) permission to use the accompanying submitted photograph(s) (in electronic media format or hard copy) created for _____, a DFW director candidate, for business purposes including, but not limited to, DFW elections, press releases, media publication, on websites, and for director information requests, without limitation in space or time.

I own the copyright to this photo and hereby release DFW and DATCP from any copyright infringement for the aforementioned business purposes.

(Signature)

(Date)

Photographer Name: _____

Studio/Business Name: _____

Street Address: _____

City / State / ZIP: _____

Telephone: _____

Email Address: _____

Return information or a scan of this completed form with photo to:

Market Orders Coordinator, Debbie Gegare
Department of Agriculture, Trade and Consumer Protection
2811 Agriculture Drive
Madison, WI 53708
Debbie.gegare@wisconsin.gov

Candidate Photo Cost Reimbursement
(Dairy Farmers of Wisconsin Director Elections)

To request reimbursement (up to \$100) for a professional photo taken for your candidacy to the Dairy Farmers of Wisconsin board, complete the following form. Be sure to attach the original "Paid" receipt from your photographer as we cannot pay the photographer directly—only you.

- 1. Provide the following required information so we can reimburse you:

Name: _____

Address: _____

City: _____ ZIP: _____

Home/Cell Phone: _____

Email address: _____

- 2. Attach your photo receipt to this form and mail to:

Dairy Farmers of Wisconsin Elections
Attn: Brenda Murphy
8418 Excelsior Drive
Madison, WI 53717