

Arlene West, Secretary

December 3, 2008

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Master Gardener Foundation Kitsap County DRAFT Board Meeting Minutes

Wednesday, December 3, 2008

I. Call to order

Marialis Jurges, President, called the regular meeting to order of the Master Gardener Foundation of Kitsap County at 1:00 PM on Wednesday, December 3, 2008, at the Eagles Nest, Kitsap Fairgrounds, Bremerton, WA.

Board members in attendance: Becky Croston, Vice President; Sandy Livermore, Treasurer; and Arlene West, Secretary and Directors at Large: John Mikesell, Roland Malan. Mary-Cathern Edwards, and Peg Tillery, Kitsap Extension

Reports and Announcements

Marialis welcomed everyone at the meeting.

Secretary's Report Arlene West

The Minutes of the regular foundation meeting on November 5, 2008 were accepted.

Treasurer's Report - Sandy Livermore

Detailed financial reports are attached.

It was a quiet month. Right now the checking account is at \$2003.90 and the total for all accounts is \$27,487.89. We have a CD that matures in a few days and I would like to move that to checking. If we need more I suggest that we move account 136 to checking.

<u>ACCOUNTS</u>	<u>BALANCES</u>
Bank Accounts	
Kitsap Bank CD #4 (131) 7-7-08	\$ 8,444.66
Kitsap Bank CD #6 (133) 4-6-09	\$ 4,586.55
Kitsap Bank CD #8 (135) 12-6-08	\$ 3,877.33
Kitsap Bank CD #9 (136) 9-14-08	\$ 7,918.39
Kitsap Bank Checking	\$ 2,003.90
Kitsap Bank Savings	\$ 657.06
TOTAL Bank Accounts	\$ 27,487.89

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Horticulture Report - Peg Tillery

Detailed financial breakdown of program is attached on page 5.

- 1) Peg reported that the Foundation contribution to the Master Gardener Program is at 11.7 percent of the budget instead of the previously reported amount of 87%.

2008 WSU MG Program Impacts:

29,061 residents requested and/or sought out least toxic methods of gardening - more than half reported changing their gardening practices based upon the information received.

600 youth participated in gardening activities; parents report they and their children have applied the practices in their own home gardens.

1550 visitors (combined) visited Illahee State Park, Fish Park in Poulsbo and Manchester State Park to learn about native plants in a natural environment.

Of the 29,061 adults who request information more than 40 percent are requesting information on native plants and reporting they utilize the information in enhancing or restoring their own properties with native plants.

75 adults attended a 4-part series "Grow Your Own Food Organically" - 100 percent report utilizing and applying 50 percent or more of their knowledge gained in the course.

More than 50 percent of the contacts at informational events each year report they do not want to use chemicals (herbicides, fungicides, pesticides) in their home landscapes.

90 percent of the contacts requesting information for food gardening report they want to avoid the use of chemicals in their gardening practices.

250 attendees at native plant and shoreline stewardship advisor coordinated classes and workshops report utilizing the information in restoring and/or enhancing their properties.

Newsletter Committee – Gary Gratrix, Newsletter Editor

The December 2008 / January 2009 issue of the Gardener's Exchange incurred the following expenses:

Printing 125 copies	\$160.19
120 .59 Cent Stamps	\$ 70.80
Gazillion Mailing Labels	\$ 28.23
Total Cost	\$259.22

We mailed 122 copies and emailed 23 copies for a total distribution of 145 copies.

My thanks go to those members that contributed articles for this issue; however, the input of articles for the newsletter has slowly tailed off over the past year. We were able to fill the void in this issue with 2009 Foundation membership forms and a flyer for the calendar gala.

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It will be increasingly important to have additional articles / materials for the next issue as extra copies of the February / March 2009 issue should be printed and distributed to the Master Gardener class of 2009. In that vein, I'd like to ask the Board to vote on printing 50 + / - extra copies for the class. The expense for printing would be approximately \$64.00. There will be no cost for mailing as the copies should be distributed in the class at the same time the Board does its Foundation introduction.

I would also like to suggest that the February / March 2009 issue be sent to all current 2008 members even though they may not have rejoined the Foundation up to that time. It will serve as a reminder to them to submit their 2009 membership form.

