Audience | Supported Deliverable | Messaging | Social Hashtags | Frequency | Time Frame | Method | Responsible |
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WSU EMG volunteers; MG Clients | CougsGive Awareness | Healthy People and a Healthy Planet: extension master gardeners directly impact and steward the vast natural resources of Washington State by sharing research-based horticulture knowledge. They improve the health and wellness of individuals and communities. Through small individual changes, big things happen. Local Food: More than 60,000 pounds of produce donated to food banks each year giving more people direct access to healthy, nutrient dense foods, which lowers BMI’s and decreases incidence of diabetes. Water Conservation: 3000 Washingtonians learned about and practice integrated pest management (IPM) principles and waterwise landscaping strategies. Water is required for species survival. It is a finite resource that must be conserved. Waterwise gardening and IPM reduces polluted runoff and returns plentiful, clean water to our lakes, streams, rivers, and aquifers Climate Change: 1800 Washingtonians engaged in climate change education. Climate change impacts all of us. Small individual changes can make a big difference. 70% of attendees will start composting on site, choosing the right plant for the right place, improving soil health, and using hand-powered tools to reduce the affects of climate change. Benefits of Volunteering: Volunteering is good for you. I make life-long meaningful friends, learning new things, and give back to my community. Extension Master Gardener volunteers report reduced stress levels, increased self-esteem, and improved physical health. | #CougsGive; #WSUMasterGardeners; #GoCougs; #WSU | 2x/week | 4/1 - 4/15 | e-mail, social | ambassadors, coordinators, foundations |
WSU EMG Volunteers & Clients | Make a gift on April 17 | Tomorrow is CougsGive! Join me in giving to the WSU Extension Master Gardener Program Endowed Chair fund. <insert unique link> I support this both with my time and money because . . . get personal here-the friends you make, the environmental difference the program makes, the health benefits you feel because you participate>. This should be about why the program and the success of the endowed chair campaign matters to you. What does the Master Gardener Program mean to you? <insert unique link> | #CougsGive; #WSUMasterGardeners; #GoCougs; #WSU | 2 times | April 16 from 12 PM - 6 PM | 1 social media post, and/or 1 email message | ambassadors, coordinators, foundations |
WSU EMG Volunteers & Clients | Join me in giving today | Today is the day when Cougs support Cougs. Join me in giving to the WSU Extension Master Gardener Program Endowed Chair fund. <insert unique link> I support this both with my time and money because . . . get personal here-the friends you make, the environmental difference the program makes, the health benefits you feel because you participate>. This should be about why the program and the success of the endowed chair campaign matters to you. What does the Master Gardener Program mean to you? <insert unique link> | #CougsGive; #WSUMasterGardeners; #GoCougs; #WSU | 1x | April 17 from 9:30 AM - 11:30 AM | 1 social media post, and/or 1 email message | ambassadors, coordinators, foundations |
WSU EMG Volunteers & Clients | Join me in giving today | Today is the day to give to the WSU Extension Master Gardener Program. Your gift will unlock up to in $xxx matching gifts. <insert unique link> So far we’ve unlocked $xxx. We need your help to reach our goal of $16K. I volunteer for this program because . . . I work for hits program because . . . I learn from volunteers in this program about gardening; now I feed my family and neighbors with the food that I grow; | #CougsGive; #WSUMasterGardeners; #GoCougs; #WSU | 1x | April 17 from 2 PM - 4 PM | 1 social media post, and/or 1 email message | ambassadors, coordinators, foundations |
WSU EMG Volunteers & Clients | Join me in giving today | Only a few hours left to unlock our challenge gift of $xxx. <insert unique link> We need a few more donors to reach our $xxxx goal. Nearly 4000 volunteers across Washington give 300,000 hours of their skilled time valued at $11.3 M delivering gardening information education for a resilient Washington for healthy plants, people and communities. I am one of those volunteers. Give today <insert unique link> | #CougsGive; #WSUMasterGardeners; #GoCougs; #WSU | 1x | April 17 from 7 PM - 9 PM | 1 social media post, and/or 1 email message | ambassadors, coordinators, foundations |