Dear P-Patch Gardeners:

Throughout 2023, we will be celebrating the 50th anniversary of the P-Patch Community Gardening Program! This simple document provides tips and information on how you can participate in the celebration and what Seattle Department of Neighborhoods (DON) can offer. There are several resources DON has that will:

1. keep you up to date on DON stories and projects related to the P-Patch 50th anniversary,
2. provide you with resources and information for publicizing your garden’s events, and
3. help promote your garden’s activities and events.

In general, we want to help tell the story of your garden and gardeners. If you have photos, story ideas, events, press releases, or anything else to share, please reach out to our Senior Public Relations Specialist Cate Oliver at cate.oliver@seattle.gov.

#### WHAT DON WILL PROVIDE

* The DON Communications team has created an overall design and brand for the 50th anniversary. This has been incorporated into a 50th Anniversary Toolkit that we will distribute to garden leadership. This toolkit will include:
	+ Branded templates for newsletters, flyers, posters, social media graphics, etc. that you can adapt and use for your own garden activities and promotions.
	+ Template copy that you can incorporate into newsletters, social media posts, or blog posts.
* DON will provide a centralized event calendar where participating gardens can list their 50th anniversary events and activities.
* DON will host and produce a series of stories and profiles highlighting gardeners and gardens.
* DON will support garden event promotion through our newsletter, blog, and/or social media.
* DON will facilitate the creation of a 50th anniversary zine that will include gardener recipes, stories, and history.

#### HOW YOU CAN PARTICIPATE

There are so many ways that you can participate in 2023, both collectively and individually. Here are just a few ideas to get the creative juices flowing:

* Organize a celebratory event in your P-Patch.
* Host a neighborhood potluck and recipe exchange.
* Document and share stories from gardeners at your P-Patch.
* Convert your garden to a temporary art gallery for the neighborhood.
* Post a short video on social media (tagging the Seattle Department of Neighborhoods and using ***#ppatch50***).
* Take a photo and share it along with a written post on social media (tagging the Seattle Department of Neighborhoods and using **#ppatch50**).
* Update your social media profile with P-Patch 50th anniversary graphics.
* Email your photo, video, and/or written story to cate.oliver@seattle.gov and we will share it for you.
* Save the Date, September 9 from 3-6pm, location to be determined, for a 50th Anniversary Celebration. More information to come.

**Need funding support for your event or activity?** Apply for a Small Sparks grant from our Neighborhood Matching Fund program. More information at [seattle.gov/neighborhoods/programs-and-services/neighborhood-matching-fund](https://www.seattle.gov/neighborhoods/programs-and-services/neighborhood-matching-fund).

#### STAY INFORMED AND CONNECTED

* **Front Porch Blog:** Located at <https://frontporch.seattle.gov/>, our blog is the most utilized tool for updates and information regarding department happenings and community stories. We will be posting garden stories and profiles celebrating the P-Patch 50th throughout the year.
* **Facebook:** Find us at <https://www.facebook.com/SeattleNeighborhoods> and tag us (@SeattleNeighborhoods) when you post about your garden or special projects.
* **Twitter:** Follow us at <https://twitter.com/SeaNeighborhood> and tag us (@SeaNeighborhood) when you post about your garden or special projects.
* **Instagram:** Follow us at <https://www.instagram.com/seattle_neighborhoods/> and tag us (@seattle\_neighborhoods) when you post about your garden or special project.
* **E-newsletter:** Our e-newsletter provides information on DON programs and initiatives as well as engagement opportunities throughout the city. We will be including stories about P-Patch gardens and gardeners throughout the year. Subscribe to the newsletter at <http://www.seattle.gov/neighborhoods/outreach-and-engagement/newsletter>.

*When posting on social media, be sure to use* ***#ppatch50*** *and tag the Department of Neighborhoods whenever you can.*

#### PROMOTION OF GARDEN EVENTS AND STORIES

When publicizing your garden’s activities, send the press release, flyer, or general information to your Garden Manager and to our Communications team (cate.oliver@seattle.gov) so that we can help promote it through our website, social media, and newsletter.

**Share your photos:** If you have photos of your event/project, please share them with our communications team. There are several online tools you can use to do this. Here are some examples:

WeTransfer (<https://wetransfer.com/>)

Google Drive (<https://www.google.com/drive/>)

Dropbox (<https://www.dropbox.com>)

Just upload your photos to one of these platforms and share them with cate.oliver@seattle.gov.

**Share your stories:** If you have stories you want to share or story ideas you want to pitch to us, please feel free to contact Cate Oliver at cate.oliver@seattle.gov.

**DON Online Calendar:** You are invited to post events that are open to the public at [www.seattle.gov/neighborhoods/calendar/default.htm](http://www.seattle.gov/neighborhoods/calendar/default.htm). On the right-hand column of the page, events can be added by selecting [*Submit an Event*](http://www.seattle.gov/neighborhoods/event-calendar/submit-an-event). Be sure to select “P-Patch Community Gardening” under DON Programs. Not only will the event post to our calendar, but it will also post to the City’s calendar located at [www.seattle.gov/calendar/default.htm](http://www.seattle.gov/calendar/default.htm).

#### GRAPHICS & LOGOS

We have created a suite of P-Patch 50th anniversary graphics and logos in a variety of formats and sizes for you to use on flyers and promotional materials. Download graphics and logos from our website at: [www.seattle.gov/neighborhoods/p-patch-gardening/about-the-program/50th-anniversary](http://www.seattle.gov/neighborhoods/p-patch-gardening/about-the-program/50th-anniversary)

If you would like to include the DON logo on your materials, you can download various formats along with our Logo Style Guide on our website at [www.seattle.gov/neighborhoods/about-us](http://www.seattle.gov/neighborhoods/about-us)

If any of your events/projects are being supported by an award from a DON community grant program, public outreach materials, including flyers, posters, signage, and plaques shall include this reference:

***“This project is funded in part by a [insert name of fund] award from Seattle Department of Neighborhoods.”***

#### SPEAKER REQUESTS FOR EVENTS

* To invite the mayor or one of the deputy mayors to your event, complete the form at <https://www.seattle.gov/mayor/contact>. You will need to give at least one month lead time (earlier is always better).
* To invite a Seattle City Councilmember, you must reach out to each of them directly. Visit <http://www.seattle.gov/council/meet-the-council> for contact information. You should give at least one month lead time.
* To invite the DON director to speak at your event reach out to cate.oliver@seattle.gov. Give at least three weeks’ notice, but earlier is always encouraged.