

Role of the Calendar Committee: The calendar is a MGFTC annual fundraiser. To ensure the MGFTC Calendar fundraising effort is conducted in a timely, professional manner and includes informative content regarding the Foundation as well as the Master Gardener and Master Recycler Composter programs.

Membership: The Board shall select a Chair or Co-Chairs to coordinate committee activities and create a plan that delineates timelines, photography standards, budget and editing tasks necessary to produce a professional product justifying the established cost. All Members of the Foundation are eligible to serve on the committee. The Chair or Co-Chairs will determine appropriate committee size annually.

Objectives:

- Determine theme for each year to guide photograph submission and selection;
- Coordinate with Board and Grants/Sponsorship Committee to determine costs, create a fundraising plan and recruit sponsors;
- Select photos appropriate to the theme that meet photography standards
- Select calendar style, content, printer and deadlines that assure calendar is available for distribution by late Fall.
- Coordinate calendar sales and distribution.
- Coordinate with Publicity Committee to use calendar sales to increase Foundation visibility and outreach.

Procedures:

1. Meetings: The Chair shall convene the first committee meeting prior to February to select a photograph theme and set deadlines for picture submission, sponsor commitments and printer submission.

2. Photo Requests: Solicit Foundation and MG/MRC members for photographs using the Friday Flash, the website, and emails to Foundation members specifying technical requirements and deadline for submission. Chosen photos will need a photo release, and the photo needs to be sized to meet printer specifications.

3. Sponsors: Work with Grants/Sponsorship Chair to decide fee for sponsors at various levels and set fundraising goal for the year. Settle on a firm due date for collecting payment because sponsor's names are listed in the calendar, on the monthly photo page they sponsored and/or in the sponsor section at the back. Include estimated mailing costs in the budget.

4. Photo Selection: The committee shall review all submissions and select those that meet the theme, fit the size and are of good photographic quality. The Calendar Committee chooses the photos for the months and the front cover. There is room to include smaller photos on the inside back page. Once photos are finalized, notify the person who submitted them. Decide what information to include for each monthly photo page; options include the photographer's name, plant name, sponsor name (if agreed in advance), simple quotes or dedications have also been used. Secure a photo release for each photo to be printed.

5. Printer Preparation: Check with the printer to confirm layout and size of text, etc. Update the "Our Story" on the inside back page. Files are shared using "Dropbox".

6. Marketing the Calendar: Work with website committee to post a photo of the calendar and description of price, etc. for the website. Clarify process for ordering online, at events, and specify methods of distribution. Small orders can be mailed but in-person pickup should be arranged for larger quantities.