



Washington County Master Gardener Association Policy WCMGA Publicity Reciprocity for Partner Organizations

Purpose: To define circumstances when WCMGA publicizes the activities of other non- Master Gardener organizations which will be called Partner Organizations for the purpose of the policy. With these guidelines, to formalize arrangements with Partner Organizations to cross-publicize events.

Partner Organizations: Partner Organizations are non-profits, non-religious affiliated, government/publicly funded organizations whose missions align with that of the WCMGA. That is, education and outreach focusing on sustainable practices, particularly, but not exclusively, sustainable gardening.

WCMGA benefits from partner organizations publicizing our educational events and Gardenfest Plant Sale and WCMGA would like to reciprocate. This policy provides guidelines for WCMGA to help publicize activities of Partner Organizations who, through reciprocity, publicize WCMGA events.

Partner Organizations are different from supporters who have awarded grants, gifts, made in kind contributions and the like. WCMGA acknowledges supporters in other ways as part of our Fundraising initiatives. While a Partner Organization may also have awarded a grant or made in-kind contributions, such as PCC, HPSO, TSWCD, the focus of this policy is publicizing events.

The Gardenfest Plant Sale has publicity requirements that are specific, time-limited and not specifically addressed in this policy, though there are references to publicizing Gardenfest Plant Sale.

Methods to Publicize can be done using one or more methods. The method(s) could change to match the need at hand and timing for sharing information and might include:

- Adding a link to Partner Organizations on the WCMGA web page
- Adding a link to Partner Organization on the WCMGA Facebook page
- Announcement via WCMGA emails, typically by the President as part of the monthly email news to the members
- As an announcement in WCMGA Chapter Chat
- Making Partner Organizations' Flyers and/or announcement available at a Chapter Meeting
- During In the Garden Series—announcements, flyers e.g. TSWCD Bee Safari, Xerces Planting for Pollinators
- During WCMGA Gardenfest Plant Sale such as Partner Booths, Sandwich board, flyers

Currently, Several organizations help publicize WCMGA events. Publicity can be in the form of a specific event such as Gardenfest Plant Sale, or multiple events, such as In the Garden Series. WCMGA will request partner organizations to also place a link to WCMGA on their websites and Facebook page ongoing, if not already done so. Some organizations may have events calendars and be willing to post our events on their events calendar. Periodically the **Partner Organizations for Reciprocal Publicity** list will be updated and revised with proposed changes that are emailed to the Board for a comment before making the change. (See table below)

There will be instances when a Partner Organization holds an event at the same date and time as a WCMGA event. WCMGA would still publicize the Partner Organization event. People will self-select their priorities and interests. In the larger picture, WCMGA benefits from the broadened reach to publicize Partner Organization activities and for Partner Organizations to publicize WCMGA activities.

Arrangements with Partner Organizations:

- The person(s) contacting the Partner Organization to get approval/ buy-in to publicize WCMGA events and vice versa will depend on the situation. WCMGA would use personal connections as a first step, where possible, to establish an interest in establishing a reciprocal publicity arrangement. These connections tend to last over years and provide continuity, even when positions on the board change.

For example, TSWCD has a strong working relationship with the WCMGA Education Garden. The conversation about cross publicizing to start with the persons in that working relationship. Similarly, THPRD has a strong relationship with the Learning Garden. A representative from the Learning Garden team is the place to start the discussion about cross-publicizing with THPRD. Several members of WCMGA are also members of HPSO and have personal connections that allows the conversation about cross publicizing to start.

- When an organization expresses interest in cross publicizing, and not already on the list of Partner Organizations for cross publicizing, the WCMGA Publicity Director would be contacted and bring the proposed addition to the attention of the board for review if to add for reciprocal publicity.

Partner Organizations with Reciprocal Publicity arrangements:

- The WCMGA Publicity Director will provide the current listing of our In the Garden Series and monthly Guest Speakers, Other WCMGA educational activities such as Washington County Fair, Harvest Festival, Garden Tours, Garden Open Houses etc. and information about Gardenfest Plant Sale ---including sale and education activities to the contact at the Partner Organization.
- Organizers of Gardenfest Plant Sale, In the Garden Series, Guest Speakers, Washington County Fair, Harvest Festival, Garden Tours, Garden Open Houses etc. are responsible for providing event information to the Publicity Director.
- The WCMGA Publicity Director would provide copy to Partner Organizations, if needed, for publicity.
- The Publicity Director will communicate with the WCMGA Web Team and Facebook Team to ensure links are posted on WCMGA web and Facebook sites.
- Where needed, the Publicity Director would be the point of contact to establish the cross-publicity arrangement.

Partner Organizations for Reciprocal Publicity as of 12/9/19

Current Partner Organizations that have published our events:

- Aloha Garden Club
- Backyard Habitat Certification Program/Columbia Land Trust
- Hardy Plant Society of Oregon (HPSO)
- Jackson Bottom Wetlands Preserve
- Oregon Agriculture in the Classroom (OAITC)
- Portland Community College-Rock Creek—campus wide (e.g. LED Reader Boards for IGS and Gardenfest, PCC-RC Facebook for Gardenfest, PCC-RC Learning Garden Blog)
- Portland Community College-Rock Creek Landscape Technology Department (Dept Chair has an email list)
- Oregon Food Bank (OFB) Seed to Supper at PCC-RC
- Tualatin Hills Parks and Recreation District (THPRD)
- Tualatin Soil and Water Conservation District (TSWCD)
- Tualatin Valley Water District (TVWD)
- Xerces Society

Additional organizations to be contacted for interest in participating in reciprocal publicity include:

- Oregon Food Bank (OFB)
- Portland Audubon Society
- Tualatin Valley Garden Club
- Washington County Small Woodlands Association
- West Multnomah Soil and Water Conservation District