

THE  
**SEEDS**  
OF GROWING ENGAGEMENT

THE STORY OF  
PARABLE & FARM CREDIT COUNCIL





For over 100 years, Farm Credit has supported American agriculture with consistent credit and financial services. Parable has been honored to partner with Farm Credit Council (FCC) over the past five years to grow the organization's digital presence – primarily focusing on expanding organizational awareness on a national scale and building an engaged following that can be activated around key legislative initiatives. From the 2018 Farm Bill, 2019 Disaster Relief legislation to the 2019/2020 USMCA trade agreement – **Farm Credit's expanded digital presence has amplified the organization's role in national legislative issues that are vital to America's farmers.**







## OUR PARTNERSHIP OBJECTIVES

Since 2017, Farm Credit's digital grassroots advocacy strategy has been guided by the following objectives:

- **Increase AWARENESS of Farm Credit**, its members, and their community engagement – focusing primarily on Washington D.C. and the states/districts of members of the House/Senate Agriculture, House Appropriations and Senate Banking Committees.
- **EDUCATE and PERSUADE constituents** and key influencers to support regulatory, financial, and agricultural legislation that strengthens rural America – the cornerstone of Farm Credit's mission.
- **ENGAGE and ACTIVATE Farm Credit's online following** to voice their support for Farm Credit's activities and/or in support of specific legislation.

**Using an omnichannel strategy across social media, search, persuasive video and targeted display, Farm Credit's "One Mission. Many Voices." vision has successfully cultivated an engaged community of supporters across the U.S.**





## 2020 AND 2021: ADAPTION TO A GLOBAL PANDEMIC

In 2020 and 2021, we saw advocacy organizations try to tackle their issues amidst a global pandemic – desperate for new and innovative ways to grow their national footprint.

**Farm Credit was quick to adapt digital strategies and tactics to ensure that the “One Mission. Many Voices.” message continued to be conveyed across rural America and to key influencers in the agriculture industry.**



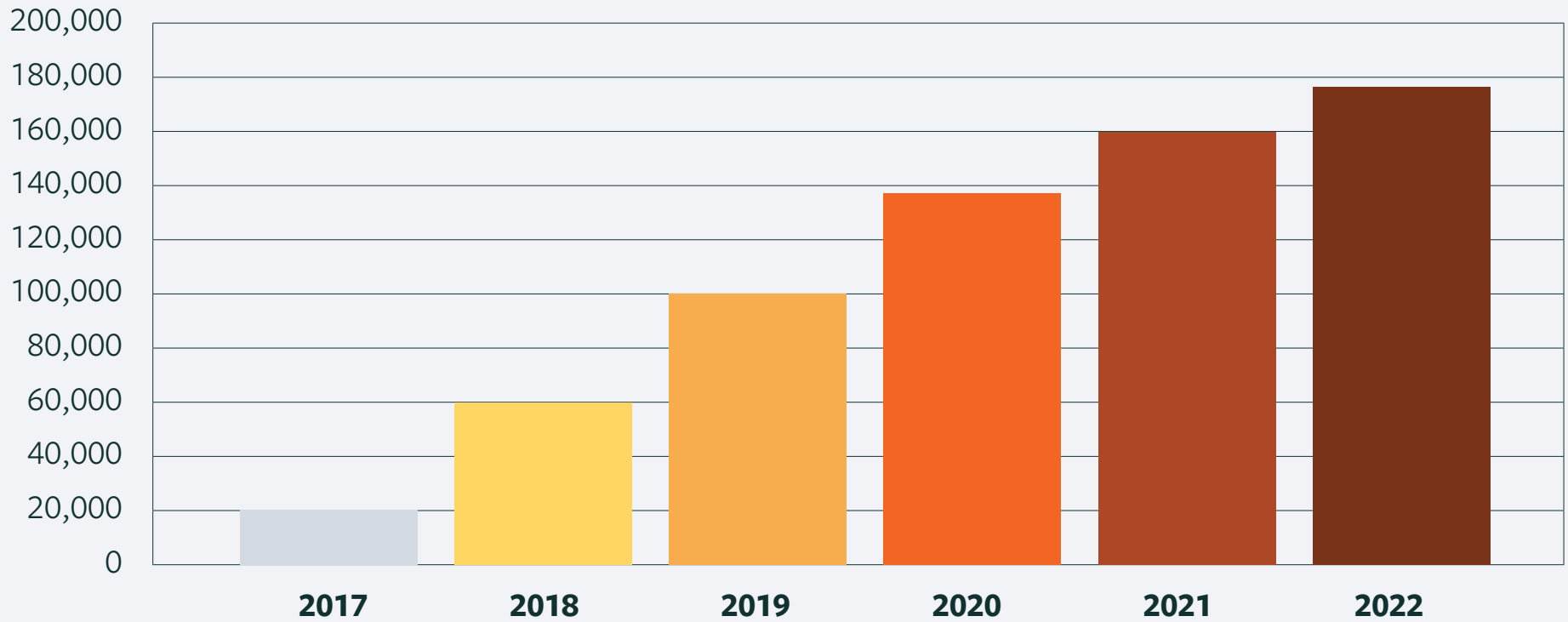
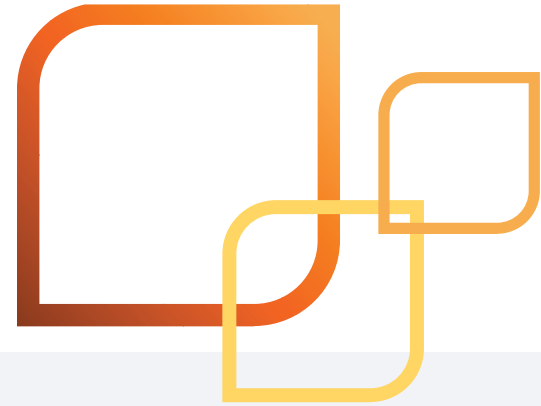
## BY THE NUMBERS: 2017 TO PRESENT

