 Use Market Letterhead

<Recipient’s Name>

<Address>

Dear <XXXX>,

The week of August 3rd through the 9th is Farmers Market Week in Washington State and around the country.

As part of the weeklong celebration, the <XXXX>Farmers Market will be holding a special event <specify what the event is > on <Thursday, August 8th> at <4:30 pm>.  At this event, we want to recognize everyone who has helped make this market special, and would like to recognize you.  We are excited about this opportunity to highlight the role that farmers markets such as this one play in local agriculture, healthy communities, and our neighborhoods and towns.

<Include a paragraph highlighting your market and farmers markets in general in WA). Ideas: Farmers Markets in Washington State provide an opportunity for over 1,200 Washington farmers and even more small food processors, food vendors and artisans to sell their products directly to the public. The XXX Farmers Market has XXX farmers and vendors who sell to about XXX shoppers over the course of a market season. As you know, this market is well loved by the community. <give some examples: If your vendors donate food to the food bank, add the total # pounds they donate; if you accept EBT cards, mention that at your market it’s easy for shoppers of all income levels to shop because the market accepts EBT as well as WIC and Senior Farmers Market checks, offers EBT incentive or other programs you offer.>

Would you be able to attend this event? We would love to recognize you at the market, along with other key supporters. Please feel free to contact me with any questions at <XXXXXX>.

Thank you for your consideration.

Sincerely,

**PLANNING YOUR EVENT:**

* Send out invitation well in advance – 3-6 weeks
* If you don’t get a response within 3-4 days, initiate contact yourself to check and make sure they received the invitation and whether they think the policy maker can attend. Make sure they understand you would like to recognize them.
* Refer to “10 Tips For Connecting With Local Officials” in the FM Week Toolkit
* Many times, they won’t be able to schedule that far in advance. Ask them when would be a good time for you to follow up, and then contact them then.
* They are very busy and you will likely need to regularly initiate contact with them.
* This is a chance to show off what you do. Call the office if you want ideas!!! 206-706-5198.