



EVENT PROMOTIONAL TOOLKIT

We are dedicated to fundraising on your behalf through the Harvest STOMP eAuction and live auction events to provide critical resources for ag land preservation and a sustainable workforce here in Napa Valley. The following materials are easy ways to show your support for our causes and help us reach new bidders! In 2022, donors, event partners, and sponsors promoted their participation and support for Harvest STOMP through their communications channels, which increased our fundraising efforts substantially. Thank you. For 2023, we hope to keep up the momentum!

Our [Harvest STOMP eAuction](#) will be live August 17 at 8pm PT through August 24 at 8pm PT, which is open to the public, and anyone can bid and donate in support of two great causes! As a 2023 Harvest STOMP participant we ask that you help spread the word by communicating through the following channels:

- ✓ **Social Media:** Post bidding information to your social channels – for extra reach, add us as a collaborator to your Instagram posts!
- ✓ **Email:** Email your subscriber list the link to register & bid in the Harvest STOMP eAuction
- ✓ **Share Success:** After the event, share how much your donation raised in support of the Napa Valley Grapegrowers and Napa Valley Farmworker Foundation!
- ✓ **Website:** Add the eAuction information to your website's events calendar or share one of the [Harvest STOMP graphics](#) to your homepage to show your support
- ✓ **Share your why:** Email us a quote about why you support Harvest STOMP, email cfeuchuk@napagrowers.org – we'll use it to share your participation with NVG and FWF audiences

Here are some resources to help you:

Key Dates

August 17-24	Harvest STOMP eAuction
August 26	16 th Annual Harvest STOMP Live Auction, <i>by invitation only</i>

Assets

[Photos & Graphics to Share](#)
[Direct Link to Register & Bid](#)
[Harvest STOMP website](#)

Social Media

The easiest way to spread the word – share a post from one of our accounts! Follow us on Facebook and Instagram:

- Facebook:
 - [@NapaValleyGrapegrowers](#)
 - [@FarmworkerFoundation](#)
- Instagram:
 - [@Napa Valley Grapegrowers](#)
 - [@NV FarmworkerFoundation](#)

Or post something yourself, here is a sample:

Post: Share one of [our graphics](#), a photo of your favorite Harvest STOMP memory, or a wine/experience you're bidding on or participating in during the Harvest STOMP eAuction

Sample Caption: Bid on the [\[insert item\]](#) in the #HarvestSTOMP eAuction, open August 17-24 in support of the @NapaValleyGrapegrowers and @FarmworkerFoundation!

<INSERT A LOT YOU'RE BIDDING ON OR SUPPORTING [- you won't find it anywhere else!](#)

[Bid now!](#)>

<https://harveststomp2023.ggo.bid/>

Hashtags

Let your audience know about the 2023 Harvest STOMP through your social media channels. Share pictures and show your support for the ag community, NVG, and the Farmworker Foundation, by tagging **#HarvestSTOMP** to your posts.

Additional hashtags for this year:

#SustainingAgriculture

#StrengtheningCommunity

#SupportingFarmworkers

Sample Email Communication

Email your wine club members and/or subscribers: Let them know about your support of the Harvest STOMP e-Auction. Sample Email Copy:

The Harvest STOMP auction and fund-a-need is the sole fundraiser for the Napa Valley Grapegrowers and the Napa Valley Farmworker Foundation. This year's auction event celebrates generations of family and friendships rooted in Napa Valley. It has taken generations of hard work and perseverance to establish Napa Valley as the world-class agricultural region it is today, and through Harvest STOMP, you can contribute funds to help the Napa Valley Grapegrowers and Napa Valley Farmworker Foundation continue their work to protect the legacy of Napa Valley's community and industry.

We hope you'll participate in the Harvest STOMP eAuction, open August 17 at 8pm PT – August 24 at 8pm PT, in support of these two great organizations. Donate and bid by visiting:

<https://harveststomp2023.ggo.bid/>

Sample posts from 2022

Using the graphics we provided, the following partners created fun posts that spread the word about our 2022 fundraising efforts! Every moment counts - thank you!



vsattui and napa_valley_grapegrowers

vsattui V. Sattui Winery is asking our fans and followers to join us in support of the @Napa_Valley_Grapegrowers and @NV_FarmworkerFoundation annual #HarvestSTOMP fundraiser!

This year's auction event celebrates bringing together those with a shared passion for the preservation of local agriculture and providing life-changing opportunities for Napa's vineyard workforce—and through Harvest STOMP, you too can help the NVG and Farmworker Foundation continue their work to protect the legacy of Napa Valley's community and industry.

Proceeds directly support: Advocating change on issues such as wildfire protection and climate resilience, the education of growers and farmworkers, preservation of Ag land with sustainable and environmental best practices, empowering and professionally developing farmworkers, and cultivating the next generation with leadership, scholarship, and apprentice programs.

Donate and bid in the #HarvestSTOMP e-Auction, open August 18th – 25th: <https://HarvestSTOMP2022.ggo.bid>

44w

Liked by nv_farmworkerfoundation and 66 others

AUGUST 19, 2022



baldacciwinery and napa_valley_grapegrowers

baldacciwinery It takes many hands to produce the magic found in a bottle of wine, and that's why we're honored to support the @napa_valley_grapegrowers and @nv_farmworkerfoundation annual #HarvestSTOMP fundraising event.

This year's auction supports the workers who are the stewards of this special land. While we might not always see them, they are integral to our industry. Let's come together in support so that they can continue their work of protecting Napa Valley's legacy. Online bidding begins tomorrow, August 18th!

<https://harveststomp2022.ggo.bid>

#StrengtheningCommunity #SustainingAgriculture
#SupportingFarmworkers

Edited · 45w

hallwines 45w 1 like Reply

napa_valley_grapegrowers Thank you for all your support and sponsorship this year, @baldacciwinery!

45w 2 likes Reply

Liked by nv_farmworkerfoundation and 51 others

AUGUST 17, 2022



mathewbrunowinery • Follow

mathewbrunowinery Now's your chance to Go Big at Bruno in the #HarvestSTOMP e-Auction in support of the @napa_valley_grapegrowers and @nv_farmworkerfoundation!

Join Mathew Bruno and winemaker Stephens Moody, along with 10 guests for an exclusive tasting and first look at our new Rutherford tasting room!

Donate and bid in the #HarvestSTOMP e-Auction now: <https://HarvestSTOMP2022.ggo.bid>

44w

napa_valley_grapegrowers Thank you so much @mathewbrunowines! 🍷

44w Reply

♥️ 🔍 🗒️

👍 Liked by nv_farmworkerfoundation and 41 others
AUGUST 23, 2022

😊 Add a comment... [Post](#)

Thank you for your help in supporting the Napa Valley Grapegrowers and Napa Valley Farmworker Foundation.