

Customer Service for CSA Farms

Customer Service Communication Tools

Create a simple automation in your email service provider (like MailChimp or ConvertKit) to automatically send a welcome email when someone signs up for a CSA. This anticipates the questions your customers may have and proactively answers those questions.

What to include in your CSA welcome email:

- Welcome the customer
- Reiterate what the customer is getting
- How you'll communicate with them
- Point to where they can find info, including: how & when you'll communicate, CSA dates & pick-up locations, payment terms, missed pick-up policy

What to include in your CSA Member Handbook:

- How your CSA works
- CSA start & end dates
- Pick-up Locations
- Contact Information
- Missed Share Policy
- Payment Policy
- Member Agreement
- Any other FAQs pertinent to your CSA

What to include on your CSA Member webpage:

- Quick link to Member Handbook
- Pick-up schedule
- Missed pick-up policy
- Contact info

Example of CSA Welcome Email:

The underlined parts show you where I:

1. Welcome the customer
2. Tell them what they're getting
3. Tell them how & how often we'll communicate
4. Link to more information
5. Open the door for questions & two-way communication
6. Encourage conversation

Hooray! {{ subscriber.first_name }}, we're thrilled to welcome you to the Good Heart CSA.

As a CSA Member, you'll get weekly shares of fresh, local organic produce all season long.

Here's how it works:

- *We'll email you the harvest list, recipes, and farm stories once a week, so keep an eye on your inbox for those.*
- *If you're a Gmail user, please drag our emails from your promotions folder into your primary tab. This will ensure you see our emails each week.*
- *When the season begins, you'll come to the pick-up location you chose on the sign-up form each week to get your veggies.*

Here's our current [CSA Member Handbook](#).

There you'll find more info on how the CSA works (like the season dates, where and when pick-up is, the harvest calendar, and more). Please be sure to read it before the CSA begins.

If you have any questions along the way, please email us. We're always happy to help! Our goal is for you to enjoy the freshest organic produce, connect with us as your farmers, and bring joy to your table.

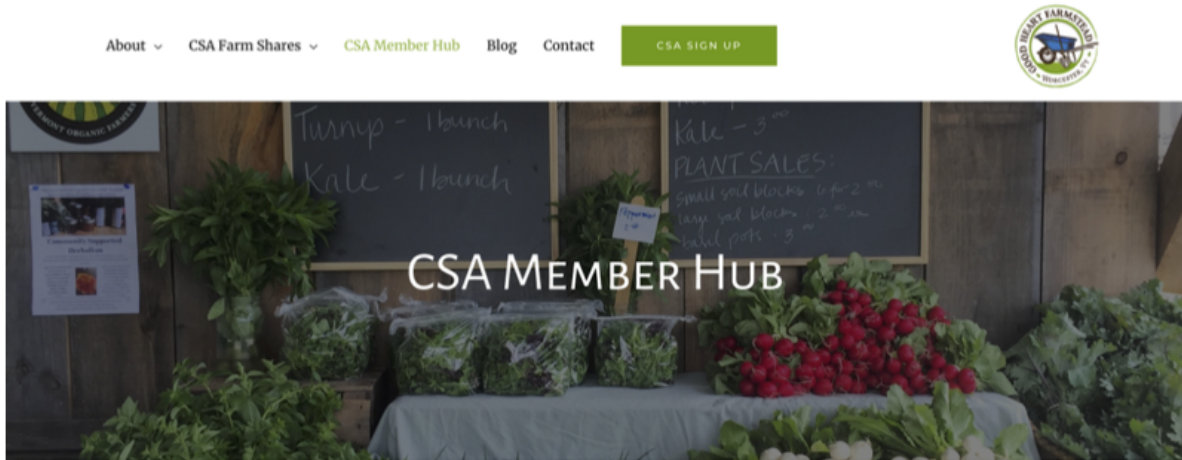
I'll send you an invoice within the next 2 business days.

We can't wait to grow for you — and we'd love to know: what are you most looking forward to as a CSA Member? Hit reply and let us know.

In Good Heart,

Katie

Example of CSA Member Webpage:



CSA MEMBER HUB: YOUR SPOT FOR CSA INFO

Welcome, CSA Members! Thanks for choosing us to be your farmers. We love growing for you and connecting with you.

You can find the full details of the CSA in our [2022 CSA Member Handbook](#).

PICK-UP SCHEDULE

When & Where to pick-up for each season.

[more ->](#)

MISSED PICK-UP POLICY

What to do if you know you'll miss pick-up, and what to do if you miss it by accident.

[more ->](#)

HOW TO CONTACT US

Email us if you have any questions about the CSA.

[more ->](#)

2022 CSA PICK-UP SCHEDULE