- The cost for printing additional copies is still within the budget so no vote was necessary.
- Becky suggested it would be a good idea to interview Master Gardener Foundation members. Topic interest could be type of gardening they do (shade, flowers, vegetable).
- Mary Cathern-Edwards reported that many people are signing up for the newsletter on line which will cut the cost of the newsletter.
- A reminder to renew Foundation membership will be sent out in the next newsletter, perhaps in the form of a bright label.

Seminars Committee: Debra Ady, Seminars and Speakers

No report this month

Website and Membership: Mary-Cathern Edwards

The membership form is now on line. A lot of email addresses are bouncing and she is calling members to update their email and other contact information.

Constant Contact has some glitches but she is trying to work them out.

Barnes and Noble Wrapping : Heidi Hottinger

The schedule of volunteers is filled. We have no planned expenses (one bag of bows).

Plant Sale Committee

Plant Sale meeting will be held on January 8, 2009 from 1-3 pm
at the Silverdale Fire Station # 51 (Near Home Depot.)

Unfinished Business:

2010 Calendar Fundraiser:

Since the economy has taken a down turn the board felt it important to address whether or not we should proceed with the calendar fundraiser. John Mikesell presented the cons followed by Roland Malon with the pros. Many emails were read by Marialis, Becky, Arlene and Cat from Foundation members that were unable to attend. Those in attendance also shared their thoughts.

**Calendar Committee –Cat Ross
Report in its entirety on pages 6-19**

- Calendar model images from 2006 and 2010 will be available for purchase in gallery sizes. Roland suggested we ask permission of each model before offering the photo's to the general public.
- There are over 92 people involved in the calendar project.
- Nationwide in 2005 there were 80,000 MG's volunteering 3.3 million hours nationwide.

Motions:

Mary Cathern-Edwards made a motion to proceed with the calendar without any delay. The motion was seconded by Sandy Livermore. **Motion carried.**

Becky Croston made a motion that we print 5,000 calendars. The motion was seconded by John Mikesell. **Motion carried.**

Mary Cathern-Edwards made a motion that we bury the hatchet regarding calendar differences. Motion was seconded by Sandy Livermore. **Motion carried.**

Discussions:

Discussion was raised about Foundation members selling calendars at clinics. It may be possible to write a letter to the head of the Farmers Markets (Jackie Aitchison) to get permission.

Is it possible to send out requests to MG's to help with the foundation / calendar through Peg. After a discussion on the subject Mary Cathern-Edwards suggested she could send out information through Constant Contact. Correspondence should be presented as an opportunity to assist the Foundation. Those wanted to help should be invited to join the Foundation.

Foundation hours were discussed briefly. Mary Cathern-Edwards made a motion to table the discussion until January when it can be clarified with Tony Fitzgerald.

Meeting was adjourned at 3:00 PM

Committee reports in their entirety:

Horticulture Report: Peg Tillery

WSU Kitsap County Extension

2009 Master Gardener Program Expenses

Extension Educator Salary + benefits (70 % FTE)	\$40,800
Professional Development/Continuing Education	5,000
Supplies - Kitsap County	5,000
Mileage - Kitsap County	2,000
Office Support personnel - Kitsap County	20,000
WSU Extension Administration & Program Support	20,000
<u>Grants & Contract – Federal, State & Local</u>	<u>20,000</u>
Subtotal	112,800
Program supplies and resources contribution by KCMGF (11.7 percent of total program cost)	15,000
<u>Total Program cost</u>	<u>\$127,800</u>
Cost Analysis:	\$500 per enrolled MG Volunteer Educator (250 volunteers)
	\$2 per public educational contact (60,000 contacts)
	\$4.26 per hour (30,000 volunteer & staff program hours)
Benefit Analysis:	MG volunteer educators provide 12 FTE = \$585,000 @ \$19.51/hr.

