



BACKYARD GARDENSHARE

Integrated Marketing and Communications Plan

TONIA DAY
April 17, 2018

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Executive Summary

Overview

The Backyard GardenShare Integrated Marketing and Communications Plan (IMC Plan) defines a comprehensive approach to Backyard GardenShare's marketing and communication strategy. The Plan serves as a guide to enhance the branding process, increase volunteer awareness, and data driven decision making.

The implementation of this plan will help build internal structures and increase the flow and quality of information among volunteers and other stakeholders of the Backyard GardenShare community.

Backyard GardenShare's primary strengths and opportunities were identified through research which creates a context for the specific competitive position and industry outlook. The result of this research is the identification of a goal and objective that will be accomplished through the execution of the IMC Plan.

Justification

An integrated marketing and communications plan is needed because of the increased organic growth of Backyard GardenShare. As a one-person nonprofit operation founder Pat Thomas isn't able to provide the structure needed to meet that growth and as a result the amount and quality of information reaching volunteers has suffered. Volunteers need better access to information and tools to be able to operate independently.

Research confirms the opportunity to define and promote a cohesive program for engaging volunteers and in the process growing the organizations brand identity. Backyard GardenShare will continue gaining brand equity over time with the additional structures in place to communicate with and manage volunteers.

Research confirms a desire and need for better information and tools among volunteers as well as an eagerness by them to learn and connect with a broader Backyard GardenShare community using modern technology. The need for branding, structure, and modern communication tools hinders Backyard GardenShare's ability to reach current and potential volunteers with compelling, succinct, and motivating messages. This challenge is addressed in the subsequent goals and objectives.

Part I Background

Understanding the Current Situation

Client Overview

Pat Thomas founded Backyard Garden Share after years of seeing garden surplus go to waste and wishing someone would do something about it. Taking on the personal mantra of “Be the change you want to see,” Pat started by handing out a few flyers in her neighborhood and asking friends to bring surplus to her house so that she could take it to the food bank. The concept is simple: people with gardens take their surplus to a nearby collection site where a volunteer picks up the produce and transports it to the nearest food bank. What started as a small neighborhood project has blossomed into a fulltime non-profit. Public interest in Backyard GardenShare has been tremendous, and Pat Thomas simply doesn’t have the time or energy to accommodate for organic growth of the organization. Pat wants to structure the organization so that programs are replicable and able to operate independently (Thomas, Interview 1 2018).

Competitors

Backyard Garden Share has two competitors, Green Urban Lunchbox, and Wasatch Gardens. Green Urban Lunchbox or GLUB started in 2010 as a school bus converted into a Mobile Greenhouse and used as an educational tool advocating for Community Supported Agriculture or CSA. From there it has grown into a fully supported non-profit organization that currently engages in several programs, including harvesting fruit from residential trees, and shared gardening (GLUB 2018).

The founder of Backyard Garden Share, Pat Thomas started working in this space as a volunteer at Green Urban Lunchbox. Her project grew beyond the capacity of their organization and took a different direction leading them to part ways and for Pat to form Backyard Garden Share (Thomas, Interview 2 2018).

Where Green Urban Lunchbox has community gardens, Backyard Garden Share takes advantage of already existing home gardens. Another difference is

in distribution. Green Urban Lunchbox uses a converted school bus to serve their client's fresh fruits and vegetables. Backyard Garden Share uses volunteers to transport produce from neighborhood collection sites to local food banks.

Wasatch Community Gardens started as a project of the Crossroads Urban Center in 1985. What was originally called Fish and Gardens has grown into an independent non-profit entity that provides 65,000 pounds of food each year to underprivileged communities via 39 community and school gardens. Wasatch Community Gardens accomplishes its mission through community education, strategically placed gardens, and volunteers (Barrett 2014).

Wasatch Gardens, the longest existing organization, and largest of the three is like Green Urban Lunchbox in that they have several community garden sites. They are like Backyard Garden Share in that they partner with local schools and governments.

Evaluation Criteria

The SWOT method looking at, strengths, weaknesses, opportunities, and threats was used to compare four aspects of all three organizations, image, distribution, B2B, and public relations with the following questions as a guide in the process.

Image:	How is the organization perceived in the community? How effective is their visual communication?
Distribution:	How does the organization distribute services and messages? How effective are their distribution methods?
B2B:	What partnerships does the organization have in the community? How do these partnerships benefit their communications?
Public Relations:	What kind of PR does the organization generate? Is it consistent? Is it constant?

Analysis

Green Urban Lunchbox

Green Urban Lunchbox's public image is small but positive, as evidenced by the fact that they have generated good news coverage, through community newsletters, partners, and local bloggers, and there are only optimistic posts or reviews regarding the organization to be found online.

News Coverage Links Green Urban Lunchbox

Green Urban Lunch Box	Utah's Own utah.gov
O-Town Kitchen and Green Urban Lunch Box — made for each other	Standard-Examiner
The Green Urban Lunch Box	Ecocraps Blog
Green Urban Lunchbox Fruit Share Program	Wasatch Hollow Community Council Community Links

Green Urban Lunchbox has a website at <https://www.thegreenurbanlunchbox.com/> and accounts on Facebook and Instagram. Their visual branding, however, is not consistent across channels. They do have a digitally drawn logo representing the school bus, but it is only employed on Facebook. On the Green Urban Lunchbox website, a photo of the school bus is used on the main page but not on every page, and on their Instagram account, the Green Urban Lunchbox banner is a different photo of the school bus.

