

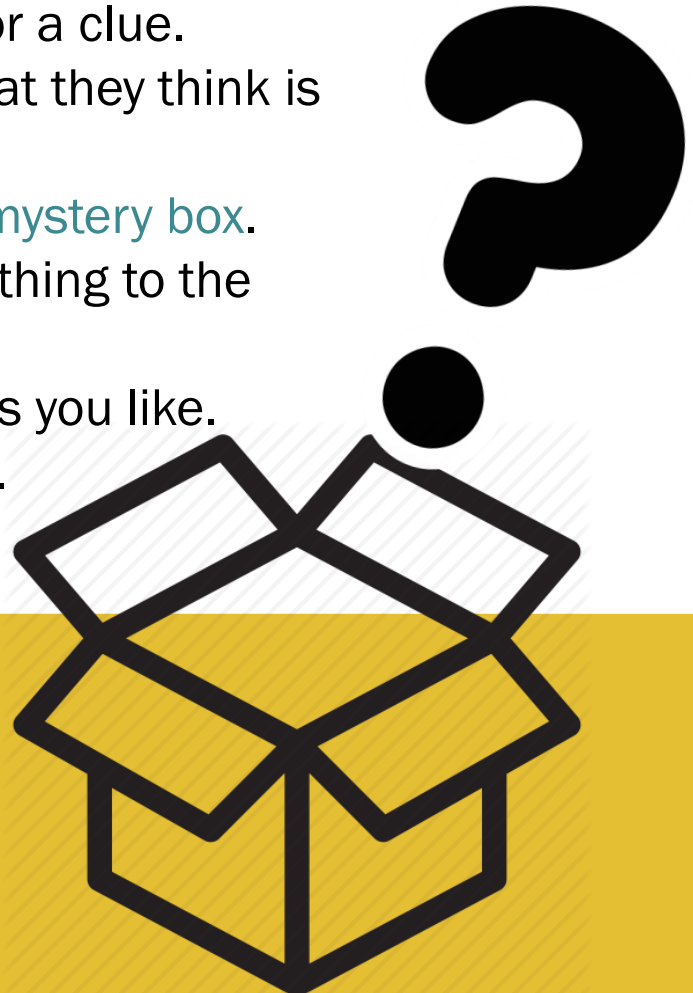
# UNLOCKING THE MYSTERY OF ENGAGEMENT

DANNI LANG - BRITTINGHAM COMMUNITY GARDEN



# MYSTERY BOX GAME

1. Go to **two** different people and have them draw **stars** on your sheet. After each set of two people find Danni for a clue.
2. Go to **four** different people and have them draw **dots** on your sheet. After each set of four people find Danni for a clue.
3. Find **one** person who will draw a **doodle** of what they think is in the box.
4. Find **three** people who will go with you to the **mystery box**. You will have 15 seconds to move, touch, do anything to the box.
5. You can repeat any of the rules 1-4 as often as you like.
6. You must work on each rule 1-4 one at a time.



# MYSTERY BOX EXPLAINED

## ELEMENTS OF GAME

- Unwrapping the box
- Finding three people to unwrap the box
- Stars
- Doodle
- Dots

## REAL LIFE EXAMPLES

- Events
- Newsletter
- Instagram
- Facebook
- Twitter

COMMUNICATE!

# PLAN IT OUT

- Limited time means you must focus & prioritize
- Who is the Point Person?
- Implement Basic Communication beforehand
  - Email
  - Phone (Check out Google Voice)
  - Website
  - Social Media
  - Logo
- Write it down! Save it!



# WEBSITE

- One of the best communication tools available
- Static vs Constantly Updated
- Evaluate the cost, ease of updating, design appeal
- Domain Name
- Hosting
  - Wordpress.com
  - Wix.com
  - GoDaddy.com
  - Squarespace.com



# EVENTS

- Already happening, capitalize on it!
- Promote with flyers, on website, DaneGardens.net Calendar, Garden Google Group, Newspaper (Isthmus online), Email, Phone Calls, ALL THE THINGS!
- Location
- The secret to good events. . . Food

EDUCATIONAL	SOCIAL	ORGANIZATIONAL
Workshops, Round Tables, Speakers	Potlucks, Yoga, Art Events, Show & Tell	Work Days, Opening & Closing Events, Monthly Meetings
1-2 Months Notice	1-2 Weeks Notice	Beginning of Season



# NEWSLETTERS

DIGITAL & PRINT

- Educate Members & Community
- Advertise Events
- Share information & general updates
- Balance Good Content & Frequency
- Publisher, PicMonkey.com, Adobe Spark



# INSTAGRAM

## Profile vs. Hashtag

**#COMMUNITYGARDEN**

**#GARDENNAME**

**#EVENTSERIES**

**#CSCG**

**Frequency of Posts: 3-7 per week**





# FACEBOOK

- Groups are the way to go
- Host events, share photos, create documents
- Polls & regular posts keep people engaged



**TWITTER**

## **Joining the Local Conversation**

**#LocalEvent**

**#City**

**#CommunityGarden**

**Frequency of Posts: 3-5 per day**

# QUESTIONS?

