



JEFFERSON COUNTY
FARMERS MARKETS
PORT TOWNSEND • CHIMACUM

February 21, 2025
WSFMA Conference
Marketing Your Market Workshop Resources

Canva.com graphic design software

Free Canva Pro application for nonprofit organizations: <https://www.canva.com/canva-for-nonprofits/>

Logo

Logo Maker application in Canva: In Canva, select “Apps” from the left-hand menu and search “Logo Maker.”

Brand Fonts

Canva Articles for choosing Brand Fonts

- Canva’s Ultimate Guide to Font Combinations: <https://www.canva.com/learn/the-ultimate-guide-to-font-pairing/>
- How to Choose the Right Fonts: <https://www.canva.com/learn/canva-for-work-brand-fonts/>

Brand Colors

Color Harmony application in Canva: In Canva, select “Apps” from the left-hand menu and search “Color Harmony.”

Brand Kits

Setting up Brand Kits in Canva: <https://www.canva.com/help/brand-kit/>

Brand Tone

Brand Tone Template:

https://docs.google.com/document/d/12FX_1YH28aCQCbc9K4accYcMp56OnTHndr8RH3SbXWo/edit?tab=t.0

Community Surveys

Survey Monkey: <https://www.surveymonkey.com>

Google Forms: <https://workspace.google.com/products/forms/>

e-Newsletter

Mailchimp for non-profit organizations: <https://mailchimp.com/help/about-nonprofit-discount/>



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Community Calendar

My City Scene free community calendar website <https://mycityscene.com>

Marketing Video Examples

SNAP Market Match: <https://www.youtube.com/watch?v=l-i7fa0jJXc>

We've Got the Beet: <https://www.youtube.com/watch?v=rCqgJJxaXGE>

Editorial Calendar

Template w/ tutorial video:

https://docs.google.com/spreadsheets/d/1GvHMhHb62HDSGk-daeQXe3G0OBk0pgXNB_-nDKq3RL0/edit?gid=0#gid=0

Google Workspace (Photo storage)

Free sign-up for non-profit organizations: <https://www.google.com/nonprofits/>

Task Management

Trello free task management software: <https://trello.com/pricing>

Brand Templates

Setting up brand templates in Canva: <https://www.canva.com/help/using-brand-templates>

Social Media Tagging

Tagging Cheat Sheet Template: <https://docs.google.com/spreadsheets/d/1woEq-ZjiEW6NIQ25L7qol-AqUYYP0ohMKUPs9gSQR05E/edit?gid=0#gid=0>

Grants

State of Washington Tourism Grant: <https://industry.stateofwatourism.com/swt-grant-programs/>

USDA Farmers Market Promotion Program

<https://www.ams.usda.gov/services/grants/fmpp/how-do-i-apply-fmpp-grant>