CALENDER REPORT As Submitted by: Cat Ross

Gardeners At Play December 2008 MGF Board Calendar Report submitted by Cat Ross

We are not as far ahead as we would like to be due to circumstances created from outside the Calendar Team
Sponsorship Glitch
In Kind Garden Hours creating some difficulty
Notice of Postponement Worries

We are on task, moving forward until officially told to do otherwise. To quote from history: The only thing we have to fear is fear itself. Insert info on sales request to sell images to models and anyone as a fundraiser.

Basic meat of my report can be offered now or held until the specially called Calendar Meeting with the MGF Board. If others are called upon to offer input now I think it behooves them to hear where we are so they can better make a judgment on how they stand.

It is up to the board to request or deny the information to be shared now or after the fact. I will give notice this is not a politically correct report it is the truth as seen by a number of MG's that just happen to be MGF'ers. But I stand by my report and will not ask anything in it or anything I say be removed.

The calendar is broken down into 4 parts: The Creation, the MAP marketing, advertising, and promotion, the Gala Premier Event, and the 's' of MAPS Sales. 1/4 of the fun is over the calendar is ready to go to the printer. Now the real work begins the MAPS, this is hard work it is why we watch commercials on TV those just don't happen it takes a lot of effort to create a demand for a product. You can't sell it just because you think it is good. Word of mouth is one of the best American promotions in the country. Now we get down to the ideas flying and finding that one tag line that will interest passers by in purchasing our calendar. In handing over their hard earned money to our fundraising efforts.

This is not some willy nilly scheme to take chances with the MGF funds. It was a very well thought out previously implemented plan from 2006. What we the 2010 team has done is build on that premise and pulled in additional resources and people with life experiences that can assist us in making the decisions and ideas we bring before the board for permission to move forward with.

A quick review of this past year of calendar work:
2007 July thru Sept emails of feasibility to approach the Board with the Calendar idea began

November the board suggested a feasibility team consider it.
November thru January 2008 feasibility meetings were held

Board gave the Go ahead February 2008 with a vote 6 in favor 1 dissenting vote

March 2008 just 1 month after the go ahead was given there was a postponement
Board not sure what they had agreed to and voted on.
Calendar was explained and the board was reassured it was a solid project

April and May calendar was designed

June and July calendar was photographed, built and prepared

August 2008 again there were issues and the calendar team was halted
As those of us like to refer to that time as the Inquisition of September ensued "what
will we use the money for? Do we really need a fundraiser of this magnitude?" were
the burning issues again the calendar plans were explained and the team given the
go ahead to proceed

October 2008 Sponsorship issues

November 2008 Hours issues

December 2008 we now come before the board with a postponement or cancellation
or even draw down the numbers to be sold idea to muddle through

Through this all I as calendar lead have been told not to listen to rumors, to offer
info and re-do the numbers and the Board will discuss the matter.

Not once has the board until today's meeting asked that the calendar team be
assembled so they can get clarification in person from the entire Brainstorming
Team.

The fact that this is a repeat event that should by all understanding of common
sense be bigger and better due to lessons learned, input offered and sought. This is
diligent work obvious to many done by volunteers. Yet it is the few that do not offer
their input in the regular calendar meetings held openly each month that raise
questions that should be raised and answered but not allowed to degrade the
enthusiasm and spirit of the volunteers.

The Economy although as stated in the news has finally just 2 days ago been called
the recession that began in December 2007

We have all of 9 months to do sales, signings, and get as much publicity as we can
stir up to create a demand for the calendar and the calendar team is working to
create that demand via good marketing, advertising and promotion ergo MAPS which
will bring us fantastic sales. Although MAPS does not kick in until now we have been
working on it for months coming up with ideas. The Gala Premier being the largest
as it has become a fundraiser in its own right.

We have local Costco's very interested
Made in WA stores ready to receive our calendar

Surrounding County MG/MGF Plant Sales as a viable new outlet

2 Distributors anxious to work with us again

Kitsap Home and Garden Show
Kitsap Builders Show

Places we need to be:
Fair and Clinics
Seattle and beyond

Sales Force:

We have... potentially 200 of the current 250 MG's ~ understanding some can't or won't participate that could assist if asked not only by MGF members but by the Horticultural Extension Coordinator. Her request to assist carries a lot of weight with some MG's that might not normally come forward. A plea does not have to be heavy handed, just the facts that with budget cuts we need to get the money from somewhere to continue the great services Kitsap MG's offer the community. We have 53 at last mentioned new rookies that could all every one be enthusiastic sellers if they are encouraged to participate. That is hope and dream wasted if everyone does not get on the same page.