This leads to confusion about the organization and a perception of unprofessionalism. This confusion provides Backyard Garden Share with an opportunity to surpass their competition regarding branding by creating a branding style and logo and employing it consistently across channels.

Green Urban Lunch Box's greatest strength is their distribution both of product and message. The converted school bus has become iconic in the neighborhoods it services and is the thing that has generated news coverage. It is a way for them to bring fresh fruits and vegetables to neighborhoods that are lower in income and have less access to these resources.

In addition to their working with several Senior Citizen Centers in the Salt Lake Valley where they have several garden spots and distribute their vegetables, Green Urban Lunchbox has formed a partnership with two Salt Lake companies. Green Urban Lunchbox works with O'Town Kitchen, to produce lower-priced jams and jellies and make them available to their clients (O Town Kitchen n.d.). Green Urban Lunchbox provides fruit to a Bitters Lab, a handcrafted alcoholic beverage company (Bitters Lab n.d.). Green Urban Lunchbox has also formed connections with The Concrete Jungle, a similar non-profit in Atlanta Georgia. The Concrete Jungle has partnered with Green Urban Lunchbox to help raise funds for both organizations to attend the Annual International Gleaners Symposium that will take place in Georgia in April. Green Urban Lunchbox also works in partnership with AmeriCorps Vista employing two people through that federal program. AmeriCorps Vista works with Green Urban Lunchbox on programs that increase their sustainability and capacity.

Green Urban Lunchbox's greatest threat to Backyard Garden Share is that GLUB will form partnerships with local schools and be a direct competitor to Backyard's planned expansions in that direction (GLUB 2018).

Wasatch Community Gardens

A well-established service in the Salt Lake Valley, Wasatch Community Gardens enjoys a favorable public perception, which is its greatest strength. The organization has received widespread praise from the clients they serve, donors, state officials, other non-profit institutions, and the greater Utah population. Donors Dave and Lori Log state,

"We support WCG because it addresses many things close to our hearts: helping others with a hand up; education for lasting impact; building community because we're stronger together; caring for our environment; and being committed to healthy, local, affordable food sources for all (Barrett 2014)."

The favorable public perception goes hand in hand with the partnerships Wasatch Gardens has cultivated. They enjoy support from an impressive list of sponsors from local business and government entities including several departments in Salt Lake City and Salt Lake County (Wasatch Partners n.d.).

Visual communication at Wasatch Gardens is clean and uncluttered. The style represents their mission statement "To empower people of all ages and incomes to grow and eat healthy, organic, local food (Wasatch Community Gardens n.d.)."

They maintain a professional website at <https://wasatchgardens.org/> and are active on social media. Wasatch Gardens posts at least once a day on Facebook and has a following of 5,774 users (Wasatch Facebook n.d.). On Instagram, they have 1,781 followers and share photos an average of once a week. The distribution of their messaging is consistent, and they are good at telling their story with engaging posts that highlight the successes of clients they serve (Wasatch Instagram n.d.). Backyard GardenShare would like to implement a social media strategy and could learn from examining Wasatch Gardens efforts in this area.

Their business to business relationships and good messaging results in a constant stream of PR for the organization. They post links to recent articles on their website and maintain an archive of past public relations materials. They do not have a formal Public Relations department or designated full-time staff in that area. Strategic planning is bare bones. The current strategic plan, spanning two years, is a one-page document, with five goals and no specific strategies or tactics (Wasatch Financials n.d.).

News Coverage Links Wasatch Gardens

Two blocks from the Rio Grande homeless shelter, these women found peace and purpose on a ... farm?	Salt Lake Tribune
Wasatch Community Gardens celebrates the tomato with a dine-around and sandwich party	Salt Lake Tribune
SLC center empowers Utahans for half a century	KSL News

Wasatch Gardens greatest weakness is spreading themselves too thin as evidenced by the fact that they have had to scale back or discontinue some of their programs, such as their fishing program, and specific garden locations. Non-profit entities, in general, suffer from trying to balance need and capacity, and Wasatch Gardens is no different (Maslach and Leiter 2005). As documented in their organizational history Wasatch Gardens has had to pull back and evaluate programming on several occasions and eliminate things that were not accomplishing their stated mission (Barrett 2014).

Wasatch Gardens can help impact poverty not just by providing nutritious food to vulnerable populations but by being a part of teaching leadership and

business skills in these communities. They have recently expanded their programming to include gardening for homeless women that incorporates the business side of taking their produce to market. Wasatch Gardens educational programming with susceptible populations provides an opportunity for Backyard Garden Share, to partner or learn from Wasatch Gardens, as Backyard Garden Share would like to reach immigrant communities by expanding on their Grow a Row program.

The greatest threat to Wasatch Gardens is to the gardens themselves. The gardens are initially placed on unused donated space in less than desirable neighborhoods from a real estate perspective. However, as time passes, and some neighborhoods transform, the organization has found itself having to purchase the lot at an inflated price. This could threaten Backyard Garden Share if Wasatch Gardens moves toward a distribution model that takes advantage of already existing residential gardens and takes away current or potential volunteers from Backyard Garden Share.

