



# PROMOTING THE GARDEN

## Social Media

Keep your friends and fans of the garden engaged with daily status updates, tweets, and instagram photos. Not everyone may be available to volunteer consistently but allowing them to follow the story of the seed they planted will keep them engaged and eager to come back.

## Marketing Materials

The marketing presence should be captivating enough that your followers will be craving to have a taste of all those juicy tomatoes you've been talking about.

- Signage - Garden signs, posters through the hallways, and flyers should be used to display information about your garden and how to get involved.
- Newsletters - Request emails from your volunteers and followers and send weekly/ monthly garden updates. Personalizing letters to parents about their child's experiences in the garden will encourage their involvement.
- Morning Announcements - promote the daily harvest and special activities happening in the garden.

## Events

There's probably someone in your network that loves to coordinate events. Be observant of the teachers who host the most pizza parties and the parents who host the most potlucks, ask them for help.

- One of the easiest things you can do is have a picnic in the garden using the food you're already growing.
- If your school has an open house at the beginning of the year you can add the garden to the school tour and use that as an opportunity to seek out interested families.
- Invite guest speakers to your garden for unique educational experiences.
- Watch out for local seed swaps and neighborhood events. These are great opportunities to set up a table and talk about your garden.
- If you have students and their families that are really enthusiastic about the garden see if they might be interested in selling some of the produce at a local farmer's market

