## 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) and your CO State Coordinator (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) 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