

FRIENDSHIP BOOKLET

Are you part of the **AgSafe** FAMILY?

Become a Friend of Canadian
Agricultural Safety Week 2017



Be an **AgSafe**
FAMILY
Appealing to Adults

PRESENTED BY



Sign Up
TODAY!

Contact Robin.
randerson@casa-acsa.ca
1-877-452-2272 or (204) 275-8870

TABLE OF CONTENTS

- 1) Hold a CASW Event
- 2) Promote CASW on Your Website
- 3) Join the CASW Conversation on Social Media
- 4) Attend a CASW Event
- 5) Check out CASW Resources
- 6) Share Your Farm Safety Resources
- 7) Promote CASW Resources at Your Workplace
- 8) Talk About CASW and Farm Safety



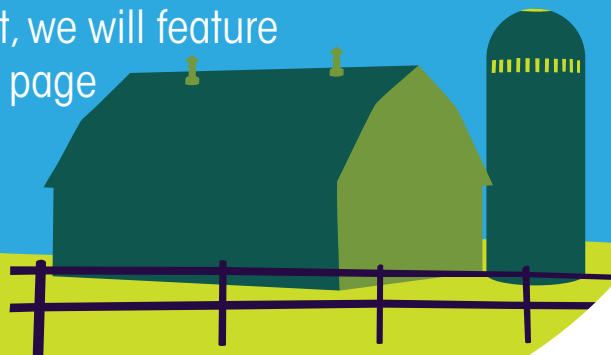
1. HOLD A CASW EVENT

CASW events are an opportunity to speak to farmers, farm families, farm workers and the agricultural community about the importance of farm safety. Friends like you play a valuable role in getting the message of a farm safe Canada out.

Use the CASW theme and fit your event to your local needs. Use the resources on agsafetyweek.ca's Friend page like the CASW Press Release template to help promote your event! If you need support, contact us, we would be happy to help!

If you do hold a CASW event, we will feature it on agsafetyweek.ca and share the information on social media.

If you hold a CASW event, we will feature your logo on our Friends page on agsafetyweek.ca.



2. PROMOTE CASW ON YOUR WEBSITE

You will have the “Friends Of” Canadian Agricultural Safety Week logo and link to agsafetyweek.ca on your website to show your support of CASW.

CASA will then add your logo to the Friends page on agsafetyweek.ca.

3. JOIN THE CASW CONVERSATION ON SOCIAL MEDIA

Follow @planfarmsafety on Twitter and Instagram and CASA on Facebook and YouTube for stories, contest information, safety advice and other farm safety content that you can share with your online community and join in on the conversation.

Share your Twitter handle, Facebook page,



Instagram account and YouTube channel so we can follow you back.

Use the Canadian Agricultural Safety week hashtag when posting about CASW so we can share it with our audience!

4. ATTEND A CASW EVENT

Join CASA at our Launch event if we are in your area. Encourage your colleagues, customers and coworkers to join us as we celebrate the launch of CASW nationally!

OR

Attend a CASW event in your community. Check out agsafetyweek.ca to find out if there is an event in your area!



5. CHECK OUT CASW RESOURCES

The Media Kit on agasafetyweek.ca has all sorts of great content! You can find things like:

- safety advice articles
- cartoons
- public service announcements
- posters
- graphics
- and more!

You can use these resources to promote CASW. Let us know if you publish them on your website, blog or in your industry publication!



6. SHARE YOUR FARM SAFETY RESOURCES

We know you have awesome information, articles, stories and resources about farm safety and we want to help you share it. Share the links of these resources so we can share it with our audience too! If you need help with content or farm safety information, contact us! We have a **Safety Specialist that will answer your questions.**

7. PROMOTE CASW RESOURCES AT YOUR WORKPLACE

Each year we develop CASW resources including Farm Safety Tools. Promote these resources in your workplace. Encourage your customers to take a copy or look up the information on agsafetyweek.ca.



8. TALK ABOUT CASW AND FARM SAFETY

Do you blog? Does your organization have a trade publication? You can help people in your networks hear about CASW and the importance of farm safety by writing articles, using CASW messaging and referring people to agsafetyweek.ca. Share your unique content with us so we can share it too!

Please Note:

We are all in this to help farmers, their families and farm workers to be safe on the farm. As a friend to Canadian Agricultural Safety Week, there are a few things to keep in mind:

- Don't disparage CASW. Safety isn't a competition, we are in this together!
- Don't manipulate or adjust the CASW graphic(s) without explicit permission from CASA.
- Tell us what we can do to support you! If something needs to be better – tell us!



Letter of Understanding
Between
Canadian Agricultural Safety Association (CASA)
AND

_____ **(Friend)**

This Letter of Understanding (LOU) sets out the terms of the friendship agreement between the Canadian Agricultural Safety Association and _____ (Friend) to promote Canadian Agricultural Safety Week 2017.

Purpose:

This LOU will formalize the Friendship between CASA and Friend to promote, support and celebrate CASW 2017 through the activities as described in the Friendship Booklet.

CASA commits to supporting the Friend as described in the Friendship Booklet. The Friend can choose which activities to participate in.

CASA commits to place the Friend's logo on agsafetyweek.ca if:

- **The Friend places the "Friend of" CASW 2017 logo and link prominently on their website***

AND/OR

- **The Friend holds an event supporting CASW 2017.**

***Sponsors are asked to please place the "Proud Sponsor of" CASW logo on their website instead of the "Friends of" logo.**

Please Note:

This LOU is not a commitment of funds by either party.

This LOU is not legally binding and places no legal obligation on either party.

Duration:

This LOU shall become effective upon signature by the authorized officials from the Canadian Agricultural Safety Association and the Friend. This LOU remains in effect until modified or terminated by any one of the partners by mutual consent or until April 1, 2017.

Friend Name (Organization): _____

Canadian Agricultural Safety Association

Friend Representative: _____

Marcel Hacault

Position: _____

Executive Director

Address: _____

3325-C Pembina Highway, MB R3V 0A2

Telephone: _____

877.452.2272

Email: _____

communications@casa-acsa.ca

Signature

Signature

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Appealing to Adults

Let's be FRIENDS!

Robin Anderson
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