



**HUMANITIES  
KANSAS**



## **Crossroads Partner Site Planning Checklist**

### **□ Create and Submit Budget**

HK provides a \$1,500 grant for the development of a local exhibit, public programs, and some publicity and promotions.

\_\_\_\_\_ Budget is submitted to HK by October 16, 2019. Upon receipt your budget, HK will send you an approved Master Budget Report Form and pay 95% of the grant. The remaining 5% will be retained until completion of the project.

\_\_\_\_\_ Process in place to track local contributions and cost share.

### **□ Establish Committees – 6-12 months before opening**

\_\_\_\_\_ **Community Partners:** Strong community partnerships make *Crossroads* a success. Reach out to local organizations to collaborate with you on your *Crossroads* project for program planning, publicity, volunteers, and exhibition development. Suggestions include: tourism organizations, school districts, service organizations, libraries, museums, community pride organizations, and more. Meet early with your local Chamber of Commerce, Convention and Visitors Bureau, or tourism organization.

\_\_\_\_\_ **Local Exhibit:** A strong exhibit highlighting a significant person, group of people, or event that is both unique to your local history and related to the national story of the way changes transform and shape rural life.

\_\_\_\_\_ **Special Project:** Small oral history projects, research, or photo collecting initiatives are a great way to capture information for your exhibit. They can also raise awareness of your project and invite community participation. A special project is typically conducted in advance of the exhibit. This is a great way to involve volunteers as researchers or oral history participants.

\_\_\_\_\_ **School Programs:** Often teachers will want to take advantage of this unique opportunity. Contact your school district early to brainstorm ideas. Other youth programs may be appropriate depending on the time of year, including summer camps, home school networks, Scout groups, 4-H, or other youth group/summer programs.

\_\_\_\_\_ **Publicity and Promotion:** Develop your marketing plan: Will you purchase ads? What social media platforms will you use? Will you print flyers or banners? Now is the time to secure ad space, design ads, and plan your publicity timeline.

\_\_\_\_\_ **Public Events:** Make arrangements for special events related to your exhibition – plan your events calendar, book speakers, coordinate supplies, etc. HK also provides two public programs to *Crossroads* Partner Sites via the *Crossroads Conversations* program catalog – speakers, book discussion, film discussion, and reader’s theater events. **Note: Speakers from the *Crossroads Conversations* program catalog are funded separately through the HK Speakers Bureau program and do not need to come out of your Partner Site grant funds. Catalog coming soon!**

\_\_\_\_\_ **Grand Opening Event:** Plan an event for your organization to kickoff your local exhibition. Contact local officials, legislators, members of Congress, and other local officials to save the dates. Plan speakers and activities to make the event extra-special. Have fun!

□ **Project Director starts planning programs and exhibits – 6-12 months before opening**

\_\_\_\_\_ 1 local exhibit  
Title:

\_\_\_\_\_ Two *Crossroads Conversations* program catalog public programs scheduled  
1.  
2.

□ **Develop local exhibit – 3-6 months before opening**

\_\_\_\_\_ **Story:** What is the story that will be featured in your exhibition? How is it unique to your community? Create an exhibition that tells an engaging and visually compelling story of rural life in your community with photographs, graphics, artifacts, and labels.

\_\_\_\_\_ **Photographs:** What photographs and images help tell your rural story? Select photos to enlarge and mount for display. Invite members of the community to share photos for the exhibit, or use a photographer to capture current unique aspects of rural life.

\_\_\_\_\_ **Artifacts:** What unique objects help tell your community’s story related to rural life?

\_\_\_\_\_ **Secure Artifact Loans:** Will a community member or another organization be loaning you an artifact to display in your exhibition? Make sure you have them fill out loan paperwork when they drop off the item.

\_\_\_\_\_ **Plan Cases, Panels, and Mounts:** How will you display your artifacts? Will anything need to be built for the exhibition?

\_\_\_\_\_ **Graphic Identity:** What colors, fonts, or graphics will tie together the information in your display? Will you work with a graphic designer or do everything in-house?

□ **Publicity**

HK provides a statewide *Crossroads* brochure promoting all Host and Partner Sites. In the past, some organizations have created a community-specific **insert** that highlights local activities to slip **inside** the brochure. HK will also promote the exhibit statewide through press releases and public radio announcements.

**Local and regional marketing efforts are the Partner Site’s responsibility:**

\_\_\_\_\_ Facebook ads and boosted posts

- \_\_\_ Work with local Chamber, Convention and Visitors Bureau, or local tourism organization to publicize exhibit & programs.
- \_\_\_ Continually update local newspaper.
- \_\_\_ Publicize on local radio stations.
- \_\_\_ Publicize on local cable station.
- \_\_\_ Regional newspapers contacted and updated.
- \_\_\_ Regional radio stations contacted and updated.
- \_\_\_ Stock brochures & flyers at museum(s), art center, senior center, library and local businesses.
- \_\_\_ Distribute brochures at local community events.
- \_\_\_ Other

□ **Recruit volunteers to assist with the exhibit – 3-6 months before opening**

- \_\_\_ Receptionist/Greeter (this person should also be asked to take attendance and encourage all visitors to fill out the visitor survey form).
- \_\_\_ Assist with construction of exhibit components
- \_\_\_ Housekeeping (picking up trash, wiping down surfaces).

□ **Finalize event and publicity details – 1 month before opening**

- \_\_\_ Grand opening plans:
  - \_\_\_ Send invitations
  - \_\_\_ Plan refreshments
  - \_\_\_ Confirm program (entertainment, speakers, special guests)
  - \_\_\_ Secure ribbon cutting supplies
  - \_\_\_ Invite the media to cover the event
- \_\_\_ Follow up with *Crossroads Conversations* program catalog speakers and confirm dates and times
- \_\_\_ Put posters/flyers around town
- \_\_\_ Send out press release about grand opening
- \_\_\_ Schedule of events submitted to HK by July 15, 2020.

□ **Submit Final reports – within 30 days after completion of project**

- \_\_\_ **Project Director's Final Report.** This report asks you to share project results, attendance, volunteer hours, and anecdotal information.
- \_\_\_ **Master Budget Report Form.** Using this form, you will show how grant funds were expended and report cost share.
- \_\_\_ **Visitor Survey.** A summary of the information you collected throughout the run of the exhibition.

\*\*Email these items to [murl@humanitieskansas.org](mailto:murl@humanitieskansas.org)