Competitor Analysis SWOT

	Backyard Garden Share	Green Urban Lunchbox	Wasatch Gardens
Strengths	Simplified distribution model	Differentiated distribution	Positive Public Perception
Weaknesses	Organizational planning not keeping up with growth	Visual communication confusion	Spreading themselves too thin
Opportunities	Implementation of strategic plan	Learning from GLUB's branding errors	Partner or learning about direct community impact in immigrant communities
Threats	Burnout from high growth and lack of strategic planning	Competing for school partnerships	Changing distribution and competing more directly with Backyard Garden Share

Backyard Garden Share

Image

While Backyard Garden Share has a positive public persona and has generated some PR, it is still relatively unknown. Backyard Garden Shares does not have a formal brand strategy or marketing plan.

Backyard Garden Share maintains a website at <https://www.backyardgardenshare.org/> The four-page site includes a Home page which features their mission statement, a short documentary, and links to several news stories about the organization. The Backyard Garden Share website also has an About page which gives a brief history of the organization, a google map that shows drop off locations, and a PayPal donation button. The website also has a Contact page with an email form and a Blog page that currently does not have any content. Their website has a consistent color scheme and font, but the lack of a logo that can be employed across channels diminishes brand awareness (BYG Website n.d.).

In addition to the website, the organization has invested in yard signs and stickers to go on the coolers at their collection sites. They have a Facebook and Instagram page, but neither site is active.

Distribution

The key to Backyard Garden Shares success is its distribution both regarding product and message. The idea as described in its title is for people with a garden surplus to donate it to help feed the hungry. What the Backyard Garden Share does is help organize the collection and drop off the surplus. Their messaging is likewise simplistic, and yet it reaches people on multiple levels. At the heart of the message is the concept of community, a word repeatedly heard in interviewing founder Pat Thomas, and from volunteers in their featured documentary (Brand 2016).

Their distribution flow goes from individual homes to neighborhood collection sites, to volunteer drivers who pick up the produce and deliver it to local food banks. Messaging is done through these channels, through word of mouth, yard signs, and stickers that accompany the collection coolers.

Although Pat has collected some emails and secured social media URLs, currently Backyard Garden Share is not taking full advantage of those channels. Occasionally, information is shared with her email list, but there isn't a formal newsletter or content calendar. Neither Backyard Garden Share's Facebook or Twitter accounts are active, and other social media opportunities have not been explored.

Business-to-Business

Backyard Garden Share is partners with the Utah Food Bank, which lends credibility to the organization and gives them opportunities to tap into resources available to that institution including marketing and data for grants.

Backyard GardenShare is in talks with Granite School District to expand their partnership there to include providing fresh vegetables to their cooking classes in addition to the Boys and Girls Club. The long-term impact of helping to educate future generations regarding nutrition and social justice adds to the sustainability of the organization and is on point with their mission (Thomas, Interview 1 2018).

Backyard GardenShare is also working with Food Rescue U.S. to use their app as a tool for registering volunteers and tracking data relating to the collection and donation of produce.

Founder Pat Thomas would like to expand on the idea of Grow a Row, which is a campaign that encourages volunteers, to not just donate surplus, but dedicate one pot, plant, or row in their garden to give to help combat hunger. In concert with that Backyard Garden Share would like to expand education efforts to help volunteers decide what to plant based on the needs of the community. Planting based on quantity and quality yields as well as ethnic needs increases, overall production, ability to reach more people in needy populations, and a sense of community (Thomas 2018).

Reaching out and forming partnerships with organizations that serve refugees in Utah will benefit Backyard Garden Share in generating PR and establishing links with other non-profit organizations in the community.

Public Relations

Backyard Garden Share is a one-person operation and does not have a PR department, dedicated PR person, or PR plan. Pat Thomas identified public relations as an important aspect to increase organizational reach. Externally, the organization has received some attention from news organizations, however, to maintain this interest the organization could benefit from strategic planning.

News Coverage Links Backyard Garden Share

War against hunger continues, with homegrown reinforcements	Sugar House City Journal
Utah Nonprofit Wants Your Garden Waste to Feed the Hungry	Fox News Utah
Overwhelmed by your garden’s tomatoes, zucchini or peppers? A Utah program will get them to those who are hungry.	Salt Lake Tribune
Utah woman creates system for gardeners to donate their backyard produce	KSL News

Evaluation

Backyard GardenShare's current evaluation strategy includes tracking measures for volunteers but with limited success. To secure grants founder Pat Thomas would like to improve volunteer tracking of the amount of food collected and volunteer hours. One area of opportunity is for a uniform method and containers for weighing the produce. Pat has contemplated getting wooden fruit crates but lacks the funding (Thomas, Interview 2 2018). An Integrated Marketing Communications Plan can help the organization identify potential partnerships and develop strategies for dealing with this issue.

Some limited analytics are employed on the website, and engagement rates of the google map on the site are available. Currently, there isn't any formal evaluation plan, and regular reports aren't generated and examined.

