



## Targeting Gardeners

### **Straight from the Horses Mouth: Suggestions from Gardeners**

- Create a gardening website or newsletter with library catalog links, gardening websites, and library gardening events.
- Send out e-mails to the various gardening related organizations of what is available and about new items as they come in.
- Have an interesting display of new gardening books; even gardeners there for other purposes would notice.
- New information on healthy, safe gardening – there's much interest in organic gardening now.
- Garden at the Library:
  - Planting a garden in front of the library would also be good; 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.
- More promotion of gardening events. Promotion is very important.
  - 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.
- Have popular programs like 1) Gardening with children, 2) Butterfly gardens, 3) Gardening in the Shade, 3) Container Gardening, 4) and Cooking with Herbs you grow.
- Have a Gardening Section in the library & keep all the books in one place there.
- I would love a resource that listed all the garden activities, groups. lectures, trips, educational activities etc. Just knowing who and where is giving a talk would be great. Some sort of a community bulletin board concerning gardening. The different counties have Master Gardner speakers bureaus available through the Cornell extension offices. Thank you for your interest.

### **General Gardening Outreach Ideas:**

- 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.
  - Membership drives at area libraries. Help to arrange some public plantings, this attracts people and helps to raise public awareness about gardening.
  - Recruitment ads in library newsletter or posted on library bulletin boards.
  - Promote the value of gardening to the community.
  - Profile gardeners on library websites & newsletters, do a workshop about the love of gardening to attract people who enjoy the outdoors.
- Promote library resources to gardening clubs via a newsletter.
- Send out e-mails to the various gardening related organizations of what is available and about new items as they come in.
  - Email out catalog links related to gardening materials.
- Create a more direct way to communicate with gardening clubs in the area. Maybe ask Olive for appropriate contacts in each County to forward information on upcoming library events and gardening materials available through the library.
- Arrange a plant swap