

Getting Your Network Started

Identify your Target Audience

Develop a Mission Statement

“The League of Women Farmers provides women farmers with opportunities for business networking, expanding knowledge, and socializing in a supportive, open environment.”



Set the Geographic Area of your Network



Recruit Members



Name your Network



Develop a Strategy for Maintaining Members



Pitfalls and Challenges to Keep in Mind

A photograph of an orchard during a dormant season. A person is standing on a tall, silver ladder, pruning a bare tree with a blue-handled tool. A group of about ten people, dressed in winter clothing, are standing on a dirt path in the foreground, watching the activity. The ground is covered with dry leaves and twigs. The sky is overcast.

Geographic distance between members

Scheduling and Attendance

Defining membership

Competition between members

Communicating with your Network



Phonecalls

Mailings



Listservs



Social Media

Email Newsletters