This Integrated Marketing Communication Plan ICM includes strategies to increase volunteer awareness and independence, address visual communication, and social media. The IMC addresses working with community partners and implementing evaluation methods to help the organization track everything from the amount of produce donated, to volunteer hours, to messaging. Using statistics will have the direct benefit of helping Backyard GardenShare secure funding as grants require facts and figures.

Part II Research

Understanding Volunteers

The Target Market Analysis will help Pat understand the people most likely to participate in Backyard GardenShare. Pat has expressed that if she can understand what motivates people to participate in the program, she will have better success at finding the right people and resources to help her maintain and expand the organization (Thomas, Interview 2 2018). In their book, Strategic Communications, experts Laurie Wilson and Joseph Ogden describe market research,

“as a foundation to understand public segments.”

Understanding her audience will help Pat find key volunteers in areas where Backyard GardenShare is established, but not running effectively, or would like to be established, and free up Pat to be able to focus on the overall organization. A Target Market Analysis will help Pat formulate a step-by-step program, catered to key volunteers, that can be followed to establish, adapt, and maintain Backyard GardenShare programs.

This report will go over research into the volunteers most likely to help Backyard GardenShare be successful. The analysis will break down the demographics, psychographics, geographics, and behavioristics, of the intended target audience used to create volunteer profiles.

Research

To understand the intended target audience for Backyard GardenShare, research was conducted looking at people in Utah where Backyard GardenShare is located, and/or people interested in gardening. Research included existing published data and information, as well as new information from interviews, a survey, and a focus group. Interviews were conducted with Backyard GardenShare founder Pat Thomas and four different Utah residential gardeners, two females 60-75 years old, and two males 40-70 years old. The survey was given out on social media networks and email contacts, with the

introduction that it was regarding gardening and helping to alleviate hunger. The online focus group consisted of three females and one male, between the ages of 35-80. Certain demographic and psychographic questions were excluded from the survey based on discussions with Pat Thomas about the purpose of the survey, its length, confidence in previously obtained data by Pat, and social media privacy concerns.

Demographics

Exclusions: Based on discussions with Pat Thomas questions of gender and marital status were excluded from the survey due to concerns about length, respondent sensitivities, and confidence in previously obtained data. Pat had recently conducted research showing her target audience to be primarily married females (Thomas, Free for the Picking 2016).

Age: US Census information tells us that the median age in Utah is 30 years-old but the interview, focus group and survey revealed that the age of Backyard GardenShare's target audience is older, between 35 to 65, with a median age of 53 years. This matched statistics from the survey question, "Are you retired?" which was answered with eighty-two percent responding, "no" (Day, BYG Survey 2018)."

With a somewhat older population of volunteers, it is important for the sustainability of Backyard GardenShare to strategize how to attract younger generations. A national survey by the National Gardening Association is good news as it shows that Millennials interest in growing their own food continues to increase.

"the largest increase in the number of food gardeners by age from 2008 to 2013 were households age 18-34."

Income: According to 2016 US Census information the average Utah income was \$63,000 and the data I collected from the survey was consistent with this figure (UT Facts 2016) (Day, BYG Survey 2018).

Education: Ninety-one percent of Utah adults 25 years or older are high school graduates, and thirty-two percent of those have a bachelor's degree or higher (UT Facts 2016). My survey showed that the target audience for Backyard GardenShare is more educated than the state average as fifty-eight percent respondents marked that they had a bachelor's degree or higher (Day, BYG Survey 2018).

Residence: Analysis also including looking for any differences that might exist between those living in Utah and those outside of Utah as Pat has received interest in Backyard GardenShare from people and entities in neighboring states. Seventy-three percent of survey respondents were Utah residents, eighteen percent were from neighboring or close by Western states, and the remaining four percent were from other places in the United States. Comparing the individual responses of Utah residents with those from nearby states revealed a slightly higher interest in gardening among Utah residents, but the number of respondents residing outside of Utah made it impossible to draw any certain conclusions (Day, BYG Survey 2018). Out-of-state people in the focus group responded positively to the idea of the expansion of Backyard GardenShare to neighboring states (Day, Focus Group 2018).

An "analysis of Google Trends data from January 2011 through December 2015 shows" that Utah, as well as the Western states of, Wyoming, New Mexico, Washington, Montana, and Idaho, are part of "the top 10 States that dig gardening the most (Egan 2016)."

There is also good news for Backyard GardenShare as interest in gardening overall continues to grow. Two national surveys indicate that "food gardening in the U.S. at the highest levels in more than a decade (Garden Table 2014)," and "gardening continues to make gains (National Gardening Survey 2017)."

While more analysis is needed to help Pat make an informed decision about where to grow her organization, there is reason for her to be optimistic about continued interest in Backyard GardenShare.

Research also examined what type of residence Backyard GardenShare's target audience might live in as Pat promotes the idea of people growing and donating food even if it's from one potted plant in an apartment. The survey revealed that ninety percent of respondents are traditional homeowners, which fits with the age of respondents and the logic that homeowners are more likely to have room for a designated garden spot. It is logical to assume that gardening and

Age	Income	Residence	Education
53	\$63,000	Single Family Home	College Graduate

Psychographics

Exclusions: The decision to limit survey questions about psychographic information was based on two considerations.

