

## LEARN & GROW EDUCATIONAL SERIES

### Community Gardening Service Project – Program Design

Group Gardens	Household Gardens
<p>Find a group that would benefit from a garden they can all share. Examples include:</p> <ul style="list-style-type: none"> <li>• Apartment complex</li> <li>• Mobile home park</li> <li>• Group home</li> <li>• Nursing home</li> <li>• Adult daycare</li> <li>• Childcare center</li> <li>• Preschool</li> <li>• K-12 school</li> <li>• Libraries</li> <li>• Museums</li> <li>• Scout troop</li> <li>• Homeless shelters/tent cities</li> </ul>	<p>Find families through local programs and/or advertising.</p> <p>Examples of programs include:</p> <ul style="list-style-type: none"> <li>• Social service programs</li> <li>• Schools</li> <li>• Childcare programs</li> <li>• Libraries</li> <li>• Museums</li> <li>• Booths at community events</li> </ul> <p>Examples of advertising include:</p> <ul style="list-style-type: none"> <li>• Fliers in local shop windows</li> <li>• Social media posts/sharing</li> </ul>
<p>Find a corporate sponsors to cover costs not otherwise covered by existing budget/funds.</p> <ul style="list-style-type: none"> <li>• Sell advertising on the buckets</li> <li>• Seek charitable donations</li> </ul>	
<p>Purchase the materials needed for the number of self-watering containers that need to be made</p>	
<p>Schedule and coordinate the gardening event with the group at its community gardening location.</p>	<p>Schedule and coordinate an in-person gardening class in which participants each take home a planted container.</p> <ul style="list-style-type: none"> <li>• Find a common location &amp; coordinate with its operators</li> <li>• AirBnB classes at the L&amp;G VSLC</li> </ul>
<p>Set up community garden with group members and train them on upkeep and maintenance.</p>	<p>Conduct classes with participants from individual households.</p>

Take pictures/videos along the way & post them to social media to promote:

- Community-based problem-solving
- Sustainable food security solutions
- Positive community impact
- Opportunities for future advertisers/donors to expand the reach of the program
- Access to others who want to adopt this method of gardening

Follow up at least monthly with each community garden to get status, take new photos/videos for social media, and address any concerns that arise over time.

Follow up with individual households that participated in classes monthly for the first 90 days, then quarterly thereafter, to get status, request photos/videos for social media, and address any concerns that arise over time.

Organizational Tools/Resources Needed:

- Forms to collect information about each group for ongoing relationship management
- Forms to collect information about each household for ongoing relationship management
- Print marketing materials to advertise the program
- Social media marketing content to advertise the program
- Scripts for volunteers to use when following up on installed gardens as part of relationship management
- Receipts for advertising/donations
- Budget management tools/spreadsheets