

# ***Running for election can be as easy as 1, 2, 3***

## **Dairy Farmers of Wisconsin Director Elections – Marketing Suggestions**

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 do what is best for it. Become more informed about DFW and its programs by reviewing the Annual Report (<http://www.wisconsinmilk.com/Files/documents/18AnnualReport.pdf>). Check out DFW's social media and websites to be more aware of current campaigns and activities.

Let everyone else 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.

### ***Promote yourself and gain votes using these three easy tips:***

**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 and any costs.
- 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!

# 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](mailto: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](mailto: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)

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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