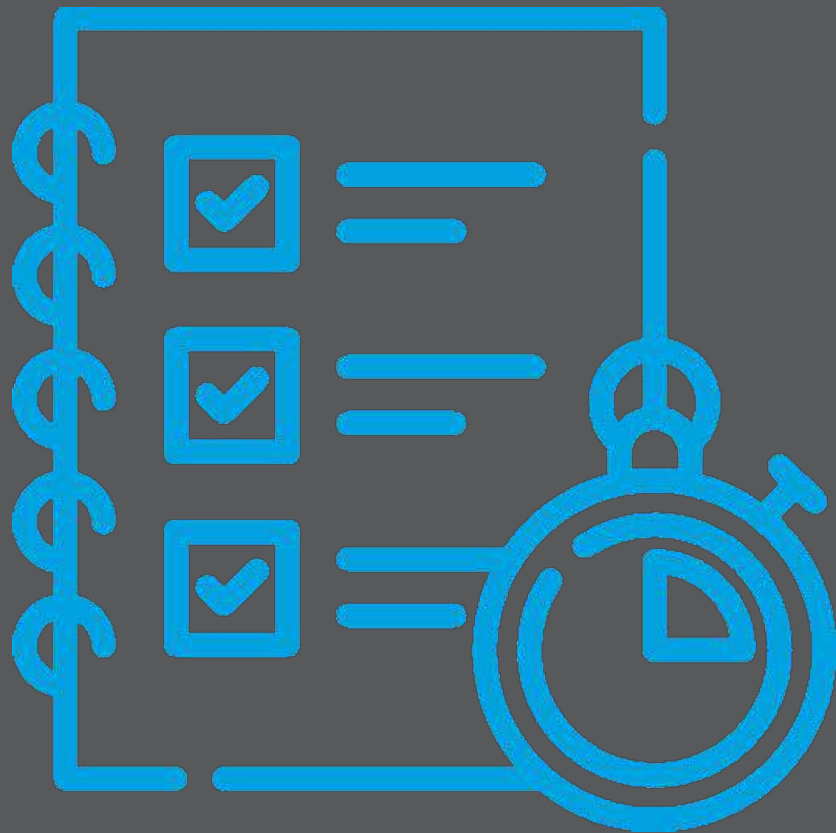


Events on a shoestring! - Part 1 Recap



Parks



EVENT INTENTIONS

Why do you want to have an event?

What kind of event is it?

Who is the audience you are targeting?

WHAT NEEDS TO GET DONE?



Goals

What are you trying to achieve?

What does success look like?

Tasks

List actions needed to achieve your goals

WHO IS GOING TO DO WHAT?

Who are in the project's core team?

Who is handling outreach for the event?

When an event has a many projects involved it in, it might make sense to have “team leaders” for each project...

Who are the team leaders?

WHAT MATERIALS DO YOU NEED?

Event Type: *Annual Spring Cleaning Day!*

Goal: *Amending raised beds with compost*

Annual Spring Cleaning Day!		April 2, 2019 - starting at 11am			
TASK	MATERIALS NEEDED	AVAILABLE IN THE GARDEN	AVAILABLE OUTSIDE THE GARDEN	NEED TO BUY IT	PERSON RESPONSIBLE
<i>Example: amending raised beds with compost</i>	<i>Compost (GreenThumb Has!)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<i>Donna: Call GreenThumb OC to ask for delivery. **Remember, you need to attend a GreenThumb Workshop to be able to request for materials delivery</i>
	<i>Shovels</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Janet: Make sure the shovels are cleaned and sharpened, count how many we have</i>
	<i>Hard Rakes</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Anthony: Make sure the rakes are cleaned and sharpened, count how many we have</i>
	<i>Gloves</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Anthony: Make sure the gloves are clean and that we have full pairs - count how many we have</i>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Organizing your needs [Link to spreadsheet](#)

WHAT DOES YOUR EVENT LOOK LIKE?

TIME	PERSON RESPONSIBLE	ACTIVITY	MATERIALS NEEDED
11:00 - 11:20 am	Janet and Anthony	Introduction and divide into groups	
10:20 - 10:30 am	Team leaders (Donna and Anthony)	Team leaders explain task	5 shovels, 3 wheelbarrows, 3 rakes
10:30 - 12:00 pm	ACT 1 - Janet ACT 2 - Donna	ACT 1 - Move compost to raised beds ACT 2 - Put 1 inch layer of compost in each raised bed	ACT 1 - 2 wheelbarrows, 2 shovels ACT 2 - 3 shovels, 3 rakes

IDENTIFY COMMUNITY ASSETS

Who are some community leaders you can inform about your event?

