

Get Growing Garden Trail 2016

A few tips to get the most out of your Garden Open Day · 4–5 June 2016

1. Make sure you have someone to welcome people at the gate, so they can tell people what activities are going on and where they might get a cuppa or look to purchase plants. This person needs to be visible and know about your garden. It is probably a good idea to get a rota of volunteers for this role – probably doing 2–3 hour stints.
2. Distribute your Trail leaflets around community points near to your site, keeping back a few for your open day(s). You may also like to produce a flyer specifically for your opening, to distribute door-to-door around houses closest to your site. We will supply you with around 100–150 Trail leaflets, but may be able to supply more.
3. Customise the generic Trail posters with your site opening information. Get some displayed on community notice boards, in shops, community & sports centres etc, but keep some back to use as signage to your site (you may need to laminate these to make them weatherproof). You can handwrite on the posters or run them through a laser or inkjet printer.
4. Let (very) local publications such as newsletters know that the event is taking place. Make sure you do this well in advance for monthly publications. Put information on your website or Facebook page. Include the Trail guide PDF for download or put in a link to the Bristol Food Network website. Encourage everyone to ‘pass it on’. We can supply a draft press release for you to customise – let us know what information or photos you need.
5. Publicise other growing groups which are local to you by having their details and opening times handy (with a sketch map if helpful). You might like to collaborate with nearby local groups to produce this information jointly.
6. On the day, put up your banner, balloons and posters early. Make your site as visible as possible and easy to find. If there’s something of particular interest on your site in June, draw people’s attention to it e.g. *Don’t miss... Today’s highlights...* Put up signs and labels.
7. Make sure you collect names, email addresses, and this year, postcodes for all your visitors. This will mean you have a whole new list of people to inform about your work sessions and about what’s going on at your garden. This year we will also be asking you to collect some vital information for us and we will explain this at the pre-Trail get-together in April/May.
8. Every person who comes to your event is a potential new volunteer, so ensure that you have loads of information about your regular work sessions, any special sessions you might be running as well as what you are hoping to achieve this season, and let people know that new volunteers are always very welcome.
9. If you’re offering refreshments, make sure you’re ready for the peaks in demand.
10. Basic kids’ activities can help to occupy children while their parents can learn more about growing, and can help to bring-in families to the open days. These can be really simple, like a treasure hunt, or sunflower seed sowing.
11. Take photos!
12. Share your top tips with other growing groups on our Facebook group page:
<https://www.facebook.com/groups/458798627469516/>