



# June Dairy Month Planning Checklist

June Dairy Month is a time for the entire state and nation to recognize the dairy products we love and dairy farmers' roles in providing nutrition, protecting our natural resources, and supporting communities. The following checklist will help your committee evaluate and plan your June Dairy Month celebration.

## When You Receive This Letter

- Determine your goals for potential promotion. Challenge your committee to verbalize the desired outcomes, purpose, and shared goals of June Dairy Month promotion (s).
  - Why are you hosting a dairy month promotion?
  - Who is your target audience?
  - What key points do you want consumers to learn from your promotion?
  - What does a successful promotion look like for your group?
- Develop a list of promotion ideas based on your desired outcomes and shared goals for June Dairy Month.
  - What has been successful in the past? Can you expand those areas?
  - Ask other organizations (including dairy promotion groups) what has worked (or did not work) for them to carry out promotions.
  - Are there organizations or local connections you could partner with or ask for assistance?

## 2-3 Months Before

- Talk to your key volunteers.
  - How are volunteers willing to support your promotion event? Will local businesses support staffing?
  - Do you have access to volunteers with the skillset (s) needed to execute your ideas for promotions?
  - Who are partners in your community that can help you meet those needs?
- What does your event/liability insurance cover (or not cover?)
  - Illness, injury, storms, etc.

## 2-3 Weeks Before

- Organize a time for the staff/volunteers to do a walk-through.
  - Review each person's responsibilities.
  - Walk to each location the public has access to.
  - Discuss the places the public won't have access to.
  - Confirm what decorations or assets are being used.
  - Answer questions.

- Brainstorm additional considerations your community has that are not listed on this checklist.
- Review the responses to guide your planning and decision-making process.



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## 1 Week Before

- Confirm all event details.
  - Remind each staff/volunteer of their responsibilities.
  - Keep the public informed of changes, parking, or other needed information.
  - Answer questions.

## 1 Day Before

- Develop a spot for lost and found items.
- Get a good night's sleep; tomorrow is going to be a busy and exciting day!

## Day Of

- Communicate with volunteers.
  - Check-in area
  - Parking
  - Potential hazards
  - Restrooms
  - Staff only areas

## Other Reminders

- Plan for the unexpected.
  - View our resources on Activist Plans.

## After the Event

- Debrief: What went well? What can be improved for future events?

## Connect with Us

- Make sure your event is registered on Dairy Farmers of Wisconsin website.
- Request a Promotional Kit on the Dairy Farmers of Wisconsin website.