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50th Anniversary 2023

Event Planning Guide





50th Anniversary Event Planning Guide & Resources

Purpose:

Celebrating the 50-year anniversary of the WSU Extension Master Gardener (EMG) Program will honor David Gibby, William Scheer, and other key agents and administrators who believed in the idea and helped to make it happen. It will recognize the grass-roots effort that took a strong hold on the nation and rolled into Canada and South Korea. This celebration will accomplish the following objectives:

- Recognize and show appreciation for:
 - Volunteers for giving of their time, talents and professional expertise
 - Coordinators for working tirelessly to move the program forward
 - Faculty and staff for teaching volunteers and community members
 - Administrators for their foresight and continued support
 - National and International EMG programs and administrators for adopting the Master Gardener Program tenets
- Share successes, accomplishments, and the difference that the Extension Master Gardener Program makes in the lives of volunteers and on the communities they serve
- Share and benefit from the fund-development opportunities
- Show how our program links to some very important national initiatives around climate change, food security, pollinators, water conservation, soil conservation, and community building

Key Messages:

- Extension Master Gardeners (EMGs) teach research-based gardening and environmental stewardship practices
- Extension Master Gardeners shape healthy communities and a healthy planet
- WSU Extension founded the first Master Gardener Program in 1973
- Extension Master Gardeners partner with community organizations to solve real-world problems
- Extension Master Gardeners make a difference in the lives of people

Planning Committees: The following outlines committees that counties might consider to ensure a successful event.

| Committee | Responsibilities | Notes |
|-----------------------|---|---|
| Administration | <ul style="list-style-type: none"> • Overall event success • Define event purpose using the purpose and key messages described herein • Establish detailed budget • Establish planning committees, define roles and responsibilities • Establish a timeline • Develop event schedule/program • Thank you notes | <ul style="list-style-type: none"> • Consider subcommittee responsible for event staffing • Create relaxed atmosphere with plenty of time for visiting • No need to host a 'fancy' event |
| Venue | <ul style="list-style-type: none"> • Contracts if needed • Establish event venue needs • Number of participants • Audio and visual needs • Chairs, tents, tables • Food and beverage • Parking, reserved parking • Accommodations – transportation to and from parking area to event | <ul style="list-style-type: none"> • Consider food and beverage and A/V as sub-committees • Consider side by sides or golf carts to transport people from parking lot to event |
| Procurement | <ul style="list-style-type: none"> • Create list of potential donors/sponsors • Endowed Chair campaign – use available tools from CAHNRS Development • In-kind support for event itself, i.e., side-by-sides for transportation. | <ul style="list-style-type: none"> • Work with Chalayne Foster and Jennifer Marquis on Endowed Chair campaign |
| Registration | <ul style="list-style-type: none"> • Determine occupancy maximums • Create registration portal, i.e., Eventbrite • Check guests in – EMGs get ribbon, seed packet, confirm name tag | <ul style="list-style-type: none"> • Registration needed when there is an occupancy max., or when you want to know who plans to attend |
| Poster/Exhibit | <ul style="list-style-type: none"> • Develop process for counties to participate • Communicate with counties in region to invite their participation | <ul style="list-style-type: none"> • Show how our program links to important national priorities – climate change, soil health, pollinators, etc. |
| Marketing & Publicity | <ul style="list-style-type: none"> • Overall event marketing using established 50th Anniversary tools • Develop and publish marketing materials using tools provided and as needed • Invitation lists – active EMGs, retirees, special guests, dignitaries (VIPs) | <ul style="list-style-type: none"> • Jennifer to inform event committee who from WSU plans to attend |
| Safety and Emergency | <ul style="list-style-type: none"> • Review venue for safety considerations. • Have a plan in place for emergency situations | <ul style="list-style-type: none"> • Inevitably, during events, someone will need some sort of medical attention. |

Planning Timeline: Sample 6-10 month planning timeline to guide individual event planning processes.

| Completion Date | Task, Topic, Event | Responsible Person/Group |
|------------------------|---|---|
| 6-10 mos prior | <ul style="list-style-type: none"> Kick-off meeting; establish administrative planning team and mtg schedule Develop VIP list – contact state & county VIPs to determine availability Set date for event Secure venue/location Report date and location to 50th Anniversary Planning Committee jgmarquis@wsu.edu | |
| 5-6 mos prior | <ul style="list-style-type: none"> Outline event plan-scope, program, tours Agree on committee tasks and responsibilities | |
| 3-4 mos prior | <ul style="list-style-type: none"> Send save the dates, invitations, confirm dates with VIPs Begin marketing and publicity, including press Final event plan Communicate with committees on progress toward tasks Hold regular planning sessions Update to 50th Anniversary Committee re: Event Plan (send to jgmarquis@wsu.edu) | |
| 1-2 mos prior | <ul style="list-style-type: none"> Finalize event logistics Finalize attendee list | |
| Day of | <ul style="list-style-type: none"> Enjoy! | |
| Completion Date | Regional, statewide, and international events | Responsible Person/Group |
| Sept 29-Oct 1, 2022 | Advanced Education Conference – launch trailer for what's to come in new year | CAHNRS Comms and Volunteer Sub-committee |
| Feb 15-19 | Northwest Flower and Garden Festival NWFGF | TBD |
| April 8, 2023 | Kickoff event at the Puyallup REC | Tana Hasart, Todd Murray, and Team |
| May 20, 2023 | Regional event in Prosser at the IAREC | Susan Inlow-Romine, Naidu Rayapati, and Team |
| June 10, 2023 | Regional event in Wenatchee at TFREC | Debra Benbow, Chad Kruger, and Team |
| July 13, 2023 | Regional event in Mount Vernon at NWREC | Deborah Smeltzer, Carol Miles, and Team |
| Sept 27-30, 2023 | Advanced Education Conference in Tacoma | Debra Benbow, CJ Nielson, MGFWS, and Jennifer |