1. The value of limiting the length of the survey versus the value of psychographic data.

“data shows that the longer a survey is, the fewer time respondents spend answering each question (Chudoba n.d.).”

2. The value of limiting psychographic data in response to a recent breach of privacy involving Facebook and Cambridge Analytica and psychographic surveys.

Tech expert Annabel Latham at Manchester Metropolitan University predicts that

“The fallout from the Cambridge Analytica controversy is potentially huge for researchers who rely on social networks for their studies, where data is routinely shared with them for research purposes, ... will have a negative impact on whether participants will continue to trust researchers, ... and researchers might find it more difficult to get Facebook – and its users – to agree to hand over the data.”

Outdoors: Answers to a question that was included on the survey showed that the target audience for Backyard GardenShare is more likely to be active and enjoy the outdoors. Data from interviews and the focus group also indicated that likely Backyard GardenShare participants value outdoor activities (Day, BYG Survey 2018) (Day, Focus Group 2018) (M. Nelson, et al. 2018).

Gardening: The same two previously noted national surveys have more good news for Backyard GardenShare. Both show that lawn and garden activities continue to grow in popularity (Garden Table 2014) (National Gardening Survey 2017).

Reading: The other interesting statistic from the survey shows the target audience is more likely to enjoy reading. The reading aspect is consistent with the demographic information regarding education from Pew Research which indicates there is a correlation between the level of education and interest in reading. (Perrin 2018). Knowing that her target audience enjoys reading could be an important piece of Backyard GardenShare’s marketing strategy. The use of white papers, op-eds and, news articles about Backyard GardenShare, could be a key approach to an audience who likes to read.

Generosity: Another key aspect of Backyard GardenShare’s target audience is generosity. The survey revealed that people most likely to be interested in participating in Backyard GardenShare have previously donated food to a local hunger-relief program. Interviewees and the focus group likewise cited being able to help others as the prime motive for participating in a program like Backyard GardenShare (Day, BYG Survey 2018) (Day, Focus Group 2018) (M. Nelson, et al. 2018).

Psychographics Summary			
Enjoy Outdoors	Enjoy Gardening	Enjoy Reading	Value Generosity

Geographics

Currently, all Backyard GardenShare participants live in Utah, where over fifty percent of the population identifies as Mormon. It would be logical, regardless of individual religious activity, to assume that the Utah Mormon culture of self-reliance has some influence on Backyard GardenShare target audience. A teaching of the Mormon faith is the idea of self-reliance and part of that includes an encouragement to raise a garden.

The official Mormon Website states,

“Self-reliance is a product of our work and undergirds all other welfare practices. It is an essential element in our spiritual as well as our temporal well-being. Planting a garden, even a small one, allows for a greater degree of self-reliance. With the right information and a little practice, individuals and entire families can enjoy the many benefits of planting and tending a garden.”

Another of Backyard GardenShare plans, that is likely affected by this unique culture is the idea to have volunteers be more proactive instead of just getting rid of garden waste. The survey asked participants to respond to the idea of grow specific plants or spices for refugee populations. Over sixty percent of respondents in the survey were favorable to the idea and the focus group likewise reacted positively. This idea is in line with official statements from the Mormon Church leadership weighing in on the issue of refugees and immigration which calls for “compassion” and “urges all people and governments to cooperate fully in seeking the best solutions to meet human

needs and relieve suffering” and for “families, and individuals to participate in local relief projects, where practical (LDS Refugees n.d.).”

This offers Backyard GardenShare with positive information going forward as it considers how to expand programming once better structures are in place to provide volunteers with the information and tools they need to be successful and act independently.

Behavioristics

Rather than ask why a person buys, in the case of nonprofits, it is more useful to ask why people donate and/or volunteer. Specifically, for Backyard GardenShare, it is important to know why people choose to participate in the program. The survey asked respondents to rank what would most motivate them to donate garden surplus to a hunger-relief organization. The choices included, reduce garden waste, environmental responsibility, desire to help alleviate hunger, desire to share nutritious food, and ease or convenience of the program. Interviews, the survey and focus group showed that the desire to help alleviate hunger was the most motivating factor (M. Nelson, et al. 2018) (Day, BYG Survey 2018) (Day, Focus Group 2018).

Regarding marketing, it confirms that it is key for Backyard GardenShare to focus on the impact of its programs particularly as it relates to telling the story of how participants are making a difference in their local communities in combating hunger. The second biggest motivating factor for survey respondents and the focus group was convenience. This underscores the importance to Backyard GardenShare for strategic planning and the development of a neighborhood step-by step-guide. It also highlights the need for business-to-business relationships as people want to take their donations to trusted local hunger-relief organizations. (Day, BYG Survey 2018) (Day, Focus Group 2018).

The demographics research indicates that the target audience for Backyard GardenShare is an educated middle-class female homeowner around 53 years old. Psychographic information revealed that those most likely to volunteer for Backyard GardenShare enjoy the outdoors, particularly gardening, are generous, and like reading. Geographic data shows that many Backyard GardenShare volunteers are likely influenced by Utah Mormon culture and the value placed on self-reliance and compassion. Behavioristics or the motives that Backyard GardenShare participants have for volunteering are:

- Desire to help combat hunger
- Convenience
- Desire to share nutritious food
- Desire to reduce waste

Trends

Market trends that Backyard GardenShare will want to pay attention to the fact that gardening continues to gain in overall popularity and that the fastest growing segment of that trend are millennials. Also, keeping an eye on the trend toward more urban gardens including container gardening is vital to Backyard GardenShare's sustainability.