Realistically... 90 current Foundation members that are working on or have worked on the calendar in some capacity already have agreed to help sell. I'm sure there will be a few more the closer we get to calendars in hand.

What we need to do:

Become very creative in ways and places to sell the calendar
Encourage all MG's to participate

To Whit: Offer a contest for farthest calendar sold, most calendars sold

The prize could be a team of MG's involved in the calendar coming to your home to do a set number of hours of gardening with/for you
Just for the fun of reminding you that you sold the most calendars because it would be sure garden hours would not be counted and at this point calendar people don't give a fig about hours they just love digging in the garden and would do so if asked because rumor has it we feed our volunteers well on projects surrounding the calendar. Let me be clear right now and squash that rumor by telling you it is the truth!

Offer a free year of the MGF newsletter over a set number of sales to any non-MGF member

We need to sensationalize our gardening efforts in the community in our advertising and marketing. We do good work and we know it but the community needs to be reminded.

University of Nevada hosting the IMGCC this year promotes itself by info sent out stating that there were in 2005 an **estimated 80,000 certified Master Gardeners in the U.S.** who had **contributed 3.4 million hours** of volunteer service

They also state: Faculty and staff **made nearly 773,000 face-to-face contacts with Nevada citizens in 2007**

Closer to home: Mason County Extension reports to their volunteers and the public:

17,000 Community Service hours were provided by 255 trained, committed, insured volunteers (@ \$15.00/hr = \$255,000)

25,500 individuals were reached through educational efforts

260 Garden Gate radio programs were provided on KMAS on food safety, gardening and environmental stewardship. 16 - 60 minute KMAS radio programs were aired weekly from the Shelton Farmer's Market

Now that is good promotion! Vendors and calendar purchasers want to know those kinds of things that help the community in offering us their fundraising dollars. They want to know what the reason for the fundraiser is

What the money is going towards and I'm not talking the Extension coffee, pencils or parking passes. Yes, does it do that of course the price of doing business costs what the public wants to know is educational materials and display gardens, videos on gardening; but we need to make that not sound so plain because Kitsap has some great gardens and wonderful flier/pamphlet info and fabulous videos.

What the calendar team was given to work with from Peg's input to our marketing writer was the following:

“The MG program was initiated in 1973 by WSU staff wishing to take horticultural information to interested citizens in urban areas. In the ensuing years this project has grown into a nationwide interest with Master Gardeners assisting thousands of people become more self sufficient. The program is open to everyone with an interest in gardening and Master Gardener volunteers are here to offer knowledge, skill and experience to the community. The Kitsap County Master Gardener program and its fundraiser group, the Kitsap County Master Gardener Foundation are here to serve you and enable your participation. As always, your contributions will always enable us to help you with your plants and gardens. Come see us at Farmers Markets, open demonstration gardens and classes provided through out Kitsap County.”

Not exactly the whiz bang we were seeking to draw vendors and purchasers into partnering with us in this fundraising effort.

As to bad economic timing Yes but that doesn't mean we cower, we just become inventive and creative. Girl Scouts will still sell cookies in the spring. American Legion will still be out offering poppies on Memorial Day. Firemen will still sell hunky fundraising calendars themselves and having boot drives. Fundraising will still be with us as people will still want to do something to make them feel they are making a difference while the rest of the world is crumbling. Key is that we have to make it understood how much good comes from them giving their fundraising dollars to this cause.

Winifred our Photo Artist and a MGF Associate Member and a former CEO of a Wall Street firm says: “If we stop our living and contributing and growing for fear the worst will come – then for sure we will bring it into being. Hence, with optimism and joy I think the project should move forward. With such optimism and confidence we help to move others in that direction as should be the case. When fear

speaks to me I say to it - "I hear you but you are not going to make my decisions".

So it is in this case. I think plans should continue for the GALA and for the marketing and sales [of the 2010 Gardeners At Play Calendar].