Who are some of the partners you can share this with?

What are some other organizations or businesses you can spread the word to?

Finding local partners:

[Community Asset Map](#)

Finding help:

[GreenThumb NYC Links](#)

[Citizens Committee Resource Page](#)

OUTREACH AND ENGAGEMENT PLAN

What are some materials you can use to promote your event?

Tabling

Local event where you can table

Drop off any materials

Flyering

Identify community places where people regularly visit

Examples include _____

Consider door knocking

Make a plan
#of times to flyer in neighborhood

Social Media

Make a social media plan

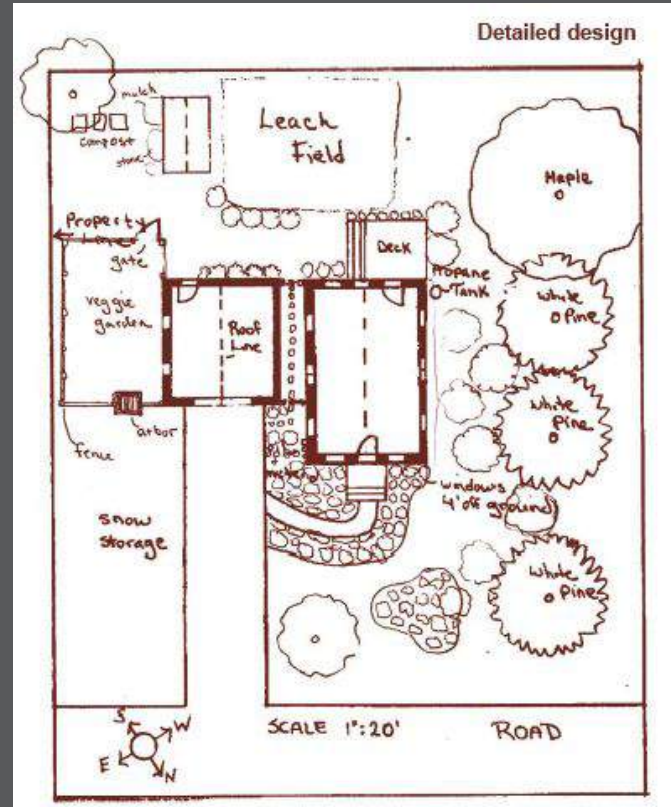
How far in advance would you like to post? Monthly? Weekly? Closer to the date?

Different platforms



Events on a Shoestring! Part 2

Parks



EVENT EXAMPLES

Community Celebrations / Block Party

Educational Workshops

Garden Workday

Membership Drive

... any others?

SPACE CHALLENGES

What are some spatial challenges your garden faces?

MAKING AN INVITING SPACE

Welcome sign



Clear, wide paths



Communal gathering space with ample seating

Clear entrance, with lots of visibility into the garden



COMMUNITY EVENTS



Music

Arts

**Food &
Nutrition**

**Health &
Wellness**

Culture

**Sustainability
& Environment**

COMMUNITY EVENT

Event Type: *Earth Day!*

Goal: *Educate the community about environmental concepts in a fun, interactive setting*

<p>Goals</p> <p>What is the purpose of this project or event?</p> <p>Who is the audience you are targeting?</p> <p>How does this event relate to your mission and vision?</p> <p>Begin with 2 to 3 goals for the event.</p>	<ul style="list-style-type: none">• Attract community members to visit our garden to celebrate our planet by participating in interactive mini workshops and activities such as making seed bombs, making a worm compost bin, making nature art, and planting bulbs• Parents, children, youth,• We are stewards of green spaces and seek to educate the community about sustainability• Goal 1: have a free public event for the community that celebrates our planet• Goal 2: make this event very fun and participatory where everyone has something to take home with them• Goal 3: Engage and create new partnerships with community members that attend
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Is the event visible to the public from the street?



Is the space easy to access?



Are there seating areas that are covered? I.e. gazebo/ benches/ pavillion

GARDEN DESIGN FOR A VOLUNTEER DAY

Event Type: *Annual Spring Cleaning Day!*

Goal: *Amending raised beds with compost*

Annual Spring Cleaning Day!		April 2, 2019 - starting at 11am			
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		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	



LET'S MAP IT OUT

NORTH STREET

BRONX RIVER AVENUE

Is enough space for the volunteers to work comfortably without hurting each other?

Are there any hazards in the area the volunteers will be working in?

Where is your rest area? (*preferably with seating and hydration station*)

Garden Work Plan

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

OFF SEASON