

Example Planning Timeline

Time Line	2 to 3 Months Prior			1 to 2 months Prior		< 1 month Prior	
Meetings	1 (3 mo)	2 (2.5 mo)	3 (2 mo)	4 (1.5 mo)	5 (1 mo)	6 (3 wk)	7 (2 wk)
Hosting Logistics	Identify potential dates and locations; discuss room setup and snacks for attendees. Review Bright Ideas resource in the toolkit for tips	Select site and set date; reserve room	Discuss refreshments	Discuss setup details; identify refreshments to purchase and their cost	Assign day-of tasks	Confirm who is purchasing refreshments; review assigned tasks	Review assigned tasks
Identifying resource tables	Review Potential Partners and Community Assessment guides in toolkit; brainstorm resource tables and make an initial list	Complete list of tables; identify the individuals to invite; identify who cannot attend, but may still have print resources	Review list of tables and progress in contacting individuals to attend	Review progress in contacting individuals/ organizations to table at fair	Review progress; determine who will ambassador for orgs. that cannot attend	Manage changes regarding resource tables	
Compiling educational materials and creating family fun activities	Review Brain Story Educational Materials and Brain Building Activities Guide; Decide whether to print resources or create own	Create workgroups of committee members to take lead on each Brain Story concept and related activity/game	Workgroups give brief project updates; ask for any needed support	Workgroups report updates; share estimated costs of activity supplies; confirm who is purchasing supplies	Workgroups practice presenting Brain Story concepts related to activity	Workgroups order supplies/ collect supplies for activities; assign day-of tasks	Print Brain Story materials (posters, learning cards); practice presenting
Advertising	Review Advertising guide in toolkit; Discuss how and when to start advertising		Identify advertising methods; develop flyer, newspaper announcements etc.	Finalize flyer; consider radio, newspaper and social media posts; ensure reach to families with access barriers		Disseminate electronic and paper flyers; mail to families and post in community hubs	Continue dissemination; consider announcements at school and employee hubs
Evaluations	Review Evaluation guide; Identify lead evaluators						Review logistics of evaluation method; print evaluation materials