## Timeline for Planning (Colorado Specific) Annie’s Project Course

Using a well-planned schedule will help you stay on track and increase your opportunities for putting on a successful event. This guideline may help you.

# ONCE YOU HAVE HOSTED YOUR STEERING COMMITTEE MEETING AND DETERMINED THE PROGRAM DATE:

## Notify the Director of Administration ([administrator@anniesproject.org](mailto:administrator@anniesproject.org)) and your CO State Coordinator ([jenny.beiermann@colostate.edu](mailto:jenny.beiermann@colostate.edu)) and provide the following information:

* + Dates, times, and location (city)
  + Contact information for the lead facilitator and backup instructor (include online registration links if available or send them when they do become available)
  + Agenda/curriculum (i.e. your speakers matrix)

## Reserve a location that provides:

* + Education-style seating
  + A computer and projector
  + A place for refreshments
* **Create your registration website online (Eventbrite Recommended)** 
  + Make sure to include the custom question to learn about your participants:
    - In order for us to design a program that better fits your needs, please indicate which commodities you produce (you may check more than one).
      * Beef cattle
      * Crops in a covered facility (greenhouse, high tunnel, etc.)
      * Hogs
      * Non-traditional crops (vegetables, fruits, etc.)
      * Organically raised crops & livestock
      * Poultry
      * Sheep, Goats, Other Small Ruminants
      * Traditional crops (alfalfa, corn, wheat, etc.)
  + Be sure to send the registration link to the Director of Administration and Your State Coordinator for them to verify and check

## Send brochure/flyer to Director of Administration and Your State Coordinator for approval

## You may develop your own flyer, use a template from a previous course, or you may also use Canva – just make sure it is approved before sending it

## SIX WEEKS PRIOR

* **Invitations**:
  + Send out the brochure to your email/mailing list
  + Post on any social media you use
  + Post on any website you use or have access to via county or CSU
  + If you have someone who can post on other social media ask them to post it

## Advertising:

* + Talk to your contacts at the local radio station or newspaper
  + Ask about donated time for advertising space
    - If unsuccessful, ask for a reduced rate

## Invite Speakers/Guest Lecturers:

* + Determine the most appropriate speakers for determined topics
  + Invite and confirm speakers
    - Remember to send speaker a copy of the Topic Pages file for speaking guidelines, sample presentations, and learning objectives
      * If you do not have this document, ask your state coordinator for a copy
* **Funding and Sponsorships**
  + Contact potential sponsors for the event and ask for donations

# FOUR WEEKS PRIOR

## Advertising:

* + Depending on your advertising budget, now is a good time to start advertising in the local newspapers and the radio stations.
  + Put class flyers up in various entry points throughout the county
  + Put up class flyers in feed or other farm stores, grocery stores in
    - Your community
    - Other neighboring communities
  + Send out a cover letter and news release to the local newspapers. Ask them to print it within the next week.
  + Community Calendars
    - Radio stations
    - Local magazines and newspapers

## Materials:

* + Confirm with supplier when and where class materials should be delivered
  + If you have anything delivered directly to the class location confirm the following:
    - The name of the person who will receive it on that end
    - The shipping address if it differs from the mailing address
* **Schedule/contact catering for meals for the event**
  + If you’re hosting a 6-week program, see if the caterer will give you a discount for multiple weeks of meals

# THREE WEEKS PRIOR

## Advertising:

* + Continue sending updates to your identified advertising platforms

# TWO WEEKS PRIOR

## Advertising:

* + Continue sending updates to your identified advertising platforms

## Facility:

* + Confirm the room that has been reserved
  + Confirm the set-up and equipment for that room
  + Request signage to direct attendees to the classroom

## Reminders:

* + Send out e-mail reminders to those attending and presenting
  + If the facility is difficult to find, include detailed directions
  + Provide parking and handicapped parking information (if applicable)

# ONE WEEK PRIOR

## Supplies:

* + Name tags and/or cardstock (template located online at [anniesproject.org](https://anniesproject.org/) in facilitator files)
  + Attendance/registration sheet (download from Eventbrite registration list)
  + Other possible needs
    - Pens/pencils/markers (Real Colors)
    - Easels or walls for posting (Real Colors)
    - Sticky tack or tape (Real Colors)
  + Computer and Projector (if not provided by the facility)
* **Evaluations:**
  + Email Brent Young ([brent.young@colostate.edu](mailto:brent.young@colostate.edu)) for copies of the online evaluation
  + Refer to the Evaluation Helper document for further steps to complete pre and post course evaluations

# AFTER THE FIRST CLASS SESSION

## Reporting:

* + Send the class roster to the Director of Administration for graduation certificates
  + Include your logo and those of sponsors that should be represented on the official APEFW certificates of completion