

CSA Timeline

November

- planning meeting – determine number of share available, pricing, discounts, donation option(s), extras in welcome packet, rough schedule of events/dinners
- launch winter/spring share

December

- setup new year's CSA in Small Farm Central (smallfarmcentral.com)
 - (will fill in instructions as I learn how to do this)
- new check in sheets for winter share

Jan. 1 – launch full year and summer CSA for early sign up

January

- **First Saturday** – winter/spring share begins
- update brochure
- update handbook
- begin artwork for T-shirt (if offering)
- begin artwork for bags (if offering)

February

- gather anything else for member welcome kit
- dinner at Beekman St. Bistro (?)

March

- finalize artwork for T-shirts/bags

April

- finalize CSA member welcome kits
- figure prorata for members that sign up after share begins
- advertise start date in newsletter
- create new check in sheets
- begin planning for Strawberry Festival

May

- **First Saturday** – summer share and new full year share begin
- continue promoting summer share if not full
- begin promoting Strawberry Festival (with date TBD)
- set date and send invite for fest once crop is determines it
- start conversation with Farmhouse re: July dinner

June

- Strawberry festival (date determined by crop)
- set date for July Farmhouse dinner and begin to promote

July

- Farmhouse dinner
- start conversation with 50 South re: September dinner

August

- set up Skidmore and Fall shares in Small Farm Central
- launch Skidmore Share
- begin Harvest Fest planning
- set date/promote for September 50 South dinner

September

- launch Fall Share
- plan/promote for Harvest Fest
- 50 South dinner

October

- Harvest Fest – second Saturday
- Summer Share ends
- Assemble welcome kits for new members starting with fall share

November

- First Saturday – Fall Share begins

Contacts:

T-shirts: cal@keithssports.com, Cal Lanfear

Burlap bags:

Brochures and other paper printing: smartpress.com