Endowed Chair Campaign
Talking Points

The WSU Extension Master Gardener Program is raising $1.5 million to hire a horticulture professor fully dedicated to the Program and to the volunteers who give their time and talents. This professor (endowed faculty chair) will teach volunteers, develop cutting edge, research-based curricula and publications needed by master gardener volunteers, and will engage volunteers in horticultural research projects.

A faculty chair will elevate the Master Gardener Program within the University and ensure that the program volunteers receive cutting-edge horticulture and environmental stewardship education in perpetuity.

A faculty chair will have a variety of responsibilities that include:

- teaching new and existing WSU Master Gardeners,
- creating publications, fact sheets and tools that support volunteer outreach,
- creating robust curricula that addresses current community challenges,
- representing the program locally, statewide, nationally, and internationally,
- partnering and collaborating with like-minded organizations to leverage program strengths, and
- conducting meaningful research that will build upon program strengths and find solutions to address difficult challenges like climate change.

Campaign success and having a WSU Extension Master Gardener Program Endowed Chair will be a game changer to support Extension Master Gardener Program education, visibility, and broader success for our mission and support of gardeners. And, with nearly 4000 volunteers, we can be successful by pooling our resources. Every donation matters. Join the $5 for 5 drive. If all 4,000 Extension Master Gardeners and 1,000 community members were to pledge $5 a month for five years, or a total of $300 per person, we would have $1.5 million invested in the endowment.

We need leaders like you and others in your programs to champion the campaign, to talk about the importance of the Extension Master Gardener Program, and to share about the difference that we can make in the lives of individuals and communities. We need you to consider how you can support success. With nearly 4000 Extension Master Gardeners representing WSU we can be successful if everyone participates.