

Advocating within your wheelhouse

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Who is an advocate?



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So you want to be an advocate?

What's holding you back?

Advocating is simply sharing information about something important to you.

Secret: We are all advocates!



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Find your avenue

- What is the one message you see/hear that gets your blood boiling or your heart fluttering?
- Become confident in sharing your story about that one thing.
- **Only you are qualified to share your unique story!**



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Find some passengers to take along on the ride

- **Leverage your network**
 - 4-H
 - FFA
 - County Dairy Promotion
 - Milk processor
 - School district
 - Athletic clubs
 - Church
- **Partner with local businesses**
- **Don't be afraid to borrow ideas**



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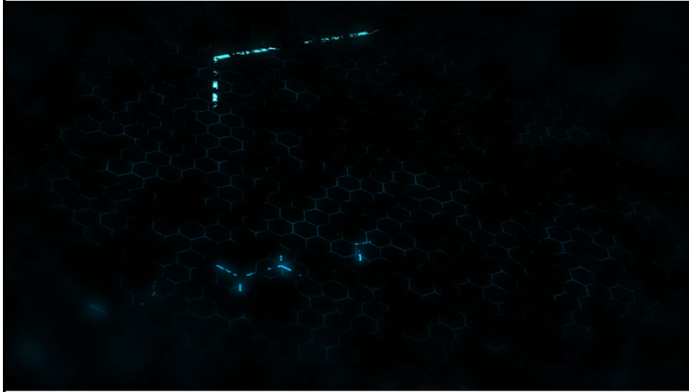
Refuel with chocolate milk



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“Lotzza Motzza”



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Adopt-A-Cow



DORITO



SHARLAMAGNE



SEROOGY



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**Show us your
'Sun Drop'**





SHOW US YOUR 'SUN DROP' PHOTO CONTEST!!

Comment Below a Picture of:

- Your favorite cow named 'Sun Drop'
- A youngster with their favorite cow and Sun Drop
- A delicious dairy drink made with Sun Drop
- Sun Drop and cheese pairings!

Submit by June 1. We will create an album.
Voting starts June 2 and ends June 3 at 8 p.m.
Most 'likes' will win a prize!



Visit Sundrop Dayz
June 4 4:30 p.m. - 10 p.m.
June 5 10:00 a.m. - 10 p.m.



Shawano County
Dairy Promotions

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Trunk or Treat

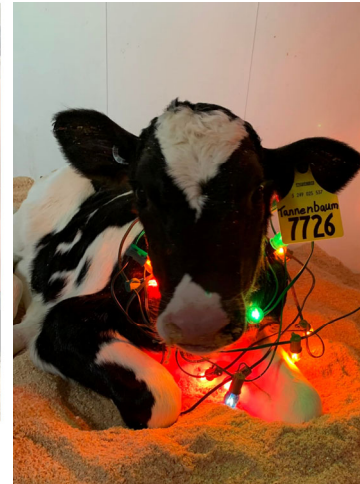




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Twelve Calves of Christmas



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Turn YOUR assets into advocacy

“Your story might not change the world, but it can change the world for that one person.”

- Modern-day Farm Chick



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