



SUCCESS STORY: FARMER'S FOOTPRINT

Farmer's Footprint Launches New Virtual Event Series to Fuel a Regenerative Future

THE GOAL:

Boost donor engagement, strengthen supporter loyalty, and deepen community ties in a virtual environment to increase funding for regenerative farmers nationwide.

[Farmer's Footprint](#) is on a mission to accelerate the universal adoption of regenerative agriculture. To recognize and celebrate the farmers within their community in a more accessible and interactive way, the team adopted Classy's virtual and hybrid event platform, [Classy Live](#), for their monthly "Meet a Farmer" virtual gatherings.



367 ATTENDEES

tuned in from across the country for Farmer's Footprint first "Meet a Farmer" event on Classy Live.

Farmer's Footprint hosted their first Classy Live event on Giving Tuesday 2021 to celebrate the work of Lacey Cannon, founder of [Indigenous ReGeneration](#).

Farmer's Footprint selects one farmer each month to promote on their blog and social channels. At the end of the month, the Farmer's Footprint team formally introduces that individual to the larger community through this virtual meet-and-greet.

Intended to strengthen donor ties and inspire the ongoing support of each farmer, it's critical that this series provides a seamless registration process, frictionless donation experience, and engaging day-of offerings.

The [Classy Live Event Platform](#) made it easy to:

- **Invite donors to give directly within the event platform**
- **Customize event branding**
- **Send event reminders to attendees via email**
- **Show campaign success to date with a live donation progress bar**
- **Answer attendee questions in real time through chat**

More Events to Come From Farmer's Footprint

The team's 2021 Giving Tuesday event emerged as one of Farmer's Footprints' top campaigns to date, inspiring their team to host 12 additional "Meet a Farmer" virtual gatherings on Classy Live in 2022.

To upgrade their attendee experience as the year progresses, Farmer's Footprint is exploring Classy Live's latest advanced features, including merchandise sales, text-to-donate, attendee polls, and Q&A.



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Classy Live was a no brainer once we realized we could offer a seamless, integrated event experience that allowed donors to support featured farmers while attending our virtual gatherings. The platform makes it easy for attendees to listen to our farmers' stories, donate in real time, and engage and ask questions, ultimately leading to deeper supporter connections and higher donation levels.

Lynsey Erickson

Farmer's Footprint Operations Manager