Risks

The inherent risk of more urban gardens is the move to more shared community gardens. The focus group brought up several examples of community gardens and hunger-relief programs and either the risk or opportunity that poses to Backyard GardenShare depending on the response to increased urbanization (Day, Focus Group 2018). The idea and indeed the name of Backyard GardenShare is for individuals to contribute fresh produce from home gardens to hunger-relief organizations and while not mutually exclusive to the idea of community gardens, it does change the approach of Backyard GardenShare's marketing strategy from individual consumer based to more business-to-business relationships.

Projections

Predictions for future growth or shifts in the market include the opportunity for Backyard GardenShare to cultivate more community relationships and capitalize on their container-gardening initiatives, as urbanization increases. Backyard GardenShare will also be able to attract younger generations and increase their sustainability.

Volunteer Profiles

Joanne Mathews

Age 45

High School English Teacher

Homeowner of a single-family rambler in the Salt Lake Suburbs

Joanne likes to walk with neighbors in the morning and participates weekly with a women's hiking group. Joanne is an avid reader and writer. She is the faculty advisor to the student newspaper at her school. She is interested in social justice issues and donates money to local organizations involved in alleviating hunger.



Aubrey Haskell

Age 67

Retired nurse

Homeowner of a restored Victorian house in Salt Lake City

Aubrey enjoys spending time outside reading the local newspaper on her porch where she grows three different variety of tomatoes. She volunteers in her granddaughter's 1st-grade class reading. She walks to her local library weekly and likes to collect and press leaves.

Jaycee Birch

Age 39

Homemaker

Homeowner of a single-family house in Utah Valley

Jaycee is a busy mom of four children from ranging in age from 6 to 16. She is the class mom in her youngest daughter's class. She goes running for exercise and likes to participate in 5K's when she can. She likes growing her own food for nutrition purposes and is into juicing and green smoothies. When she has spare time, she likes to read novels.



Part III Planning

Working towards a Goal

Backyard GardenShare founder Pat Thomas needs neighborhood volunteers to independently organize and run with Backyard GardenShare tools and information. Backyard GardenShare should capitalize on research that shows that Backyard GardenShare volunteers are educated and avid readers, to better plan, develop, and distribute the tools and information that volunteers need to act more independently (Day 2018).

Communication experts Laurie J. Wilson and Joseph D. Ogden state that the IMC goal should “closely align with the organization’s mission (Wilson and Joseph 2015).” The mission of Backyard GardenShare is to “help you and your neighbors organize a simple backyard gleaning program, which collects and distributes homegrown garden surplus to local families in need (Thomas n.d.).”

In keeping with the mission of Backyard GardenShare, to fill the need for volunteers to act more independently, and to take advantage of Backyard GardenShare’s higher than average educated audience, that enjoys reading, the goal of this integrated marketing plan is,

“Backyard Gardenshare provides its volunteers with the tools and information they need to grow and distribute fresh produce to families in need.”

This goal will give Backyard GardenShare direction to their strategic planning and better inform and thus retain current volunteers. Improved planning, messaging, and materials, will increase the number and quality of future volunteers, and help gauge organizational progress.

Objective

Increase Backyard GardenShare information and tools to volunteers 40% by January 1, 2019

Strategy I Education

Educate volunteers Backyard GardenShare Neighborhood how to organize and run a backyard garden hunger-relief program for their neighborhood.

Tactics
Create a step-by-step GardenShare Neighborhood Guide and distribute to volunteers by June 1, 2018
Delivery: Printable guide for neighborhood Backyard GardenShare program
Communication Channels: Email, social media, website
Timetable: <ul style="list-style-type: none">• Deliverable of Mock-Up of Step-by-Step Guide April 21 Tonia Day• Distribution of guide by July 1 Pat Thomas•
Budget: Time and services donated by Tonia Day
Personnel: Pat Thomas and Tonia Day

Strategy II Communication Channels

Develop and use online communication channels for volunteers to access Backyard GardenShare information.

Tactics

Work with Intrepid to create and implement a new Backyard GardenShare website and Facebook page by July 1, 2018

Messages: Center website and Facebook content around the Backyard GardenShare mission

Communication Channels: Backyard GardenShare website, Facebook, email

Timetable:

- Follow up weekly with Intrepid
- Write a welcome post for Facebook by June 15, 2018
- Email current volunteers an invitation to the new website and Facebook page.
- Activate the new website and Facebook page July 1, 2018

Budget: Intrepid is donating their time and services to develop a new website and Facebook page for Backyard GardenShare.

Personnel: Pat Thomas and Intrepid

Strategy III Content

Provide volunteers with updated and relevant content related to Backyard GardenShare

Tactics
Plan, create, organize, publish, and store content. Create a content database and content calendar by July 1, 2018
Resources: <ul style="list-style-type: none">• Content database using Google Drive.• Content Calendar using Google Sheets and Google Calendar
Communication Channels: Website, Facebook, email and PR
Timetable: Set aside time each week to plan, create and maintain content.
Budget: G suite for Nonprofits is free for one year
Personnel: Pat Thomas

Strategy IV Volunteer Tracking

Establish a volunteer tracking system. In order to inform volunteers Backyard GardenShare must know who its volunteers are and how to contact them.

