

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 four-hour shift on the day of the walk, supply four (4) dozen homemade cookies and purchase five (5) Garden Walk tickets. As of 2012, the cost of the tickets are \$8 presale and \$10 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, flyer, 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 late fall or early spring because the posters, tickets and flyers cannot be completed and printed until that is done.

Publicity must begin early for the Garden Walk. 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. Landscape Design consultants should be included in this committee. Limit the Garden Search committee to 5-6 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.

October: By the end of 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.

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A Garden Walk committee meeting should be held in early October to assign the various tasks for the Garden Walk. If not already done, a vice chairman should be chosen and trained to take over as chairman the following year.

Use the "Garden Walk Job Opportunities" form to assign jobs to committee members.

Work should begin on sponsorships for the following year. Previous 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.

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

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

JANUARY, FEBRUARY & MARCH: Begin 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.

Flyers, posters and tickets should be sent to the printer so that they are available at the May meeting.

APRIL/MAY: Secure Garden Hostess Coordinators from the Garden Walk committee prior to the April meeting. At the May meeting have members sign up to work a specific garden for a specific shift. A signup sheet will also be available. Members who do not sign up by the end of the May meeting will be assigned a garden and a shift to work.

A signup sheet will also be available for members to sign up for refreshment duties.

Gifts for garden owners should be ordered.

Distribute tickets to the garden club members. Each member must buy 5 tickets to resell, keep or give away. These 5 tickets must be paid for when received. Flyers 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.

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

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and work out the final schedule. Garden visits or a preview walk for garden club members needs to be scheduled. A time should be scheduled for the garden owners to visit the other gardens on the walk. (This has usually been done in the evening). Hostess coordinators will pick up the equipment and supplies for their garden at the June garden club meeting.

JULY: Garden coordinators and hostesses will attend the preview walk so that they can meet with the garden owners. They need to learn about the plants and special features of the garden. All club members are expected to work at least one four-hour shift on the day of 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.

Immediately after the walk closes, all money, left over tickets and the money box will be collected by the ticket coordinator. 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.