

WAPF Chapter Leader Suggestions & Ideas

A living list of ideas from our chapter leaders around the world

First, [read the handbook](#)! Then, join the chapter leaders' yahoogroup. Email Maureen at: motherhenof9@comcast.net or go to the Weston A Price Foundation Chapter Leaders list on Yahoo Groups and request membership. Provide your name, chapter name, and if a co-leader the name of the other chapter leader. Once we have verified that you are, in fact, a chapter leader, you will be granted membership to the list.

Check out the resources available on the foundation's [website](#).

Get the word out:

- Compile a resource list—it is of utmost importance! Include local farms, natural food stores, producers, practitioners, etc. Print it, have it available at meetings and suggest a donation to help with printing costs.
- Print up some stickers with your contact information for the back of every brochures & WT journal you hand out.
- Drop a few brochures at the local natural foods stores, hospital (waiting room coffee table or brochure rack), library, churches, farms, etc.
- Carry brochures in your car or bag so you always have them on hand.
- Print or order business cards for your local group. Look in the chapter leader's resource page of the WAPF website (our own Michelle Bielovitz can print them for you), or print your own at Vista Print, Staples, etc.
- Create, and update frequently, a Face Book page.
- Hold an informational meeting for the public in your local library, grange hall, or church
- Set-up at county fairs and local events (WAPF is willing to pay booth cost if needed, and supply materials—just ask!)
- Host a pot-luck and movie night, inviting your community via fliers at farms, stores, etc. Farmageddon, Fresh, Food Inc., American Meat, and other films related to nutrition, sustainable farming, etc. are all good choices. (We have done this on a summer's evening, outdoors, using a projector and screen—fun!)
- Post events on the local radio & cable stations., and in the local paper.
- Be excited and share the excitement with friends and neighbors!
- Create a yahoo group for locals.
- Organize monthly, quarterly, or semi-annual meetings for your group and promote these via yahoo groups, fliers, etc. (as above).
- Use Mail Chimp, Meet-up, etc. for email blasts and meeting arrangements.

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- Encourage membership and support of [Farm-to-Consumer Legal Defense Fund](#) as well, and consider a donation basket at your events for this. Without our farmers and producers, we have no resources!!!
- Always encourage people to join the foundation! And when presenting with Power Point or Keynote, include the foundation's benefits slide at the beginning and end.

Meeting ideas and suggestions:

- Keep it simple when starting out. A talk or presentation about one aspect of WAP-type of diet and lifestyle is good, food demos are popular, and WAP-friendly refreshments are fabulous.
- Get a feel for your group to see how often is comfortable for them to get together
- Show a film like Farmageddon, Food Inc., or Fresh.
- Pot lucks are always fun. Just provide guidelines such as, "Whole Foods", "No sugar", "No GMO'S" and, "No processed foods", always followed with "please"!
- Include a recipe swap at pot lucks!
- Pot lucks and movie nights go well together.
- Make sure to have speakers approved by the office.
- Tap into your local people with all of their talents: ask a farmer to talk about how and why he does what he does., schedule a farm tour or "shopping field trip", visit an area real-foods producer, ask an area herbalist, holistic dentist or WAP-friendly doctor to speak.
- Set up a workshop with a local artisanal baker, butcher, cheesemaker, charcuterie.
- Host a pot luck & recipe swap, or a seed savers exchange.
- Often when someone has a new book or product to promote they are happy to have the opportunity to speak to your group!
- Showing DVD's of any of Sally's presentations, as well as others such as Dr. Natasha's or the Nourishing Our Children material, are excellent ways of educating locals and newbies. The office in Washington has quite a bounty of resources available to lend, so give a call and make a request!
- Community centers, fire halls, churches, union halls and even farms are great venues for meetings!
- If holding a meeting for which there will be a donation or charge, use a free service such as [Eventbrite](#): it's easy to use and managing the event is far simpler with a service such as this.
- Put out a donation basket to help cover the cost of speakers, materials and venues.
- If possible, create a lending library. Ask for a deposit to protect from unintended loss of materials. Donations from meetings can be put towards the purchase of materials, and some authors, producers and publishing companies may be happy to donate.

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- Ask local farmers and producers to come and set up tables at your meetings, and charge a nominal fee to help cover the costs associated with your event.

Below, find a list of 2013 meeting activities from Lauren Ayers of Northern California. You may find some inspiration here!

February: Tour of Bud's Custom Meats, 7750 Petaluma Hill Road, Penngrove, 795-8402

January: this was a visit to Petaluma Creamery, which has local, pastured, organic, cultured butter (the only adjective missing is "raw," which the state makes very hard to do legally).

December: we heard a report from a member who attended the annual conference, which was in Atlanta this year and drew 12,000 people!

October: Karen from Valley Ford Cheese shared her family's love of cheese making (raw milk!), with photos to illustrate the process and samples of all four cheeses available now (at Whole Foods, Oliver's etc.) Bonus: our host Amy explained Rejuvelac (recipe in Nourishing Traditions), and we all got to sample it. There were 4 children in our party! The potluck was scrumptious.

September & November: we went to the Kefir in Sebastopol and in early Sept. we had a booth at the 3-day Heirloom Exposition at the Santa Rosa Fairgrounds.

August: a picnic at the second annual Fermentation Festival in Santa Rosa, an amazing event with all sorts of fermented veggies (pickles, olives, kim chi, and of course sauerkraut), kefir and kombucha, beer, wine, cheese, and more!

July: a trip to Salmon Creek Ranch, where we learned all about raising ducks for eggs and meat; pictures and notes by Karen (who is co-leader of Marin chapter): <http://chapters.westonaprice.org/marincountyca/events/july-22-salmon-creek-ranch/>

June: we met at a member's beautiful spiral garden and had an Open Mic, where people shared things like coconut oil and homeopathic Arnica.

May: Green String Farm in Petaluma, interns gave us a tour that included meeting the goats (for weed control and meat, not milk), the 'chicken tractor' for laying hens, and the area where they make the compost tea from worm castings.

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April 2013: a tour at Felton Acres in Sebastopol, which raises pastured, soy-free pork, eggs, and chicken, followed by an array of nutrient-dense dishes made with ingredients like pastured eggs, soaked grains and beans, homemade kombucha in four flavors, and raw cheese.

March 2013: a trip to Mario Repetto's Grindstone Bakery, where we got the inside picture of making high quality sour dough breads, some gluten-free.

This list is compiled and maintained by Maureen Diaz. If you have ideas you wish to contribute, please send them to: motherhenof9@comast.net . I will then update and post to the list.