

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.

