



## National Forage Week

### Plan & Prepare Your Event(s)

#### Step 1: SMART Goals

What do you want the end result of your National Forage Week celebration to be? When making goals, remember to make them SMART- Specific, Measurable, Attainable, Relevant, and Timely.

#### Step 2: Identify Your Target Audience(s)

Ideally, you would reach everyone, but it's impossible to tailor a message to everyone. Let's pick one main, target audience and one or two additional audiences that you could also easily reach. Your activity choice will depend on these. Some examples:

- Children
- Teachers
- Parents
- Teens/young adults
- Farmers/ranchers
  - Livestock producer
  - Plant/crop producers
- Business leaders
- Media outlets
- Government leaders

#### Step 3: Determine Your Primary Message

We've already talked about all of the ways forage impacts us. Which ways might matter most to your audience? And how do you want to relay that message? An example might be telling of the importance forage plays in producing lean, healthy meat to parents. Or maybe you want to talk about how forage also helps wildlife and the environment?

When creating your message, remember that good messages are

- Simple
- Relevant
- True/Accurate
- Suitable for the chosen audience
- Solution-focused
- Personal

## Step 4: Form Teams and Alliances

Your state council may already have committee planning your National Forage Week celebration but collaborating with other groups and individuals can often provide an even larger impact. Think of your local and state groups who may have similar interests in celebrating, either as part of the planning process or as volunteers. Some examples include but are definitely not limited to:

- Local and state Farm Bureau
- Local and state Young Farmers and Ranchers
- State Cattleman's Associations
- Environmental groups
- Service groups
- Educational groups
- Extension agents
- FFA
- 4-H
- Ag educators
- Government
- Media

## Step 5: Plan your event!

Knowing your audience, message, and goals, what kind of an event or activity would work best? This is also a good time to look around and see what the needs of your community are and what other groups with similar values may be doing.

Whether your event is in-person or online, create a communication plan for your social media page(s) to get the word out. You can even schedule in advance on Facebook. We have included sample social media posts and graphics, but you are welcome to make your own! If you are new to designing and want to create your own posts, [canva.com](https://www.canva.com) is an excellent resource with free templates for social media posts.