

We Can Grow This!

C.L. Fornari

Get it Together

Are we ready for a national campaign?

Danny Takao's letter in Greenhouse Grower:

<http://www.greenhousegrower.com/article/23428/danny-takaos-national-promotion-idea>

Plant Something:

<http://www.plant-something.org/>

Dig Drop Done:

<http://www.digdropdone.com/>

Get US Together

Independent Garden Centers and Nurseries:

<https://www.facebook.com/groups/IGCandNurseries/>

IGC Talk!:

<https://www.facebook.com/groups/337403062937312/>

Independent Garden Centers, Vendors and Media:

<https://www.facebook.com/groups/130790867001838/>

Garden Bloggers You Can Grow That! Group (We post a "You Can Grow That! message once a month...join us!

<https://www.facebook.com/groups/237545299665892/>

Get Honest

Plants give back video – a bit long and boring music, but in the right direction with some good talking points:

<http://www.youtube.com/watch?v=MAYh2m2WtnM&feature=share>

Get Connected

Kathryn Dager: "We're in the people business, not the plant business." <http://www.profitivityinc.com/>

Find the ways that what people care about are connected to plants and gardening. Spell it out and paint them a picture.

Just a few ideas:

Health – exercise, good food, immune system boosters (research on immune systems and “forest bathing” and studies about lowered blood pressure when around nature)

Home – increased property value, shade for heat and protection from wind, places to entertain, places to relax in beautiful surroundings, safe places for pets.

Work – indoor plants to purify air in workplace, bouquets for desk and co-workers, greenery inside increases productivity

Family – flowers and plants as gifts make family members happy, providing places for kids to experience nature, spaces for family gatherings, family activities such as planting veggie gardens.

Talking points to get you started:

Discover the Surprising Side of Plants – download free brochure pdf and PowerPoint presentation

<http://www.americainbloom.org/> Take some of the facts in this pdf/PowerPoint & make them entertaining or touching.

Get Loud

People want to be a part of something good. They like sharing things that are clever, funny, or are clearly from the heart. Find and create those qualities with plants and gardening and then share them. Use as many channels on the Internet as possible: twitter, FaceBook, Pinterest, YouTube etc.

Start using photos to communicate our message. We are in a visual business, so take advantage of that as often as possible.

An individual can make a difference: Be a *Passionate Preacher* for Plants and Gardening!

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