Event Schedule/Program/Activities for Local Events: Sample 2-3 hour event program

| Task, Topic | Explanation | Notes/Resources Available |
|--------------------------------|--|---|
| Registration | EMGs get ribbon, seed packet, confirm name tag | Present ribbon to EMGs who have not already received one |
| Opening remarks | Welcome, agenda overview, introductions of VIPs | |
| Special speakers | VIP guest speakers, i.e., WSU guests, representatives, county commissioners, city mayors | |
| Exhibits & displays Sharing | Tours, stations, field demos, workshops, etc. | History banner Program priority banner Plant Clinic banner |
| Garden Tours | Field day tour highlight Priorities, i.e., waterwise garden is Water Conservation | History banner Program priority banner Plant Clinic banner |
| Partnership Highlight | Highlight the importance of the partnership | Foundations, REC, Demo garden land owners, funding partners |
| Endowment Campaign | Help raise money for the endowment Start list of people interested in learning more | Spotlight, Talking points, FAQ, Banner, Pledge form |
| Recognition/Awards | 50 th Lapel pins | Active EMGs who joined in 1985 or before will get a lapel pin |
| Looped Videos | Show statewide videos of EMGs at work – Our History, Today, and Tomorrow | These will become available in April, May, and July, respectively |
| Light Refreshments | Drinks, light snacks | Only if desired; there is no expectation |

Local Event Tools and Resources: Readily available and downloadable resources for your use

| Tool | Explanation | Location |
|-----------------------------------|--|---|
| 50 th Anniversary mark | The graphic denoting 50 years | https://mastergardener.wsu.edu/50th-resources/ |
| Social Media Toolkit | Detailed social media kit to celebrate 50 Years of EMGs. | https://mastergardener.wsu.edu/50th-resources/ |
| Bookmarks-events | Large format bookmark with regional and statewide events | Jennifer |
| Bookmarks-endowed chair | Large format bookmark with endowed chair information | Jennifer |
| Bookmark-template | Editable bookmark to make your own | https://mastergardener.wsu.edu/50th-resources/ |
| Postcard-template | Editable postcard to make your own for your own need | https://mastergardener.wsu.edu/50th-resources/ |
| Apparel and Merchandise | Order your own merchandise | https://mastergardener.wsu.edu/50th-resources/ |
| Press release | Templated press release to edit for your own use | https://mastergardener.wsu.edu/50th-resources/ |
| History and Endowed Chair Banner | Digital file available for download and printing. | https://mastergardener.wsu.edu/50th-resources/ |

Regional Event Tools and Resources: All local event tools listed above, plus the ones below. Some of the items below might be available for local event use. Please inquire if interested to jgmarquis@wsu.edu.

| Tool | Explanation | Location |
|---|--|---|
| History Banner | 2.5'x7' banner in own stand | Jennifer |
| Endowed Chair Banner | 2.5'x7' banner in own stand | Jennifer |
| Program Priority Banner | 2.5'x7' banner in own stand | Jennifer |
| Plant Clinic Banner | 2.5'x7' banner in own stand | Jennifer |
| 4 Table Cloths, black | WSU Extension Master Gardener Program branded table cloths 88"x154" | Jennifer |
| 4 Table Runners, white | 50 th Anniversary mark to put with black table cloths 80"x20" | Jennifer |
| Commemorative Magazine | WSU Extension Master Gardener Program magazine highlighting our history, today's points of pride, and visions for the future | We will have a few on hand to sell, but will mostly take orders |
| Endowed Chair Campaign donor gifts <ul style="list-style-type: none"> • Note pad • Note book • Roll up bags • Stickers • Buttons | Gifts to give to donors that give at a particular level | These may or may not be available. |

Event Schedule/Activities Regional Events: (run approximately 2 hours)

- Speakers: CAHNRS Dean, Extension Dean, CAHNRS Development, REC Directors, Statewide Lead, EMG Host (Foundation Presidents, PC, county directors)
 - Puyallup, April 8 – Governor Inslee, county missions, REC Faculty and staff
 - Time: TBD
 - Prosser, May 20 – Dan Newhouse, county commissioners, REC faculty and staff
 - 1 PM – 4 PM
 - Wenatchee, June 10 – City mayors, county commissioners, REC Faculty and Staff
 - 10 AM – 1 PM
 - Mount Vernon, July 13 – Suzan DelBene, Rick Larsen, city mayors, county commissioners, REC Faculty and Staff
 - 10 AM – 12 PM
 - Tacoma AEC 2023, Sept 27-30 – David Gibby, Tonie Fitzgerald, Governor Inslee, Sharon Collman, Maria Cantwell, Patty Murray and other notable Extension Master Gardener Program staff and volunteers.