



Newsletters

Tool Box



Extension
UNIVERSITY OF WISCONSIN-MADISON

Funding for this project was provided by the United States Department of Agriculture's Agricultural Marketing Service Farmers Market Promotion Program.

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Farmers Market Guide to Newsletters

Newsletters

Build your community, boost engagement, and showcase your unique style.

STEP 1: DECIDE ON NEWSLETTER FREQUENCY

- Consider your audience and the seasonality of your market when choosing how often to send your newsletter.
- Weekly newsletters keep your community engaged with fresh updates, while biweekly or monthly editions may be ideal during slower periods.
- Special editions can be sent for major events, market basket drawings, or holiday markets to maximize excitement and participation.

STEP 2: SET THE TONE WITH COMPELLING SUBJECT LINES

- Fresh Finds & Fun at the Market This Saturday!
 - Enter to Win a Market Basket – Details Inside!
 - Vendor Spotlight + Recipe of the Month!
- These attention-grabbing subject lines entice your readers to open your emails and set the vibrant, welcoming spirit of your market.

STEP 3: KEEP CONTENT FRIENDLY AND COMMUNITY-FOCUSED

- Write in a warm, approachable tone that invites readers in.
- Share news, upcoming events, special offers, and heartfelt stories from your vendors.

STEP 4: SHOWCASE YOUR BRANDING

- Feature your market's logo prominently at the top of every email.
- Incorporate your colors, fonts, and signature visuals throughout the newsletter for consistency and easy recognition.
- Highlight your market's tagline or mission statement in the header or footer of each edition.
- Include photos that reflect your unique identity—such as signature signage, staff, or popular products.
- Use a branded template so each issue feels familiar to your audience.

STEP 5: ENHANCE ENGAGEMENT WITH VISUALS AND LINKS

- Add clear and colorful images to make your content pop.
- Embed direct links to your website and social media channels, making it easy for readers to connect further.

STEP 6: USE SOCIAL MEDIA AND CROSS-PROMOTION

- Share newsletter highlights on social platforms to draw in new subscribers and keep your community informed.
- Encourage readers to share feedback or recipes, fostering two-way communication.
- Invite your vendors to promote the newsletter within their own networks.

STEP 7: INTEGRATE MARKET BASKET PROMOTIONS

- Offer special incentives, like a market basket giveaway, to reward subscribers and create buzz.
- Announce winners in your newsletter and on social media.
- Tease upcoming drawings in subject lines and posts to boost excitement and participation.
- Feature photos and testimonials from winners to showcase value and community spirit.

STEP 8: KEEP THE EXCITEMENT ALIVE

By following these steps and weaving in your branding throughout, you'll build a vibrant community and keep the energy high for every market day—making your newsletter a must-read for all!



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THE FONDY BEET

Fondy Food Center

Increasing access to local, healthy, culturally-relevant food, while supporting economic opportunity in the Lindsay Heights and Amani Neighborhoods, and across the Greater Milwaukee Area.



MILWAUKEE
WINTER FARMERS MARKET

NOVEMBER 15, 2025
9:00AM-2:00PM
THE TABLE

A PEACE OF ABUNDANCE
ALICE'S GARDEN
ALTERATIONS UNLIMITED
AUNT MANDA'S
CROSSED, CROWNED,
& COVERED
EVIE & DUDE
FLOUR GIRL & FLAME
FLOUR TO THE PEOPLE
HOMEGROWN FOODS

STEP 1



Winter Just Got Fresher

ALL YOUR FAVORITES ARE BACK!

Our Oak Creek Community Center market is not run by the City of Oak Creek. It's a Community Center event with all your favorite vendors returning every Saturday through April 2026. You'll find the very best in fresh produce, proteins, eggs, honey, bakery, and a whole lineup of specialty foods made by local small businesses ([click here to view the list of vendors](#)). It's the perfect way to start your Saturday; pick up what's fresh here, then swing by the grocery store for the things we'll never carry... like toilet paper!

Come meet the neighbors who grow and make your food, discover something new, and support the community that supports you right back.

FOLLOW THE MARKET ON FACEBOOK

STEP 5

STEP 3



Rise, Shine & Shop Local

Not some of the wonderful things waiting for you at the market this weekend! Your bouquets guaranteed to brighten your day and add a splash of color to your

STEP 6



Wisconsin Farmers Market Association

Yesterday at 10:00AM · 🌐

Did you see our October Newsletter? Be sure to catch up and click on the subscribe button in the upper left corner to have this wonderful information delivered right to your mailbox every month!

<https://mailchi.mp/.../market-matters-newsletter-october...>



Sharing Ideas, Resources, and Inspiration for Market Leaders in Wisconsin

You and 1 other

Like Comment Share



STEP 7



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