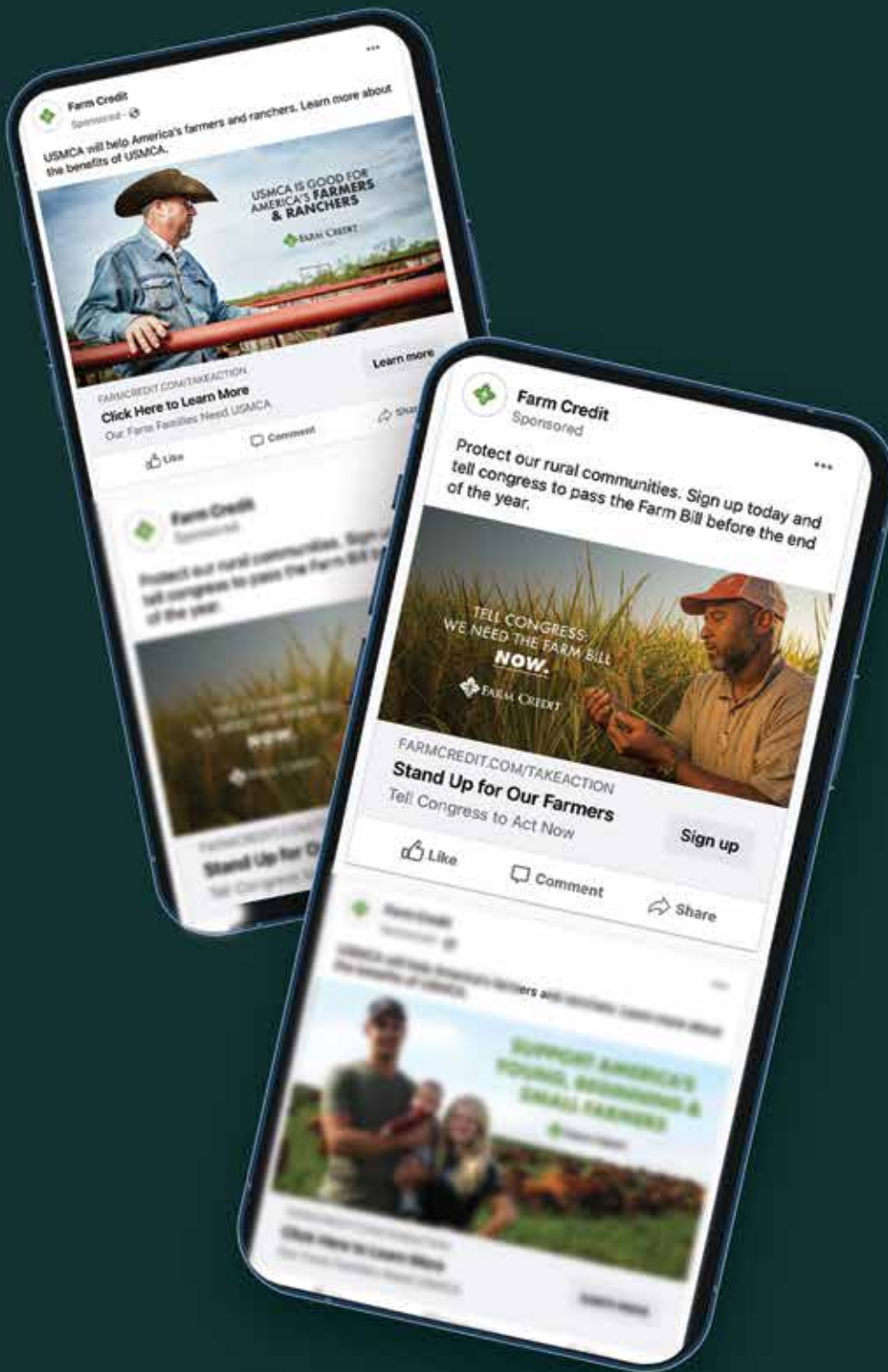
Despite unforeseen circumstances in 2020 and 2021, our partnership has grown year-over-year, and we continue to grow Farm Credit's digital presence on a national scale as we amplify their voice as the leading advocate for America's farmers. To date, this partnership has:

- **Increased Farm Credit's Facebook following by 165,000 users**
- **Generated 4.25 million video views**
- **Delivered over 75 million impressions nationwide**
- **Sent more than 340,000 clicks to FarmCredit.com**



# END OF YEAR FARM CREDIT FACEBOOK FOLLOWERS





## A FINAL LOOK BACK

The success of this ongoing partnership is a testament to Farm Credit's embracing of an omnichannel approach that allows us to build active, engaged and passionate advocacy communities.

*Parable's strategies have increased Farm Credit's supporters each year, driven consistent traffic to their website, and built a powerful coalition of agriculture activists.*





Parable

INSPIRED STORIES.  
LEGENDARY RESULTS.

[PARABLESTRATEGIES.COM](http://PARABLESTRATEGIES.COM)