We all have to participate in an attitudinal and energetic way to change to world we live in. This is my belief. This is one of the cheapest Christmas presents you can buy which will bring a big smile while at the same time making a contribution to something worthwhile." WW

I have received emails from MG's wondering what people are thinking by suggesting we stop. Some questioning if they want to be part of a group that after having volunteers do so much stop the progress. Rationality and common sense seems to be missing.

Carol our Graphic Artist had this to say:

"I do understand the concern about the economy since we are all going through a period of great uncertainty.

I still think the 2010 calendar has great merit even during hard economic times.

Here are my reasons:

1. Calendars are useful purchases so one can justify buying one or two.
2. The cost is reasonable for the buyer.
3. The buyer is supporting the local community which is even more meaningful during hard economic times.
4. By the time the calendars actually hit the shelves, people may not be feeling quite so anxious.
5. Delaying will end up increasing the cost to produce the calendar."

Our Washington Printer that has their fingers on the pulse of the business world locally states:

Hopefully you can keep this moving forward, this is such a fun project. As for gift Calendars, the orders have been quite normal compared to years past. Fund raising projects are way up as is business in general, which is quite common in the printing industry during a recession.

Good Luck with your meeting.

Diane

Numbers in from the sales of Black Friday were up 7.2% above last year.

Numbers in from the Cyber Monday E-Commerce Spending Jumps 15 Percent on Cyber Monday to \$846 Million, the Second Heaviest Online Spending Day on Record

Eclipsed Only by Green Monday 2007 with \$881 Million in Online Spending

Numbers according to comScore the entity that tracks things such as this

What this really says is we can wait a year to tell when we see what happens the same time in 2009. How I try to keep my never ending optimism is by believing that when Americans hear we are in trouble as Americans we rally to the cause to say "hell NO we are not down!"

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When times get tough people want to feel they have the power to treat themselves with something affordable something that makes them smile. Our calendar could be that item.

Inexpensive birthday gifts, holiday gifts, something everyone needs to count the days down to when good times come again.

Market it as a way to count down your days to solvency when you can Play again in the Garden.

We are not throwing away good money if we proceed. We have so many people invested in making this a success they will work harder to make it succeed but I caution they can not be dragged through the gutters on a whim of mis-information or non-understanding. I would like you to remember for a moment the stories about the 2006 calendar how the people then were willing to put up the seed money out of their own pockets to make the calendar succeed. They were a guts and glory team.

I think I speak for our entire 2010 team when I say we have stamina and drive but we will not pay for this out of our wallets. What we offer instead is our unrelenting support, time, hours whether counted or not and our enthusiasm none of which anyone can dare to put a price tag on.

If you are fearful of the numbers:

Brainstorming Team 6

Working on Calendar 9

Models 30

Gala 14

MAPS 18

Others that have assisted at some point and not necessarily MGF members nor MG's for that matter 15

62 + 30 models = 92 people and we keep getting more when ever we need a specialty job as in the Gala in-kind garden we had 40 volunteers over 2 days that is tremendous support and if that is not taken into consideration then the doom and gloom will eat up the spirit and enthusiasm of all involved and some who hear the rumors. Because what this board decides today has long term effects. Volunteers will remember what has gone on and will be hesitant to offer their services in the future because they will wonder will all their work end up being for not if the project is cancelled when more than 50% is completed. That is not the basis for having volunteers come forward energetically.

I am going to close my comments with a bastardized quote that I deeply hope becomes a rallying cry!

Mark Twain might have said: 'Rumors of the death of the MGF 2010 Gardeners At Play Fundraising Calendar have been greatly exaggerated'

Hopefully you can keep this moving forward, this is such a fun project. As for gift Calendars, the orders have been quite normal compared to years past. Fund raising projects are way up as is business in general, which is quite common in the printing industry during a recession.

Good Luck with your meeting.

Diane

Thank you for your time, you personally may not have liked what I have presented but from here in the peanut gallery this is how it is perceived.

