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?