



## EVENT PLANNING KEYS TO SUCCESS

1. At the beginning of the year, create a calendar of events.
2. Consult with your District Coordinator and select dates that have worked well in the past. Try your best to coordinate around other major events and agricultural seasons.
3. Email members your seasonal/yearly plan so they can plan ahead.
4. 1-2 months out, work with your District Coordinator to secure venue and coordinate group rage. If no reservation is required, plan appropriately.
5. Whenever possible, try to create a Farm Bureau 'exclusive' area or event offering. This helps people find you at crowded places like fairs and makes the event more special.
6. At least four weeks out, create Facebook event or mailing for the event.
7. Follow up with emails or Facebook reminders.
8. Text, follow up emails and personal phone calls will ensure attendance.
9. Have a great event!

### **Other Best Practices:**

- Plan events well in advance
- Have a sign in at every event
- Use incentives to boost attendance
- Be consistent
- Think about collaborating with another chair for a multi county/district event
- Always follow up with members