



19TH ANNUAL LEARN TO HOMEBREW DAY NOVEMBER 4, 2017

PLAN TO BREW ON AHA LEARN TO HOMEBREW DAY!

- Designate brew leaders and recruit fellow organizers to help you plan the event.
- Identify a location with brewing stations for your event.
- Connect with your local homebrewing community via the AHA's [shop](#) and [club](#) directories.
- If your organization/business is willing, we encourage you to plan your LTHD with a charitable aspect to it. Partner with a local food pantry or housing shelter to host your brew day as a canned food drive, or a coat drive, etc.

SEPTEMBER

- Register your AHA Learn to Homebrew Day event on HomebrewersAssociation.org.
- Order FREE copies of [Zymurgy: An Introduction to Homebrewing](#).
- Set up a meeting with confirmed participants & fellow organizers. Determine who is responsible for outreach, promotion, ingredients, brewing, food, etc.
- Post the [editable AHA Learn to Homebrew Day Poster](#) in beer-centric places around town (homebrew shops, brewpubs, breweries, bars, grocery stores, liquor store, etc.).
- Post the event date and info on your website.

EARLY OCTOBER

- Send a save-the-date reminder to your email contacts and your local homebrew club. Tell them what the plan is for the big event and invite them to bring their friends.
- Create a Facebook event for the big day and invite your fellow homebrewers. [Use the AHA's provided LTHD imagery](#) for your social media posts on Facebook, Twitter, Instagram, etc.
- Update your website and register your event on well-known homebrewing or beer websites, and on locally-focused beer blogs.
- Promote your own AHA Learn to Homebrew Day recipe, with shopping list, so that brewers can plan ahead.

LATE OCTOBER

- Send a second message to your email contacts reminding them to participate.
- Highlight any updates or fun plans on social media to reinforce your email reminder.
- Send [editable press release](#) to local news outlets on the AHA-provided list of media contacts to promote your LTHD event.
- Confirm that all brewing equipment and ingredients are ready to go.
- Ensure the information on your website is up to date.

DAYS BEFORE LEARN TO HOMEBREW DAY

- Final event reminders on social media using hashtag #LTHD.
- Follow up with local media via phone or email and invite their coverage of your event again.

AFTER AHA LEARN TO HOMEBREW DAY

- Thank everyone for coming and tell them to save the date for November 3, 2018!
- [Send us pictures](#) of your event! We might use them on the AHA website or in *Zymurgy*!