**Timeline and Checklist**

Here is an event timeline and checklist you can customize to ensure you are hitting your target!

**Two to Three Months in Advance**

* Identify audience and message: Decide on whom you’d like your event to be focused.
* Contact organizations/groups with whom you’d like to partner or visit.
* Begin assembling committee members.
* Develop preliminary budget and ideas for achieving the budget (fundraising/donations).
* Hold your first committee meeting and identify what type of event you’d like to host. Assign responsibilities that need immediate attention.
* Make arrangements with necessary facilities or locations.
* Sign any necessary contracts or paperwork to formalize your plans.

**One Month in Advance**

* Check in with your committee on their progress. Assign additional tasks as needed.
* Confirm your plans with participating groups and site location personnel.

**Two Weeks in Advance**

* Remind committee members and other volunteers of the event place and time.
* Assign someone to photograph the event. See our example photography release form.
* Prepare – and send – materials to local media. Follow up by telephone with key editors to ensure placement.
* Start learning the lesson plan and gather supplies as necessary.

**One Week in Advance**

* Confirm details with classroom teacher, guest speakers, etc.
* Double check numbers and A/V equipment availability.

**One Hour to 30 Minutes in Advance**

* Arrive on site and set up/check A/V equipment.
* Prepare any necessary supplies and set up for the visit/event.

**Hold Event and Enjoy!**

**Following the Event**

* Send additional press releases/photos to media contacts.
* Seek commitments from committee members for next year’s event.
* Send recap/clipping to the Agriculture Council of America.
* Send thank you notes.