



Growing Your Garden Club:

Using the Public Library to Support Your Club's Activities

Use the Library Resources to Support Your Interests & Activities

- Gardener's Corner Website
- Gardening Books, Magazines & DVD's
- Have the librarian pull together resources on gardening topic for a meeting {Ex. *Organic Gardening*}

Arrange Programs/Activities at Your Library

- Work with the library to host popular programs like 1) Gardening with children, 2) Butterfly gardens, 3) Gardening in the Shade, 3) Container Gardening, 4) Cooking with Herbs you grow or other or other topics of interest to area gardeners.
- Arrange a garden tour or activity through the library and make it open to non-members.
- Arrange a plant swap
- Have a book discussion centered on a gardening book or DVD.

****Use the Library as a Vehicle for Promotion & Recruitment for Your Club**

Some Ideas:

- Garden at the Library:
 - Planting a garden in front of the library; everyone appreciates the cheerful blossoms and you can credit whoever does the planting.
 - Make some room at the library for gardening. It could be a small space, such as a few feet wide and long--- gardening comes in all "sorts of packaging" from indoor plants to multi-acre farms. Almost any library could find some space, even indoors. Container gardening & window boxes are great ways to garden indoors.
- Use library for promotion of gardening events.
 - Public Plantings: this is a great way to raise awareness about area gardening groups becomes everyone is attracted to a nice garden. Give public recognition to the garden club that did the planting & invite people to learn more.
 - Display photos from gardening events. A picture speaks a thousand words.
- Promote membership of younger people to gardening clubs.
 - Perhaps link into CCE Green Teen Community Gardening Program.
 - Promote gardening for kids through library programs & books.
 - Reach out to new homeowners. Consider doing a program for new homeowners about how to do basic gardening. Maybe something like – *Let's Get This Garden Started!*

- Arrange a garden tour or activity through the library and make it open to non-members, in order to include others who might be interested.
- Put a link about your club on the website of local libraries.
- Have a membership drive at the local library. Help to arrange some public plantings, this attracts people and helps to raise public awareness about gardening.
 - Create a display with photos and/or plantings and include handouts with additional information about the club.
 - Giveaways: Hand out free seeds at the library or a local home and garden store. Include a note saying the seeds are a free gift from your garden club. Include contact information for the club by saying something like, “Want to experience the joy of gardening? Contact Eileen Hickey at [include phone number]
- Create a recruitment ad and place it in the library newsletter, on library bulletin boards, or on the library’s website.
- Profile gardeners on library websites & newsletters, do a workshop about the love of gardening to attract people who enjoy the outdoors. Use these avenues to promote the value and joy of gardening to the community.

General Promotion Tips

- Put information about your club and its activities
 - In area home and garden stores.
 - Flower shops.
 - At senior centers.
 - To young mothers at library story times.
 - Arrange something with your local school’s home and career classes.
 - Welcome newcomers to the community – give them a gift and invite them to be part of your club
 - Welcome Wagon, contact realtors and property managers for lists of new residents, schools and business associations can sometimes provide this information.
- Borrow some books on marketing and glean ideas for promoting and expanding your gardening club.

Let the Library Know Your Needs

- Meeting Space
- An email or flyer of new gardening resources available
- Interest in arranging a program
- A new book/magazine that you would like the library to consider ordering
- Gathering a set up resources on a particular topic for a club meeting
- Doing a planting in front of the library.
- Arranging a gardening program or event for children and/or families.