

SPECIAL 2018 issue of the SongFarmers Cultivator

A newsletter for SongFarmer Chapter leaders



SongFarmers.org

Let's talk about our name.

What we have learned over a few thousand years is the human brain is wired to identify our world and our connections. Language and names are, frankly, important.

Thus our name: SongFarmers.

Always one word. Always capital F. Always with an "s" at the end.

In mercenary terms this is called "branding." I know, it sounds real corporate. Let's look past that for a minute. Just because companies go overboard naming and copywriting everything in sight doesn't mean an organized way of presenting our efforts is wrong by protecting our name. That is why the "SongFarmers" logo is registered.

Our SongFarmers Chapters are growing across the country and inviting the front porch community to be part of our musical effort. Hometown chapters from Vermont to Oregon are getting local stories in newspapers, going on local radio stations, being interviewed on TV.

What we've noticed is that we don't have a common name for our hometown SongFarmers events. Is it a concert? No, because that implies we are selling tickets. Is it a meeting? No, because that implies it is some kind of company event. Is it an open mic? No, because that implies we want people to sit and listen.

We want folks to come a PLAY MUSIC with us. We are inviting friends and pickers to a hometown SongFarmers Gathering of friends and neighbors, using music to bind us together.

For example: "SongFarmers of Cabot, Arkansas invite you to their next music gathering! Bring a folding chair. Bring a song. Bring your voice. Bring your instrument. Especially bring your family! TIME, DATE, PLACE"

Remember, the more local you are, the easier things will be, the more fun you will have. At the national Gathering of SongFarmers this October 12 and 13 in Berea, KY near Lexington, KY we will be having several workshops on organizing local chapters, how to invite your community, what is "too large," how to handle the public, how to run a jam session so that everyone is having fun and feels included ...and especially workshops on the songs and music.

We want you there! Make sure your membership is up-to-date, invite your community to join the WFPA and become official SongFarmers, they will each get 2 free tickets to the October Gathering of SongFarmers. Everything you need is on our website: SongFarmers.org

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