

National Dairy Month Planning Check List 2022

National Dairy Month encourages the entire state and nation to recognize dairy foods and dairy farmers' roles in providing nutrition, supporting communities, and protecting our natural resources.

The following checklist will help your committee evaluate and plan and how you will celebrate National Dairy Month 2022.

- 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 consumers to learn from your promotion?
 - What would a successful event look like?

- Develop a list of promotion ideas based on your desired goals/outcomes for National Dairy Month.
 - What has been successful in the past? Can you expand those areas?
 - Ask other organizations (including dairy promotion groups) what has worked for them (or not worked) to carry out promotions and non-traditional/virtual events.
 - Are there organizations or local connections you should reach out to for assistance?

- Reach out to your local county health professionals. Find your local health [department here](#).
 - What is the current COVID situation in your area? Do you need a backup plan?
 - 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)-storms, illness, injury, etc.

- Talk to your key volunteers.
 - How are volunteers willing to support a promotion event? In person, virtually? Will local businesses support staffing?
 - 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 additional considerations your community has that are not listed on this checklist.

- Review the responses to guide your planning and decision-making process.

- Register your event on the [Dairy Farmers of Wisconsin website](#).