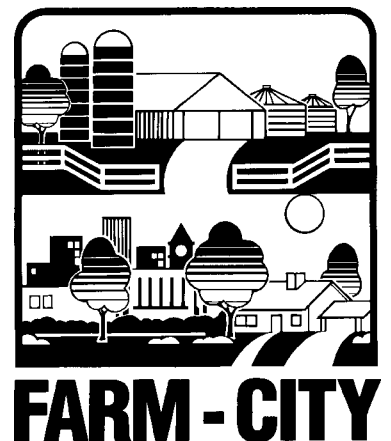


**Tips, tools  
and ideas  
for  
organizing  
a  
successful,  
local  
farm-city  
program**



## Getting Started

If you are considering developing a Farm-City event that involves more than just your local service organization, reach out to the local chamber of commerce or any of the other organizations mentioned in this brochure. And don't forget to include the media in your planning. If they become involved early you might benefit from some extra 'free' exposure.

If you want to involve schools, i.e. poster or essay contests, make sure there is someone on your planning committee who represent the schools. The same is true for a Chamber of Commerce or local business organization. The more you can spread out the planning, the less work any one individual may have to do.

### **Step Number 1 – Start Early!**

- Form a small planning committee to map out an agenda and define what it is you want to accomplish. What resources are going to be needed in terms of finances and people to make your program happen? How big does your committee need to be, honestly?
- Schedule your meeting far enough in advance and send reminder notices.
- Make provisions for those who cannot attend by sending a follow-up mailing of the meeting's results and dates for the next meeting.
- Explain the purpose of the Farm-City committee. Quite often Farm-City committees work with other groups, organizations and agencies. Determine if there are issues of concern or where the need is for building greater understanding between urban and rural citizens.
- Discuss project and event ideas and develop objectives to outline the group's direction.
- Develop a theme. This tends to become a unifying statement about why the activity will happen. "Partners in Progress" has been the theme of the National Farm-City Council since 1955. "Together we can make a difference" was the theme of the 2000 Tioga County Farm-City Day. "A Story to be Told...Lessons to be Learned" was the them for the 2000 Farm-City Celebration sponsored by the Pennsylvania Department of Agriculture involving over 2,000 grade school children.

