**Suggested Preparation Checklist—a tool for Maine Open Farm Day Host Farms**

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| Checkmark | Date  | Activity |
| **3 OR MORE MONTHS BEFORE OPEN FARM DAY (fourth weekend in July)** |
|  |  | **Sign up to participate via your** [**Real Maine member profile**](https://web.getrealmaine.com/Portal/portallogin.aspx?ReturnURL=%2fportal)**.**  |
|  |  | Review the resources for Open Farm Day Hosts at: [**maine.gov/dacf/openfarmday**](http://www.maine.gov/dacf/openfarmday)  |
|  |  | Plan your event goals—what does success look like for you?  |
|  |  | Set an event budget to help plan your marketing and sales goals, and labor |
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|  |  | Book helpers - neighboring farmers, suppliers, friends, etc.  |
|  |  | Book toilets/portapotty and portable hand wash stations |
|  |  | Write a draft of the daily schedule and tasks, share with help and staff |
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|  |  | Make or print signs (hand wash, directions, parking, maps, restricted/hazards, etc.) |
|  |  | Order and organize marketing materials (brochures, tour map, educational posters) |
|  |  | Plan marketing strategies (product inventory, sales/specials, customer sign-up etc.) |
|  |  | Plan DIY promotions (newsletters, social media, community bulletins, etc.) |
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|  |  | **Optional**: [submit a Real Maine event listing](https://web.getrealmaine.com/external/wcpages/wcEvents/EventSubmission.aspx) to increase your promotional reach |
|  |  | **Optional**: [create an itinerary](https://www.getrealmaine.com/itinerary/) of participating farms in your area with Real Maine’s the plan my trip tool. Each farm can share as part of cross promotions.  |
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| **DAY BEFORE** |
|  |  | Tidy farm, put away hazards, clean bedding for livestock  |
|  |  | Final walk through and checklist, place signs, shade/rain tent, etc. |
|  |  | If providing, set up facilities for hand washing, toilets, etc.  |
|  |  | Review goals, tasks and schedule (including staff or help) adjust as needed |
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| **DAY OF (Annual Statewide Event is Fourth Sunday in July)** |
|  |  | Welcome your guests and visitors |
|  |  | Get feedback from your visitors |
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|  |  | Clean-up |
|  |  | Review event goals and make changes for next time |
|  |  | Submit your post-event questionnaire for host farms |
| **AFTER EVENT** |
|  |  | Thank your visitors (e.g., newsletter, social media, etc.) |
|  |  | Provide farm status updates to your visitors throughout the year—where they can buy your products, and how to support Maine agriculture |
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