Tactics
Use Food Rescue U.S. app to register volunteers.
Purpose: The app will provide Backyard GardenShare: <ul style="list-style-type: none">• With a uniform system for collecting volunteer contact information.• With a way to better inform volunteers about programs.• With volunteer statistics in the application of grants and funding.
Use: To use the app volunteers, register with Food Rescue U.S. and provide a name, email, and location. Registrants can then select to participate with an organization that matches their location such as Backyard GardenShare for Salt Lake City citizens.
Messages: Create an announcement message and “how to use” message for the release of the use of app for Backyard GardenShare.
External Communication Channels: Announce app and put download links to app on website. Announce app on Facebook with “how to use” message.
Internal Communication Channels: Backyard GardenShare will collect information from Food U.S. and create a volunteer database and email list to use to encourage and inform its volunteers. <ul style="list-style-type: none">• Contact information will be downloaded weekly so that their contact information can be added to the database and welcome and training messages can be sent to new volunteers.• Data will be analyzed monthly to note any changes•
Resources: <ul style="list-style-type: none">• G suite for Nonprofits• Food Rescue U.S.• ITTT (If This Then That) Free IOT (Internet of Things) tool that connects and automates services, such as welcome email messages.

Timetable:

- Release announcements, “how to use” message, July 1, 2018
- Download new volunteer contact information weekly and send out welcome and training information emails.
- Download and analyze volunteer data monthly

Budget:

- The Food Rescue U.S. app and its internal and external services are free
- G Suite for Nonprofits is free for 1 year. ITTT is free.

Personnel: Pat is working with Food Rescue app developers to add Backyard GardenShare to their system. Pat will set aside times weekly to download and add new volunteers to the Backyard GardenShare Volunteer Database and send out emails to welcome and train volunteers.

Strategy V Reporting Data

Establish a system for volunteers to report data related to the initial donation, collection, transportation and end donation of produce.

Tactics
Use Food Rescue U.S. app for volunteers to report data.
<p>Purpose: The Food Rescue U.S. app will allow Backyard GardenShare to:</p> <ul style="list-style-type: none">• To understand the logistics of its services and improve its strategic planning and implementation of those services.• To provide volunteers with a uniform system to grow, gather, transport and donate produce to hunger relief organizations.• To quickly and easily keep its participants informed about programing changes by updating information on administration side of the app.• To use statistics about the produce collected in the application for grants and funding.
Messages: Create an announcement message and “how to use” message for the release of the use of app for Backyard GardenShare.
External Communication Channels: Announce app and put download links to app on website. Announce app on Facebook with ‘how to use” message. Share Food Rescue U.S. video on website, Facebook, and email.
Internal Communication Channels: Backyard GardenShare will collect and track data from Food U.S. and use it to adjust its program as needed for volunteers.

Resources:

- G suite for Nonprofits. Google sheets can be used to download and analyze data.
- Food Rescue U.S.

Timetable:

- Announcements, and “how to use” message, July 1, 2018
- Download and analyze volunteer data monthly
- Budget: The Food Rescue U.S. app and its internal and external services are free
- G Suite for Nonprofits is free for 1 year.

Personnel: Pat is working with Food Rescue app developers to add Backyard GardenShare to their system. Pat will set aside time monthly to download and track statistics.

Strategy VI Produce Collection System

Develop a uniform method for to volunteers to weigh or estimate produce.

Tactics
Work with Granite School District woodshop classes for the design and construction of crates or explore other options such as bags as a uniform way to collect and weigh or estimate produce.
Purpose: Convenience for volunteers and the accuracy and frequency of data collected for use by Backyard GardenShare.
Resources: Granite School District, Gift Garb Bags
Messages: Create an announcement message and “how to use” message for the release of the use of bags and/or crates with Backyard GardenShare branding for use by the organization for the collection of produce.
Communication Channels: Announce the addition of bags and/or crates and how they will be distributed or obtained, and “how to use” them message on the website, Facebook, email, and direct messaging with logos on the bags and/or crates.
Timetable: Release the announcement and messages, July 1, 2018
Budget: <ul style="list-style-type: none">• Crates: The crates will be free for neighborhood collection sites within the Granite School District boundaries. Pat is working on negotiating with Granite School District for the production and pricing of crates for use outside of Granite School District. An estimated budget is presently not available. Pat would like to secure funding to purchase crates for use outside of the district.• Bags: Pat is also looking into the possibility of using bags in addition to or instead of crates. Pat is exploring pricing with Gift Garb Bags, an estimated budget for the bags is presently not available. Pat would like to secure funding to facilitate the purchase of the bags.
Personnel: Pat is working with Granite School District. Pat has contact information for Gift Garb Bags.

Part IV Execution

Appealing to Volunteers

Objective

Provide volunteers with the tools and information they need to grow and distribute fresh produce to families in need.

