



# CAMPAIGN CHECKLIST

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## **Complete ASAP**

Choose a Campaign Theme to unify your promotions and communications for the month.

1. Make Your Own Meatless Monday: Fun for the Whole Family
2. Best of Both Worlds: Prepare Your Veggie Sweet, then Salty
3. Bring People Together: Veggie Meals for Entertaining
4. Is Winter Goodbye? Prep now. Enjoy Later.

Develop a few taglines, to focus your messaging, and a hashtag to use throughout the Campaign.

Identify potential Campaign partners, like chefs and restaurants, who may be able to amplify the reach of the Campaign by running customized specials of their own that still evolve around the Campaign Theme.

Identify local events, outside your regular routine, where you may be able to showcase and sell your vegetables, promote your campaign, and increase the awareness of your brand.

## **Complete No Less than 2 Weeks Prior Your Campaign Launch**

Identify dates on which you would like to host special sales and/or events that link to your Campaign Theme. For example, if you chose the Meatless Theme you could:

1. Run a BOGO on carrots for the sake of a vegetarian “pulled pork” recipe, made with shredded carrots.
2. Create a special bundle of various veggies that are often used in vegetarian dishes/as meat substitutes (e.g., eggplant, tomato, and onion) and sell at a discounted price when bought together.

Conduct outreach to the partners identified to gauge interest and synchronize plans as best as possible.

Design and print any collateral needed to support the Campaign like recipe cards or an email sign-up list.

## **Complete No Less than 1 Week Prior to PA Produce Month / Your Campaign Launch**

[ ] Deliver collateral to any partners or additional locations in your neighborhood where your target audience would be able to easily access and appreciate the resource.

[ ] Write a blog that expresses your personal feelings and ideas about the Campaign, as well as announces all your upcoming special sales and/or events. Feel free to use a corresponding Graphic from the Toolkit to post on your blog page.

[ ] Write a Press Release about your Campaign, PA Produce Month, and all the exciting features of the campaign that consumers will find interesting and valuable. Refer to the Toolkit's Press Release Templates for assistance.

[ ] Draft an Email to your customers with a personal message and link to your blog. If you don't have a blog, feel free to express your personal feelings and ideas about the Campaign, as well as announce all the your upcoming special sales and/or events directly in the body of the email.

[ ] Turn your Campaign into a Facebook event then share the event to your Facebook Page.

## **Complete Wednesday, August 1**

[ ] Send your email to your customers.

[ ] Send your Press Release to your local media outlets and/or influential individuals of your food and farming community.

[ ] Create a Facebook event for your Campaign and any events you may have planned.

## **Daily in August** (or as much as possible)

[ ] Post on your preferred social media platform. Try to keep the messaging/caption aligned with your campaign and upcoming special sales and/or events. With your caption, you could include one of the following to enhance and the message:

1. A relative Graphic from the Toolkit
2. A personal photo or video from the farm
3. A relative selection of content (blog, video, recipe, infographic, etc.) from [www.paveggies.org](http://www.paveggies.org).

## **Complete Weekly in August**

[ ] Write a micro-blog and/or send a short personal email that offers valuable information to your audience and updates them on upcoming Campaign items.

[ ] Check in with your local media outlets and/or influential individuals of your food and farming community to remind them of your campaign. Suggest new story angles when applicable.