



Happy May! This is a busy month for communications with UC ANR Giving Day taking place May 16 - 17, from noon to noon. UC ANR Giving Day is a wonderful opportunity to raise money and support for your program and projects. Do you want to build a new demo garden? Want to fund scholarships for new trainees? Maybe you need money for supplies or to revamp a garden bed? The possibilities for fundraising are endless! We have included many ideas and tips on how you can make UC ANR Giving Day a success for your program. Don't miss this opportunity to raise money, build program awareness, and engage with your community.

In this issue of Rooted in Marketing you will find:

- June content inspirations
- UC ANR Giving Day
- Past UC ANR Giving Day Successes and Celebrations
- Tips & Tricks
- Resources
- Upcoming Trainings

As you work through your UC ANR Giving Day communications plan, remember that we are here to help you! Feel free to pop into our weekly office hours on Tuesdays from 11 a.m. to 12 p.m. to help review plans, ask for advice, or brainstorm ideas. If that time doesn't work for you, please email Barbra at bpushies@ucanr.edu to schedule one-on-one time. We want UC ANR Giving Day to be a success for all programs. Let's make this our best Giving Day yet!

Thank you,

Melissa & Barbra

UC Master Gardener Program

Statewide Communications Team

Content Inspiration - June

June is a busy time in the garden, so much to share and talk about. Keep your content going with some of the ideas from our [June Inspiration Guide](#)! Remember these are just



June Social Media Inspiration

Get inspiration for social media content for June, including California Invasive Species Week, Perennial Gardening Month, National Pollinator Month, and National Eat Your Vegetables Day.

[Download the June doc here.](#)



UC ANR Giving Day

UC ANR Giving Day is just around the corner! The 24 hours of giving help us connect the power of UC research and extension with local communities. This is an opportunity for you! So, how do you make UC ANR Giving Day work for your program? The first step is to set a goal and develop a plan. The more specific you can be with your goals, the easier it will be to tell that story to your followers. People donate funds because they care about something; you want to tell a story to help them care about your needs. Make your request for funds specific and personal. Telling *your* story will be the most important aspect of your marketing strategy.

Once you have a goal and plan in place, it's time to filter that message into general communication messages. Thankfully, Emily Delk has created a [Toolkit](#) as a starting point with pre-written communication messages. These are great options to use, but they are high-level and generic messages. To get the best results, you will want to tweak these messages to be specific to your goal.

For example, the very first message in the Editorial Calendar is:

"Join us on May 16-17, noon to noon for the excitement of our 24-hour online giving campaign as we invite support of our mission to extend research-based knowledge and information on home gardening, pest management, and sustainable landscaping practices to the residents of California. Click to learn more! #GivingDay donate.ucanr.edu/givingday"

You could tweak that to be:

"Join us on May 16-17, noon to noon for the excitement of our 24-hour online giving campaign as we invite support to revamp our youth demonstration garden in ABC City so we can share the wonders of gardening with even more local schools. Click to learn more! #GivingDay donate.ucanr.edu/givingday"

Tweaking the communications in the [Toolkit](#) will make your UC ANR Giving Day messages much more powerful and personal to your community. The toolkit also includes images, along with links to Canva Templates, so you can use your own photos. We highly recommend using the Canva Templates and creating graphics with photos from your gardens, your local community, and your projects that were funded from previous Giving Days. Again, the more personal you can make things, the more powerful they will be!

While tweaking your message and graphics is the best option, if you don't have the time or support to make that happen, the messages and graphics in the Toolkit are wonderful. Don't opt out of participating if you don't have time to tweak things. Share the general messages; you never know what you might get if you don't try.

If you have questions or need help with your plan, please reach out to:

Barbra Pushies | bpushies@ucanr.edu



Local Successes and Celebrations

Are you looking for inspiration on how to handle your UC ANR Giving Day Campaign? Check out some of the content and campaigns from last year. Taking inspiration from other counties and campaigns can help spark ideas. We asked Emily Delk in the UC ANR Development Department to share the campaigns and social media she thought were some of the most effective last year.

First up is the UC Master Gardeners of Placer County! Emily was impressed with their campaign in 2023, saying "They really leaned into the campaign last year to support the funding of their new demo garden, which has now been completed. They made it a goal to win prize challenges (most unique donors, and first \$500 gift) and raised the most of any UC Master Gardener county, and the second most of any UC ANR participating group!" Having a specific goal helped Placer Count. They personalized their messaging to include the goal and were specific with their ask to raise money for their new demo garden. It worked and

they even hosted the grand opening of their demo garden last month.



