PLANNING CHECKLIST

Choose your topic or event
______________________________________________________

What is your objective?

☐ To Inform  ☐ To Engage  ☐ To Promote

Is approval needed?

☐ Yes  ☐ No

Choose your date
______________________________________________________

Upload event information to calendars

☐ School Event Calendar  ☐ Staff Calendar
☐ Parent Calendar  ☐ District Calendar

Select your target audience to invite or share information

☐ Students  ☐ Parents  ☐ Staff
☐ Community Partners ____________________________
______________________________________________________

How will you accomplish your objective?

☐ Event  ☐ Presentation  ☐ Newsletter
☐ Social Media  ☐ Email
☐ Other ____________________________
______________________________________________________

Who can support your objective?

☐ Superintendent  ☐ School Board  ☐ Principal
☐ PTA/PTO  ☐ Parents  ☐ Students
☐ Community Partners ____________________________
______________________________________________________

Does your Principal or communication officer have the needed information?
(Purpose, Place, Date, Time)

☐ Yes  ☐ No

Who else needs to know?

☐ Janitors  ☐ Building Maintenance  ☐ Reception
☐ Community Partners ____________________________
______________________________________________________

Which communication channels will be the most effective?

☐ Social Media  ☐ Email  ☐ Newsletter
☐ Calendars  ☐ Menus  ☐ Website
☐ Announcements
☐ Other ____________________________
______________________________________________________

Which tools will help to communicate this message?

______________________________________________________
______________________________________________________
______________________________________________________
______________________________________________________
**PLANNING CHECKLIST**

**Choose your topic or event:**
- Colorado Proud Day

**What is your objective?**
- To showcase Colorado-grown ingredients
  - ☑ To Inform
  - ☑ To Engage
  - ☑ To Promote

**Is approval needed?**
(i.e. Principal, Superintendent, or other)
- ☑ Yes
- ☐ No
  
  *Will talk to principal on Aug 1.

**Choose your date:**
- ☑ Sept 10, 2014

**Does this date conflict with other school or community events?**
- ☐ Yes
- ☑ No

**Upload event information to calendars**
*Talked to Dir. of Communications. She will upload by Aug 21.*
- ☑ School Event Calendar
- ☑ Staff Calendar
- ☑ Parent Calendar
- ☑ District Calendar

**Select your target audience to invite or share information**
- ☑ Students
- ☑ Parents
- ☑ Staff
- ☑ Community Partners

**How will you accomplish your objective?**
- ☑ Event
- ☐ Presentation
- ☑ Newsletter
- ☑ Social Media
- ☑ Email
- ☐ Other ________________________________

**Who can support your objective?**
- ☐ Superintendent
- ☐ School Board
- ☑ Principal
- ☑ PTA/PTO
- ☑ Parents
- ☑ Students
- ☑ Community Partners
- ☐ Teachers
- ☐ Wellness Team

**Does your Principal or communications officer have the needed information?**
(Purpose, Place, Date, Time, etc.)
- ☑ Yes
- ☐ No
  
  *Sent out e-mail on Sept 1.
  Send reminder on Sept 8.

**Who else needs to know?**
- ☐ Janitors
- ☐ Building Maintenance
- ☑ Reception
- ☐ Community Partners
- ☐ Other ________________________________

**Which communication channels will be the most effective?**
- ☑ Social Media
- ☑ E-mail
- ☑ Newsletter
- ☑ Calendars
- ☑ Menus
- ☑ Website
- ☑ Announcements
- ☐ Other ________________________________

**Which tools* will help to communicate this message?**
*Helpful tools are available on the LiveWell Colorado website and in the Food Service Director Toolkit.

*Points of Pride tool