



The Friendly Garden Club of Traverse City

GARDEN WALK JOB OPPORTUNITIES

Chair: _____

Vice Chair: _____

Other Walk Leadership: _____

Role: _____

Recording Secretary: _____

Budget: _____

Take meeting minutes for the monthly Garden Walk committee meetings. Maintain and archive Garden Walk Best Practices. Archive final reports from Garden Walk committee members and prepare Subcommittee Folders for the Garden Walk kickoff meeting.

Corresponding Secretary: _____

Budget: _____

Send out complimentary tickets. Prepare Thank You notes, etc. Assemble Garden Walk—specific content for social media and distribute to club’s webmaster and Facebook administrators. Prepare the Garden Walk’s Landscape Design Award submission (formerly known as the Book of Evidence) to the judging organization designated by the Michigan Garden Club.

Design Chair: _____

Budget: _____

Design Staff: _____

Gather information for the tickets, posters, and any additional marketing material (save-the-date cards, etc.). Arrange for the design and printing of same.

Distribution Co-Chair: _____

Budget: _____

Distribution Co-Chair: _____

Manage and track the distribution of tickets and marketing materials to members and sponsors. Monitor sponsor’s ticket inventories and provide additional tickets as needed. Pick up sales receipts and unsold tickets as appropriate both before and during the Walk.

Education Chair: _____

Budget: _____

Coordinate workshops/demonstrations/educational displays for the Walk. Arrange day-of-Walk logistics for all educational activities. Arrange for the acquisition of any necessary supplies and/or equipment.

Gift Chair: _____

Budget: _____

Get information and prices on possible gifts for garden owners and secure the same before the Walk. Arrange for the delivery of the gift to the person who will be presenting it to the homeowner.

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GARDEN WALK JOB OPPORTUNITIES—2

Hostess Chair: _____

Budget: _____

Hostess Staff or Co-Chair: _____

Determine the number of members needed to cover each garden. Recruit Coordinators for each garden. Supervise member signups for Garden Hostess. Train/supervise Coordinators. Ensure that Coordinators meet with homeowners, verify and remediate garden safety issues, and understand how to perform their duties on the day of the Walk.

Publicity Chair: _____

Budget: _____

Publicity Staff: _____

Manage the publicity calendar. Write calendar entries and press releases about the Walk and submit them to the appropriate news organization, including print and online publications, radio/TV. Also arrange for appropriate postings on the club website and social media. Arrange for interviews and the taking of publicity photos.

Refreshments Chair: _____

Budget: _____

Refreshment Staff or Co-Chair: _____

Make logistical arrangements for refreshments including advanced access to Refreshments Center and signups for Refreshment Center workers. Decide on what to serve and arrange for same. Notify club members of homemade cookie requirements, track delivery, and arrange for freezer space until day of walk. Organize setup and serving of refreshments to visitors.

Signage Chair: _____

Budget: _____

Plot the best route for viewing gardens, notify local authorities of event if necessary, determine number and types of signs needed, locate best parking areas, arrange for the distribution and retrieval of signs, cones, etc. Procure additional signage if necessary. If appropriate, procure special-purpose transportation for the Walk.

Sponsor Chair: _____

Budget: _____

Sponsor Staff or Co-Chair: _____

Recruit sponsors for this year's Walk, starting with last year's sponsors. Maintain accurate records of sponsor interaction, including contact information and details about commitment and payment. Identify sponsors who will sell advanced tickets. Note any special requests from sponsors.

PLEASE NOTE: All payment and reimbursement vouchers must be approved by the Garden Walk Chair and club President before being given to the club Treasurer. To enable accurate expense tracking, turn in bills promptly.