

## 2021 National Dairy Month Planning Check List

National Dairy Month is a moment where the entire state and nation recognizes dairy foods and dairy farmers' roles in providing nutrition, supporting communities and protecting our natural resources. There are many factors to consider this year when planning for potential National Dairy Month promotions this June.

Please review and discuss this check list with your committee(s) as you evaluate how you will plan and promote National Dairy Month 2021.

- Determine your goals for a potential promotion. Challenge your committee to verbalize the purpose, shared goals, and desired outcomes of National Dairy Month promotion(s).
  - Why do you host a dairy month event?
  - What key points do you want to consumers to learn from your promotion?
  - What other ways could you meet your promotion goals outside of having a traditional June Dairy event?
  
- Develop a list of promotion ideas for National Dairy Month promotion(s) based on your desired goals/outcomes for National Dairy Month.
  - What types of events have been successful in your area in 2020? Drive thru, virtual, etc....
  - Ask other organizations (including dairy promotion groups) what has worked for them (or not worked) to carry out promotions and non-traditional/virtual events.
  
- Reach out to your county public health officials. Find your local health [department here](#)
  - What is the current COVID situation in your area?
  - What protocols are currently in place for gatherings, serving food and for sanitization?
  - How would each of your promotion ideas be impacted by these protocols?
  
- Have a conversation with your insurance agent.
  - What does your event/liability insurance cover (or not) if a volunteer or attendee contracts COVID at your event?
  
- Talk to your key volunteers.
  - How are volunteers willing to support a promotion event? In person, virtually, or not all?
  - Do you have access to volunteers with the skillset(s) needed to execute your ideas for promotions?
  - Who are the partners in your community that can help you meet these needs?
  
- Brainstorm any additional considerations your community has that are not listed on this checklist.
  
- Review the responses to guide your planning and decision-making process.

- Connect with Dairy Farmers of Wisconsin to share what your committee is thinking to see if it has resources and ideas to help support your planning

Still not sure how to proceed? Review this [Outdoor Gatherings Guidelines](#) and [General Guidelines](#) from the [Wisconsin Economic Development Corporation](#).