

ENVIRONMENTAL COMMUNICATION WITH RODALE INSTITUTE

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WHAT IS RODALE INSTITUTE?

Rodale Institute is a 501(c) (3) nonprofit dedicated to growing the organic movement through rigorous research, farmer training, and consumer education.

GUIDING QUESTIONS

How can I communicate the importance of regenerative organic agriculture with compelling and simple storytelling?

How can I best leverage writing, visual media, and marketing strategies to support Rodale Institute's goals and messaging?

What organizational structures do nonprofits use to carry out actions efficiently and cultivate public trust?



LEARNING OBJECTIVES



Learn how to balance content creation and public relations responsibilities.



Become proficient using writing, editing, and/or marketing support websites such as WordPress and SurveyMonkey.



Strengthen my understanding of design principles and brand cohesion through graphic design practice.

WORK PRODUCED

I revitalized a monthly internal newsletter that is distributed to 80+ staff members working in Kutztown, PA and at Regional Resource Centers across the country.

Other tasks included:

- Writing a blog post on a report intended to help the apparel industry source regeneratively grown materials
- Contacting team members across all departments to gather information about their recent accomplishments
- Ghostwriting an op-ed for the owner of a regenerative turf business
- Researching local medical newsletters and websites to help promote an upcoming Regenerative Healthcare Conference

REGENERATIVE AGRICULTURE: SO WHAT?

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Regenerative **prioritizes soil health while simultaneously encompassing high standards for animal welfare and worker fairness.** The idea is to create **farm systems that work in harmony with nature** to improve quality of life for every creature involved.

-Rodale Institute

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