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Kitsap County Master Gardener Foundation

Marketing plan for "Gardeners at Play, 2010" Calendar

Organization: The Master Gardener Foundation is a not for profit corporation established for the purpose of raising those funds necessary to support the community service operations of Kitsap County Master Gardeners. The Foundation is separate from but cooperates with the WSU Extension Master Gardeners Program. Membership in the foundation is comprised of active Master Gardeners who wish to participate in Foundation activities and private citizens who support the Foundation goals and objectives.

Fundraising Project: The Master Gardener Foundation has determined that a major fundraising effort is required to support anticipated future funding requirements in support of Master Gardener projects. While specific projects to be funded have not been identified or approved, historical evidence indicates that significant funding will be required to maintain current levels of community service. To that end, the Master Gardner 2010 Calendar project was established with a **project goal of \$25,000**. To achieve that goal, the Calendar Committee was established by the board and delegated appropriate authority to act. The Committee has determined that to achieve the goal would **require sales of at least 5000** calendars with an **excess revenue stream of not less than five dollars per calendar**. The Committee established an operational budget that would assure that all **cost associated with the calendar would be held to less than eight dollars per unit** (at 2500 units or more) in order to achieve the excess revenue goal. (The projected unit cost at 5000 units is \$4.85) The Committee has established a marketing plan to sell a minimum of 5000 units with accommodation for an additional 2500 units. The actual Return on investment profile is identified in the table below

Quantity	2500	5000	7500	10,000
Unit Fixed cost	5.63	2.82	1.87	1.41
Unit print price	2.81	2.03	1.68	1.54
Unit cost	8.44	4.85	3.55	2.95
Unit excess revenue at \$10	1.56	5.15	6.45	7.05
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Total excess revenue at \$10	\$3900	\$25,787	\$48,296	\$70,526
Break even at \$10	2109	2421	2670	2947
Unit excess revenue at \$13	4.56	8.15	9.45	10.05
Total excess revenue at \$13	\$11,400	\$40,750	\$70,796	\$100,526
Break even at \$13	1623	1863	2055	2268

The minimum Buy to achieve project goals is 5000.

The recommended buy is 7500 – it allows achievement of the project goal selling all calendars at \$10 and allows an opportunity for exceeding the goal with a significant number sold at the \$13 price. The quantity has the added sales incentive of either a nominal \$7 or \$10 donation tax incentive. The increase in number of units increases break-even by 249 units at \$10 (192 at \$13), a number fully appropriate for the minimal additional risk incurred.

Schedule Events: To support this marketing plan, the following event dates must be achieved.

December 15, 2008 – Final Calendar review and approval – Calendar Committee

December 20, 2008 Bar Codes must be ordered in time to go to graphic artist and printer

January 10, 2009 – Calendar goes to printer

April 2009 – Calendars ship from printer

April 2009 – Calendar Kickoff Gala Event – Calendar Committee & Gala Team

June/July August/September 2009 – General sales effort – All

June through December – Special events at major sales venues with models autographing calendars and other incentives

Market/Outlet Opportunities: To gain necessary public exposure to generate sales the Calendar will be displayed and marketed in locations through out Kitsap County and at events and fairs during the sales year. Sales venues shall include but not be limited to:

- ❖ Garden Centers, Nurseries, Feed stores
- ❖ Barnes and Noble
- ❖ Costco
- ❖ Made in WA Stores
- ❖ Places of business where Master Gardeners shop, eat, frequent
- ❖ Surrounding County MG/MGF Plant Sales
- ❖ Through distributors

- ❖ Internet sales through MGF website, Craig's List, E-bay, and Amazon

Master Gardeners will personally sell at Booths at fairs, Master Gardener clinics, garden events, other venues to be sought out.

Nominal unit sales price is \$13.

Note: An appeal will be made to all Master Gardener's to assist in calendar sales. Door to door sales of calendars may be undertaken to reach a greater portion of the community. Such an effort will also provide an opportunity for increased public awareness of Master Gardener service to the community and the special need to assist in Master Gardener project funding in periods of restricted government spending.

Kick Off Gala Event – April 2009

The Kick Off Gala will serve the triple function of Calendar Introduction, Public education about Master Gardener Projects funded by the foundation, and direct fundraising through event fees and a significant item auction.

