

# GARDEN WALK

Budget: \_\_\_\_\_

Members: 18

The Friendly Garden Club annual garden walk has traditionally been held the third Thursday of July. Each member of The Friendly Garden Club is expected to work a three and one half-hour shift on the day of the walk, supply three (3) dozen homemade cookies and purchase four (4) Garden Walk tickets. As of 2017, the cost of the tickets are \$10 presale and \$12 the day of the walk.

The Garden Walk committee will work with the Finance committee to determine the budget for the following year's garden walk. The Garden Walk chairman will determine the budget amount for each garden walk sub-committee for the current year.

All expenses for the garden walk need to be submitted and processed properly. As we are a 501c3 non-profit organization, we do not have to pay state sales tax. All expenses to be paid will be submitted to the Garden Walk chairman or designee with the proper payment voucher and bill. The Garden Walk chairman will approve and then submit the paperwork to the treasurer for payment. The treasurer cannot make payment unless they are approved by the Garden Walk chairman (co-chair).

Sponsorships for each garden walk are secured from area merchants. Sponsorships are traditionally \$100 a year. The names of sponsors will appear on the poster, save the date card, ticket and newspaper ads. The sponsorship committee, along with the Garden Walk chairman will determine which sponsors will sell Garden Walk tickets. Sponsors need to be secured as soon as possible in the fall or early winter because the printed material cannot be completed and printed until that is done.

Publicity must begin first week in October for the Garden Walk due to the Visitors Centers Deadline. The Club publicity chairman will do the publicity for the garden walk as it makes for much smoother and complete contacts. A publicity book is available with detailed information on who, what, where and when articles are due.

There are specific directions, forms and reports available for the committee members who coordinate the hostesses, refreshments, ticket sale, sponsors, traffic and signs.

## PROCEDURES/GARDEN WALK CALENDAR:

**July & August:** Form a garden search committee and look at potential gardens for the following year's Garden Walk. The search committee should be made up of current year committee members and the chair/co-chairs for the following year. A Landscape Design consultant should be included in this committee. Limit the Garden Search committee to 5 members.

**September:** Make a final visit to gardens and make sure that the garden owners are willing to be featured on our garden walk. Decide what gardens to include. Gardens should be chosen according to design, plant material, creativity, maintenance, location, accessibility, variety and safety.

A Garden Walk committee meeting should be held in late September to assign the various tasks for the Garden Walk. Use the "Garden Walk Job Opportunities" form to assign jobs to committee mem-

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Work should begin on sponsorships for the following year. The current year's sponsors should be contacted to see if they are interested in sponsoring the following year's Garden Walk. New sponsors should be contacted face-to-face. A date must be set as to when sponsorship monies should be received. Forms are available for the sponsorship committee to help with contacts.

**October:** By October letters of garden selections should be sent to the chosen garden owners and letters of regret to the owners of all other gardens that were visited.

If not already done, a vice chairman should be chosen and trained to take over as chairman the following year. Begin working on Publicity.

**NOVEMBER:** Begin thinking about the poster, ticket and save the date design. Obtain estimates from three sources for printing. Contacts should be made with the garden walk owners and a meeting should be held early November to answer questions they may have.

**DECEMBER:** Enjoy your holidays and do not think about the Garden Walk!

**JANUARY, FEBRUARY & MARCH:** Continue working on publicity. The Friendly Garden Club's publicity chair will handle all publicity for the garden walk. Flyers, posters and tickets need to be developed. Sponsor information, ticket selling information, garden descriptions and a map need to be developed to go on the tickets, etc.

Save the Date cards, posters and tickets should be sent to the printer in March so that they are available at the May meeting.

Gifts for garden owners should be ordered.

**APRIL/MAY:** Secure Garden Hostess Coordinators if not confirmed.

At the April club meeting, sign-up sheets will be available to have members sign up to work a specific garden for a specific shift. All active club members are expected to work at least one three and one half-hour shift on the day of the garden walk. A sign up sheet will also be available for Refreshments. Members who do not sign up by the end of the May meeting will be assigned a garden and a shift to work.

Distribute tickets to the garden club members. Each member must buy 4 tickets to resell, keep or give away. These 4 tickets must be paid for when received. Save the Date cards will also be given to each member to distribute. Tickets and posters will be distributed to sponsors.

Arrange for cookie storage and volunteers to make cookies for members who cannot do their own baking. Be sure to put this information in the newsletter.

Garden coordinators should meet with the garden owners to learn about plants and special features of the garden.

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**JUNE:** The full Garden Walk committee should meet if they did not do so in May. All job responsibilities should be covered. Each garden coordinator should meet with everyone assigned to that garden and work out the final schedule. A time should be scheduled for the garden owners to visit the other gardens on the walk. (This has usually been done in the Sunday afternoon before the Garden Walk). Hostess coordinators will pick up the equipment and supplies for their garden at the June garden club meeting or at a designated time and place.

**JULY:** Garden coordinators and garden owners will attend the preview walk, usually held the Sunday afternoon before the Garden Walk.

Directional signs and banners are put up the morning of the walk unless permission has been received from the local authorities to put them up the previous day. All signs must be picked up immediately following the walk.

The evening before the walk all money and extra tickets need to be picked up from the sponsors. Flyers with directions to the garden should be left with the sponsor. The only tickets sold on the day of the walk will be at the full price at the Visitor's Center, Tom's Market, and Garden Goods.

Immediately after the walk closes, all money, left over tickets and the hostess supplies will be collected by Treasurer and Hostess Committee Chairs at a designated place. Counting of the money should be done by three (3) people on the following day and the money and "Fund Transfer Slips" turned into the treasurer immediately.

Thank you notes should be sent to garden walk owners within a week of the walk. The publicity chair will put a "thank you" in the Record Eagle.

**AUGUST:** A final written garden walk report, including income and expenses should be given to the Board by the end of August. Award information should be prepared and mailed per instructions from The Michigan Consultants Council.