

MASTER GARDENER FOUNDATION OF THURSTON COUNTY

Policy and Procedure Handbook

Communications Committee Guidelines

Board Approval Date: January 9, 2025

The role of the Communications Committee: To ensure that the content and format of the Master Gardener Foundation of Thurston County (Foundation) website and promotional materials, both printed and/or online, have consistent messaging, are updated, or produced in a timely fashion, and materials are disseminated appropriately.

Membership:

Board Vice President	Publicity Chair
Membership Chair	Grants/Sponsorship Chair
Program Manager	Activities Chair
Web Committee Chair or Co-Chairs	

Objectives:

- Increase Foundation visibility and outreach throughout Thurston County.
- Ensure consistent outreach and communications between Foundation and Program activities to MGs, MRCs, and community members.
- Ensure the online presence of Foundation provides consistent messaging and promotes the broadest possible outreach to members and the community.
- Act as the coordinator between the Foundation Board, committee chairs and the MG Program Manager with WSU Publishing to develop consistent promotional materials.

Procedures:

1. Committee membership shall consist of positions noted above and other interested Foundation members. The Communications Committee Chairperson will initiate and chair meetings, ensure guidelines are followed and updated as necessary and provide periodic reports to the Board as requested by the Vice President.
2. Meeting Frequency: The committee should meet at least quarterly to review the website and/or promotional materials and to identify and address the upcoming needs for publicity.
3. The MG Program Manager will contact WSU for the format and timing of publications. Committee Chairs shall work with the Publicity Chairperson to coordinate the development of materials that need WSU assistance.
4. Reach out as early as possible to ensure enough time for the editing/proofing/printing process.
5. Distribution of Printed Materials (Poster/Bookmark/Calendar, etc.): Encourage the related committees to coordinate with the Publicity Chairperson to have members distribute copies of promotional materials to the places listed in the Publicity Committee spreadsheet and avoid duplication. Encourage foundation members to take and distribute materials to additional businesses while maintaining a list of those locations.
6. Annually or as needed, provide overview of the Communication Committee's purpose and member functions to Foundation Board and Committee chairs. Discuss the timing and contacts for outreach information when marketing to the public and/or Foundation members.

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7. Marketing/Outreach Reminder: The Communications Committee Chair should annually (October or November) approach the Board to determine if they want a note and/or item sent to gardening-related businesses thanking them for their ongoing support and to remind them of the services that the MG/MRC Programs provide to Thurston County. - The focus should be on gardening-related businesses in Thurston County; this does not include individuals or companies who have provided funding to sponsor events or donated items as individuals for specific events. In those cases, thank you notes would be sent by the chair of a particular activity.
 - Background information: In 2021, '22 and '23 the Communications Committee sent complimentary calendars by January 1 to select gardening-related businesses with a note thanking them for their support and describing MG/MRC activities funded by the Foundation.
 - A list of businesses receiving notes/items should be maintained by the Communications Committee and business addresses and status updated each year.