UCCE Placer County Master Gardeners

May 18, 2023 · 🌐



IT'S FINALLY HERE! It's [#GivingDay](#)! We stand together, with you and other supporters, to raise funds that help make the world a better and greener place. By donating today, you are investing in the future of the Placer County Master Gardener Program as well as the future building of the Demonstration Garden at the Loomis Library. [#diginanddigdeep](#)
donate.ucanr.edu/givingday



3

3 shares



Like



Comment



Share



Comment as UC Master Gardener Program



Another group that did a great job on social media during UC ANR Giving Day was the UC Master Gardeners of Ventura County. While they utilized the graphics in the toolkit, they also included an ask about Giving Day in their regular content. They showcased the work that UC Master Gardeners were doing locally, and how that work helped their community. They ended with an ask for support to help them continue their work. This is a great example of sharing your story. Well done, Ventura!



@vcmastergardener Instagram post: "Did you know that during 2022-23, 172 Ventura County Master Gardener volunteers contributed 12,163 volunteer hours valued at \$386,783 (source: Independent Work Sector at \$31.80/hour).

Their work included:

- Providing Home Gardener Helpline support to 393 Ventura County residents.
- Hosting 51 public education events throughout the County that were attended by 1,224 residents.
- Teaching each month drip irrigation classes in partnership with Calleguas Municipal Water District to reduce water usage in home gardens.
- Designing and staffing an award-winning horticultural display at the Ventura County Fair with total attendance of 270,486 (source: Ventura County Fair).
- Forming new partnerships with CSU Channel Islands, Simi Valley Public Library, Santa Monica Mountains Fund – National Park Service Native Plant Nursery, Prototypes Women's Center Oxnard, and Strathearn Historical Park and Museum (Simi Valley).

Consider giving to the UC Master Gardener Program of Ventura County on #GivingTuesday #TogetherWeGive #GiveBack ucanr.edu/GivingTuesday"

Tips & Tricks: Cards & Brochures

An essential part of our fundraising efforts during UC ANR Giving Day involves educating potential donors about the UC Master Gardener Program, including its benefits and how people can get involved. This can be easy to do in our online communications, directing people to our websites for more information. But when at in-person events it can help to have a printed materials to hand out. This is why we have brochures available for you to order! In the [UC Master Gardener Marketing Supplies](#), you can order brochures to hand out at events or give to prospective donors. These are a great resource for all year, in addition to the UC ANR Giving Day campaign.



One of the most important steps in raising money is saying THANK YOU after you receive a donation. This is important for multiple reasons, it confirms you have received the donation, and donors who feel connected to your organization financially will also feel encouraged to get involved in other ways. By thanking donors for their gifts, you can increase supporter engagement with other opportunities such as volunteering, events, or in-kind donations. A handwritten thank you note is very powerful and a step that should not be skipped. If you need thank you cards we have some available with our [marketing supplies](#). Get some now so you are ready to send out those thank you notes as donations start coming in during UC ANR Giving Day!



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Resources - UC ANR Giving Day Webinar

If you missed the UC ANR Giving Day webinar you can watch it here. Get updates on the new Planning Guide included in the toolkit and a walk-through of all the other wonderful resources available.

Watch/Listen to the recorded training webinar: [“UC ANR Giving Day: Creating Your Strategy For Success”](#); Passcode: 9a7y=G7=

Development Services

ANR Webinar Series

April 4, 2024

UC ANR Giving Day: Creating Your Strategy For Success

Presenter:



Emily Delk
*Director of Annual Giving
& Donor Stewardship*



Upcoming Marketing Training & Events:

Web: mgcoord.ucanr.edu/Events

- **Office Hours: UC Master Gardener Communications**

Every Tuesday, 11 am -12 pm

Zoom link:

<https://ucanr.zoom.us/j/93698902316?pwd=cVpBVDJIS0JSTld1NytmUXNYRzhKQT09>

- **Office Hours: Social Media**

Every Wednesday, 11 am -12 pm

Zoom link: ucanr.zoom.us/j/91408257262?pwd=dXI0a1RZbW5nR054OXcxYUVqckZtdz09

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Thanks for reading this month's issue! To submit questions, topic suggestions, or feedback, email Statewide Communications Specialist, Barbra Pushies at bpushies@ucanr.edu.

Our Mission

"To extend research-based knowledge and information on home horticulture, pest management, and sustainable landscape practices to the residents of California."





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