

Case Study for the Spookley Farm Program: Donnell Century Farm Adventure



Donnell Century Farm Adventure is a premier agritourism destination in western Tennessee. It is run by Billy and Rose Ann Donnell, their son Andrew, his wife Jessica, and their three kids on a seventh-generation family farm. They joined the Spookley Farm Program in 2012 to help attract, educate, and entertain field trip groups at their farm.



Billy and Rose Ann Donnell

In preparation for fall, the Donnells incorporated Spookley and his bullying prevention messaging in their field trip flyers and website and designed their Spookley kiddie maze:



Field trip flyers promoted Spookley and National Bullying Prevention Month



Aerial view of Spookley Kiddie Maze alongside larger maze

During the fall, they led field trip groups through Spookley's storybook trail in the maze and decorated the maze with pumpkins like the pumpkins in Spookley's story.



Entrance to Spookley maze



Kids reading along the Spookley storybook trail



Decorated pumpkins along the trail

They also created a photo opportunity with an air-blown Spookley at the end of the maze and had Spookley movie screenings in the barn loft on rainy days. In addition to these activities and decorations, they sold Spookley merchandise in their gift shop.



Class photo opportunity with Spookley after completing the Spookley kiddie maze



Spookley books and DVDs for sale in the gift shop

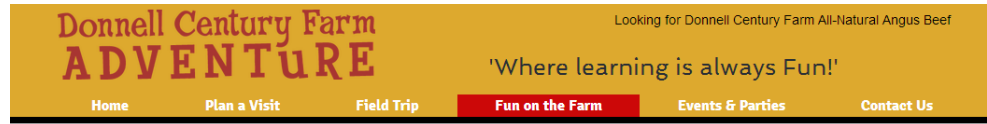


Students watching the Spookley movie in the barn loft on a rainy day

Email aaron@evergreencreationsllc.com, call 646-535-6293, or visit www.spookleyfarmprogram.com for more info



The Spookley Farm Program exceeded expectations and led the Donnell's to feature Spookley's friend JellyBean in their spring Easter egg hunt and Field Trips.



Farmtastic Fun - Fun for the Whole Gang
Amazing NEW Adventure

JellyBean
and the Unbreakable Egg

JellyBean & the Unbreakable Egg
Storybook Trail

Learn the importance of teamwork, kindness, & the power of a good HUG!

Here are some direct quotes from Rose Ann Donnell:

On Spookley's ability to attract field trips:

Spookley and JellyBean were a MAJOR draw for teachers and field trip groups

We saw an increase in excitement and booking for our fall school field trips. Every bullying incident we hear about points to the importance of promoting anti-bullying messages like we find in Spookley and also JellyBean. We are already making plans on how to use these Storyboards next fall and spring.

One of the field trips booked this week I know was a direct result of a teacher bringing her child to the Easter adventures. She purchased JellyBean books and a stuffed JellyBean. When we talked she said her school had not visited in several years and we had added so much. I recognized her school name on a form she submitted for her grades field trip. Her conversation and then scheduling a field trip confirms the JellyBean Storyboards draw field trips just like Spookley did in the fall.

On merchandise sales:

The Spookley and JellyBean books sold very well. My only disappointment has been that I did not anticipate the sales of the JellyBean plush animal and sold out the day before Good Friday!

Rose Ann and Andrew gave a presentation about their field trip experiences with Spookley to hundreds of farmers at an off-season agritourism conference and they are already planning to do more with Spookley and JellyBean next year!

Please visit www.spookleyfarmprogram.com to see how you can get involved!

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