Entertainment

- ❖ Ciscoe Morris and Meeghan Black (Principle Speakers)
- ❖ Duncan Creek String Quartet
- ❖ Dibble Boys Comedy Team
- ❖ Significant value item auction
- ❖ Food, wine, giveaways
- ❖ Special introductory price offer @ event only
- ❖ Calendars autographed by models

Invite:

- ❖ Potential sales outlet owners/managers
- ❖ Local Dignitaries
- ❖ Master Gardeners (active and inactive)
- ❖ Master Gardeners from surrounding counties/areas (Areas that we expect to visit/participate for sales purposes)
- ❖ Local garden club members
- ❖ WSU Master Garden program staff
- ❖ Personal friends
- ❖ General Public

Advertising/Promotion: The Calendar Committee will seek and use earned publicity to promote the Foundation and the calendar project. In addition, the Committee will seek donated advertising space in local media. In promoting the calendar, it is important to stress the impact on service to the community and to point out that the difference between the price paid and the actual cost of the calendar, is a charitable donation for income tax purposes, as are all other monetary and “in kind” donations.

Advertise in West Sound Home and Garden magazine

Articles in local newspapers and periodicals that have significant public penetration - (SUN offers 1 to 1 match on paid advertising for not-for-profits)

Advertising public service “spots” on Wave Cable, Comcast, and BITV

“Infomercials” on Wave Cable, Comcast, and BITV

Live interview with Ciscoe on his show

In addition there is an opportunity for “incentive” rewards for those meeting or exceeding sales goals. Special rewards could be presented to those who maximize personal (or team) sales.

Other considerations: Set aside a small number of units for targeted promotion use to create potential sales (outside the box ideas):

- ❖ give some away free on Ciscoes’ TV or radio shows,
- ❖ Other “big name” garden experts for promotion at their presentations in return for sales “plugs”
- ❖ give some away on local radio and TV shows
- ❖ send 100-300 to Oprah for her Summer Have to Have List or Christmas Wish List give-aways,

Fund Allocation: In order to support this fund raising effort it is important that the actual projected application of the funds be known and told to prospective sellers and buyers. Funds generated to be used for:

- ❖ Master Gardner operation and maintenance and enhancement projects at county and other assigned gardens (Anna Smith, Raab Park, others) and providing an opportunity for future support to Anderson Landing Preserve, Illahee Preserve, South Kitsap Port Orchard parks, other Kitsap Heritage Park projects and Retsil Veterans Garden.

- ❖ Preparation and delivery of public education programs on gardening and related subject matter.
- ❖ Computers for MG clinics
- ❖ Equipment for children's gardening programs
- ❖ Televised shows on non-toxic pest and weed control, sustainable garden practices.

Excess disposition: Any calendars not sold by the end of the year (2009) to be donated to men and women serving in the armed forces overseas—to be handled by their family member.

Economic Impact: There has been some concern voiced over the current economic downturn and the potential to reduce sales of the calendar. The local impact, because of the large part of the workforce employed by governments or associated with essential direct services, will not be that significant. The results of shopping on Friday November 28, 2008 indicate that consumer spending continues to increase (up about 7 percent over 2007).

We have a proven winner as far as fundraisers are concerned. The price is low enough to be insulated from a rough economy. The full price of the calendar is only five cents more than the 2006 calendar which was a purposeful decision made prior to the current economic concerns. If sales lag in easy or historical markets, move to a more productive market area. The impact of personal direct sales backed by a good and compelling story line should not be discounted.

**Peg input and Frank Anderson wrote
Calendar Marketing Statement November 2008**

“The MG program was initiated in 1973 by WSU staff wishing to take horticultural information to interested citizens in urban areas. In the ensuing years this project has grown into a nationwide interest with Master Gardeners assisting thousands of people become more self sufficient. The program is open to everyone with an interest in gardening and Master Gardener volunteers are here to offer knowledge, skill and experience to the community. The Kitsap County Master Gardener program and its fundraiser group, the Kitsap County Master Gardener Foundation are here to serve you and enable your participation. As always, your contributions will always enable us to help you with your plants and gardens. Come see us at Farmers Markets, open demonstration gardens and classes provided through out Kitsap County.”

