

Step 1: Better define your action plan topic/goal/activity

Review and revise, if necessary, your group's topic. What is the group's goal and activity for this topic: holding a conference, create a brochure, starting a business, sharing information?

Simplify, strip down and define an action goal (an activity) that is **realistic** for coordinated action during the next year.

Please print in large print.

MAKING FARMERS MARKET A DESTINATION
EVENT

MARKET PROMOTION TO INCREASE
FOOT TRAFFIC

MARKET PROMOTION TO LOCAL FOOD
BUSINESSES

When finished, post to top clothespin on your stake (over your original topic sign).

Action Topic: _____

Step 2: Brainstorm

List what you NEED to reach your group's goal:

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>
	Family-oriented: → Wd friendly → Home sensitive	Demonstrations: → Food prep/saving → cooking → crafting	Entertainment:

Then, for each item listed above, identify what you ALREADY HAVE:

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>

When finished, post to the second clothespin on your stake.

Action Topic: _____

Step 2: Brainstorm

List what you NEED to reach your group's goal:

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>
	Demonstrators, Entertainers, Musicians,		Existing business community

Then, for each item listed above, identify what you ALREADY HAVE:

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>

When finished, post to the second clothespin on your stake.

Action Topic: _____

Step 4: DRAFT Action Plan— What needs to happen, **Who** will do it and **When** will it be done?

Discuss exactly how your group will tackle your next two actions (at minimum; at maximum plan out 6 actions).

*Remember these are **coordinated** actions—organizing and communicating about each action is an action in itself!*

REQUIRED		Optional concurrent actions
First Action <i>How to Fund</i>	What: Contact list of entertainers + demonstrators When: ongoing Who: PEC + us	What: Who: When:
Second Action <i>How to Fund</i>	What: Look for funding routes: higher vendor fees, grants, use volunteers Who: market managers 'put out the kettle' When: ongoing	What: Who: When:
Optional Third Action	What: Who: When:	What: Who: When:

*Feel free to think and visualize further actions, but **FIRST** plan in detail the initial actions you have agreed to and outlined. Don't overwhelm or get ahead of yourselves or each other!*

Post your action plan to your third clothespin

Action Topic: Making Market a Destination

Step 5: How can Buy Fresh Buy Local -Piedmont Environmental Council help?

What can *Buy Fresh Buy Local* and the Piedmont Environmental Council do to help you move forward with your action plan?
 What can other organizations or individuals do to help you to move forward with your action plan?

1. What do you need NOW? (e.g., information, meeting place, phone conference line)

What	When	Who
Contact list for entertainers and demonstrators to be circulated to local & regional farmers markets	before the start of the 2013 market season	contact other market managers to start the source list

2. What will you need LATER?

What	When	Who

Add this sheet to your Step 1 sheet at the top of your stake.

Action Topic: DESTINATION

Step 3: Brainstorm (pass the potato) all actions that could/should be taken by your working- action group. These actions might be to establish contacts, acquire *good* information, find resources, reach out to other individuals or organizations; **anything** that will advance you to your goal in the next week or in the next six months.

List every possible explicit action including questions to be answered.

Each action should **do** something VERY SPECIFIC and VERY SIMPLE. [Example: Telephone so and so.]

Number	Possible actions
	Weekly street fair bird house builds
	Work shops / demonstrations: Lawn care, pruning flowers, food prep/canning, cooking, basket weaving, spinning
	Entertainment: bluegrass, puppet show, barber shop quartet, sidewalk chalk art, caricatures, dance groups, book signings, animal demonstrations
	How to fund? / How to find?
	Food vendors: bby, cider, wine-tastings, breakfast
	Recipes of the week
	Give a sense of place: brochures, branding, maps
	Amenities: for vendors, for customers

assist interpretation/reconstruction

At the 4 minute strum: Prioritize (number) them in the order or sequence they can be or need to be done if you have time, **highlight** the three most important actions.