



# Making the Most of Your MEMBERSHIP

MEMBER



Welcome to Sustain Ontario, the Alliance for Healthy Food and Farming.

You are now officially and formally part of a large alliance working to create food systems that are healthy, equitable, ecological, and financially viable. We look forward to working together to transform Ontario's food systems.

This membership package outlines the many ways you can participate as a member and use the tools that we've built to support the continued success and recognition of your work.

## Show Your Support



We've created a "badge" image to help you show that you're a member of Sustain Ontario. Post it on your website, share it on social media, or include it in print materials or as a decal to show your networks that you are part of the alliance that is transforming Ontario's food systems. The image file is attached to your new membership email along with points on posting it to your website in HTML. Hyperlink the badge image to your Member Directory listing on the Sustain Ontario website so that your followers can learn more about your involvement with Sustain Ontario.

You can also share the Sustain Ontario commitment statement next to the badge, in your newsletters, or when you talk about your work with the alliance.

"As a Member of Sustain Ontario, we commit to working collaboratively with diverse groups from across the province to help create food and farming systems that are healthy, ecological, equitable and financially viable."

## Tell Us Your Priorities



Periodically, we'll survey you about your policy and program priorities. Your feedback will help us better focus our work to grow Ontario's healthy food and farming systems.

## Enhance Your Directory Listing

When you sign up as a member, a listing for your organization is immediately added to the Members Directory. The listing includes the basics: address, email, phone, website, social media links, and a map. The 'About Us' section is completely customizable and HTML-friendly so you can make it your own! Update it any time.

What to include:

- Your logo or a photo that demonstrates your work
- Your mission statement and a description of what you do
- Seasonal highlights and good food stories
- Working groups that you contribute to
- Links to resources you create, and events that you host or participate in
- Embedded videos (we're looking at you, Growing Good Food Ideas partners!)
- Call outs for new members, volunteer support, or partnerships
- Headshots of staff & contacts details for new employees that want to be involved in the alliance



## Let's Stay Together

Membership is renewed annually at the beginning of the month of your initial join date. You'll receive an email reminder to renew your membership a month before your sign-up anniversary.

## Get in Touch

Don't be shy. If you have any questions or concerns about membership, you can contact us by calling the Sustain Ontario office at 647.348.0235 or by emailing [members@sustainontario.ca](mailto:members@sustainontario.ca).



Sustain Ontario is a project of Tides Canada Initiatives.

# Increase Your Impact - LEARN, CONNECT, ACT

## 24-7 Access

You're in control. Edit your information at any time by logging in at [sustainontario.com/members/member-profile](http://sustainontario.com/members/member-profile) with the username and password you received via email. You can also access this Member Log-in page via the website menu and sidebar.

Once you log in, click '**View/Edit Profile**' to update any contact information for your organization/business or employees. Click '**Edit Listings**' to change the '**About Us**' descriptions and images that show up in your directory listing(s).

## Food Stories Are Better When Shared



We do our best to share news that reflects our mandate and educates followers about our network's common goals and interests. If the events submission form isn't the right fit for the news you have to share, send your media releases and stories to [members@sustainontario.ca](mailto:members@sustainontario.ca) to have them posted on the News from Sustain Members blog. This blog feed is dedicated to stories about your initiatives that are changing the food system.

You can also access and share the feed with this link: [sustainontario.com/category/members-events](http://sustainontario.com/category/members-events)

Similarly, as a Member, we expect you to communicate your support of Sustain Ontario's work to your clients, customers, members, and the like. Some suggested methods include:

- Sharing occasional updates about our work and events via newsletters or social media
- Indicating your membership on your website (by linking text or by posting the Member badge)
- Supporting fundraising activities



## Invite Your Friends

Sustain Ontario's event calendar is a central place to share your events, meetings, milestones and more. Submit your events using the online form at [sustainontario.com/events/community/add](http://sustainontario.com/events/community/add) to make sure they go up on the website quickly. All submissions are reviewed before they are published to prevent spam and duplicate entries.

All Member events submitted through the form will be shared on the calendar and publicized through Sustain Ontario's social media channels.

## Keeping You Informed

The Members mailing list will be used to send periodic updates, giving you a summary of recent highlights and what we need you to act on. You will also occasionally receive important calls-to-action to help build the momentum around alliance activities. Voting ballots and policy surveys will be sent to the main contact listed for your organization or business. Updates will be sent to all listed contacts.

We encourage you sign up to receive our **e-newsletter** as well, which you can do on our homepage or at this link: <http://ow.ly/z43JG>. It is a separate mailing list that you and your constituents can each opt-in to and receive weekly and/or periodic updates.

## A Word to the Wise

We reserve the right to remove any content from directory listings and submissions that could be considered discriminatory or partisan. The main contact will be contacted about any staff-implemented changes.



## Spread The News!

Connect with us on Twitter and Facebook to share your events, news and asks with the online Sustain Ontario community. Our thousands of followers reflect the many sectors involved in our membership, as well as media and individuals that are eager to learn about the good food community growing in Ontario and beyond.

We share a selection of news from the Sustain Ontario Members Twitter Feed as well as news you tweet at us directly. News from the feed is chosen to reflect the diversity of our members' activities and regions.

You can check out the feed here: [twitter.com/SustainOntario/lists/sustain-ontario-members](https://twitter.com/SustainOntario/lists/sustain-ontario-members)

## Great Minds Think Together

You are experts and leading innovators in Ontario's healthy food and farming systems. Sustain Ontario exists to give you a chance to collaborate to make food systems change. Consider joining one of our current working groups or help to start a new one. Working groups enable you to move ahead your priorities, learn from others, share your experience, support research, build your networks, and solve problems collaboratively.

## Reporting for Duty

As a Member, you're asked to participate in alliance activities for a minimum of **5 hours per year** to support the success of the alliance. **How will you contribute?**

Suggestions include:

- Helping to organize or staff an event
- Providing translation services
- Writing blog posts about working group activities
- Participating in one or more working groups
- Presenting on a webinar
- Providing feedback on documents or surveys
- Serving on the Advisory Council or a committee
- Recruiting new members

To report your hours, send an email to [members@sustainontario.ca](mailto:members@sustainontario.ca) with "**Member Hours**" in the subject line. Include a list stating what activities you've participated in and how many hours you spent doing them. We'll add it to your member record for safekeeping.