Calendar sale marketing flier:

Some study of others who have gone after working money shows the following:

- Keep the customer tied to why we are seeking money.
- Get them involved and make it personal.
- Keep it simple with minimal numbers and history.
- Say why we need the money.
- Say where the money will be used and what for.

Tell them repeatedly why there will be a direct and even personal benefit from contributing.
Our marketing should emulate those concepts. Nothing fancy, and yet it should be bold, grabby and obvious.

Once the basic sales pitch is developed so everyone is giving the same information, giving the same reasons, and understands why we are doing this project...we need the stand-up cases of product to be simple, with hand-out fliers to get interest going...maybe even find a way to attach a flier to each product.

See next pg for "flier" layout and text. It is my observation that since we only have a fraction of a second to grab the attention of passers by that we must keep this as simple as possible.

I'd suggest that we also add grabber words around the outside of the flier...such as: Farmer's Markets Rakes and Shovels Planting Classes Weeds Pruning Help and other garden terms done in bright colors and bold text.

The box holding the calendars should have the price and also a bright surround gaily decorated.

Master Gardener Foundation of Kitsap County asks you to help

There are 240 Kitsap County Master Gardeners. They work for you for free to help you with your individual garden and plant problems and situations.

Escalating costs and budget cuts have sent us on this quest...to raise money to supplement what Washington State University Extension Service provides to keep the Master Gardener Program alive.

Money earned from this calendar sale will go toward printing and supplying brochures, handouts, maintaining website lists and other items and services used by clinic volunteers for you.

All 240 Kitsap Master Gardeners contribute nearly 10,000 hours each year of one on one support to directly to you, the gardening public. We maintain gardens for children visit and learn at, classes on many aspects of horticulture and a long list of varied materials which are available to you.

Please help us do a better job for you. You are the gardeners that we strive to help. Please, take home a years worth of memories of the people who spend all those weekend hours at clinics, growing plants for you to buy, and in doing so... give us the means to serve you better.

Those who helped produce this product, both members of the MG Foundation, Master Gardeners, and others who care, ask for your help in supporting our ever-growing community participation in environmental stewardship.

Thank you, Your Kitsap Master Gardener Foundation Fundraiser Crew

Calendar 2010 Gardeners At Play

MGF 2010 Calendar Gardeners At Play

\$10 Gala Event Special Sales Price ~ Price to Vendors or bulk case purchases with NO returns

Number of calendars to order	Set costs & fees per 1	Printing cost per 1	Total cost of 1	At \$10 profit per1	Break even sales at \$10	# <u>more</u> to sell @ higher order to break even more / total	Projected Gross income @ \$10	Budgeted Costs
2,500	\$5.63	\$ 2.81	\$ 8.44	\$ 1.56	2,109		\$ 25,000.00	\$ 21,094.05
5,000	\$2.82	\$ 2.03	\$ 4.85	\$ 5.15	2,421	312 / 2733	\$ 50,000.00	\$ 24,212.23
7,500	\$1.87	\$ 1.68	\$ 3.55	\$ 6.45	2,670	249 / 2919	\$ 75,000.00	\$ 26,703.51
10,000	\$1.41	\$ 1.54	\$ 2.95	\$ 7.05	2,947	277 / 3224	\$ 100,000.00	\$ 29,473.30

Sales Price of **\$13**

Number of calendars to order	Set costs & fees	Printing cost per 1	Total cost of 1	At \$13 profit per1	Break even sales at \$13	# <u>more</u> to sell @ higher order to break even more / total	Projected income @ \$13	Budgeted Costs
2,500	\$5.63	\$ 2.81	\$ 8.44	\$ 4.56	1,623		\$ 32,500.00	\$ 21,094.05
5,000	\$2.82	\$2.03	\$ 4.85	\$ 8.15	1,863	240 / 2103	\$ 65,000.00	\$ 24,212.23
7,500	\$1.87	\$ 1.68	\$ 3.55	\$ 9.45	2,055	192 / 2447	\$ 97,500.00	\$ 26,703.51
10,000	\$1.41	\$ 1.54	\$ 2.95	\$ 10.05	2,268	213 / 2481	\$ 130,000.00	\$ 29,473.30