Persuasive appeal

Backyard GardenShare will want to use both an intellectual and emotional appeal to reach its audience. Research shows that the target audience is educated and readers. Research also shows that the target audience is generous and caring.

Techniques

- Slice of Life is a technique that could be employed effectively by Backyard GardenShare by focusing on short social media posts about individual volunteers and beneficiaries.
- Expert Opinion is also a technique that would be effective for Backyard GardenShare given the intellectual appeal that would have for their above average educated volunteers. Gardening posts by various experts would be an effective way to employ that strategy.

IMC vehicles

Backyard GardenShare marketing vehicles include email marketing, social media, and website, as well as PR, word of mouth, and direct marketing with the Food Rescue U.S. app, yard signs, stickers on coolers, and logos on bags or crates.

Key Publics

Business 2 Business Relationships <ul style="list-style-type: none">• Westminster College Masters Strategic Communications program• Intrepid• Food Rescue U.S.• Granite School District• Utah Food Pantry
Audience <ul style="list-style-type: none">• Current Volunteers• Potential Volunteers• Beneficiaries

Target Audience Profile

A Backyard GardenShare target volunteer is an educated, middle-class female and Utah homeowner around 53 years old. She enjoys the outdoors, particularly gardening, is generous, and enjoys reading.

A Backyard GardenShare volunteer is likely influenced by Utah Mormon culture and the value placed on self-reliance. Her motivation for volunteering with Backyard GardenShare is first and foremost the desire to help combat hunger followed by the convenience of the program, the desire to share nutritious food and reduce waste.

Communication Objectives

A Backyard GardenShare volunteer thinks that community is important and taking care of those less fortunate is her responsibility, as a citizen, fellow human being, and person of faith.

A Backyard GardenShare volunteer feels compassion for people in her community experiencing hunger and is motivated to help because it is the right thing to do and it feels good to serve.

A Backyard GardenShare volunteer learns about the program and organizes neighbors. A Backyard GardenShare volunteer grows food, and/or collects and transports produce to a local hunger relief organization.

Features and Benefits

A Backyard GardenShare volunteer has the tools and information needed to grow and distribute fresh produce to families in need.

A Backyard GardenShare volunteer is more connected with neighbors and feels a deep sense of satisfaction in knowing she is has a positive impact in her community.

Key Consumer Benefit

A Backyard GardenShare volunteer is busy and needs a convenient program that takes advantage of the fact that she is already gardening and turns it into an opportunity to share surplus produce with families in need.

Positioning

A volunteer chooses Backyard GardenShare because it takes advantage of the fact that she has a home garden versus taking part in a community garden with Wasatch Gardens.

A volunteer chooses Backyard GardenShare over Green Urban Lunchbox because all the produce donated goes to a hunger relief versus some of the produce being sold to support administrative costs.

Brand positioning statement

Backyard GardenShare provides neighbors a simple way to help alleviate hunger and build better relationships in their community by collecting and distributing produce from home gardens. Backyard GardenShare does this by connecting neighbors and their home-grown food with trusted local churches, schools, and hunger relief organizations.

Unique Selling Proposition

Using what we already have to help feed people experiencing hunger and grow community

Tone

Informative and impact-driven. A balance of rational and emotional using facts and testimonials.

Support Statement

Backyard GardenShare uses home gardeners to assist people experiencing hunger and grow community.

Slogan or Tagline

Sharing food from backyard gardens to alleviate hunger and grow community

Logo

Backyard GardenShare is working with Intrepid to establish a branding style for the organization including a logo.

Mock-Ups

Once branding is established Pat will work with Granite School District and/or Gift Garb Bags or other entities on mock-ups to incorporate the branding style and logo for direct marketing purposes on crates and/or bags. Pat will work with Intrepid to develop mock-ups for the website and Facebook page and how to incorporate the Food Rescue U.S. app in those places. A mock-up of the Step-by-Step Guide is included in the appendices.

Timetable

April
<p>Weekly:</p> <ul style="list-style-type: none">• Follow up with Intrepid on the new website and social media plan• Set aside time to work on content for the website, Facebook, and email.• Work on content and contacts for PR channels.• Develop a content calendar and database.• Set aside time to develop and work on a volunteer tracking database• Follow up with Food Rescue U.S. on the development of their app and Backyard GardenShare as a partner.• Work on messaging for the announcement of and release of the Food Rescue U.S. app on Backyard GardenShare communication channels.• Set aside time to work on crates and/or bags. Follow up with Granite School District and Gift Garb bags.
<p>April 21 Step-by-Step Guide mock-up deliverable Tonia Day</p>

May
<p>Weekly:</p> <ul style="list-style-type: none">• Follow up with Intrepid on the new website and social media plan• Set aside time to work on content for the website, Facebook, and email.• Work on content and contacts for PR channels.• Develop a content calendar and database.• Set aside time to develop and work on a volunteer tracking database• Follow up with Food Rescue U.S. on the development of their app and Backyard GardenShare as a partner.• Work on messaging for the announcement of and release of the Food Resuce U.S. app on Backyard GardenShare communication channels.• Set aside time to work on crates and/or bags. Follow up with Granite School District and Gift Garb bags.

June

Weekly:

- Follow up with Intrepid on the new website and social media plan
- Set aside time to work on content for the website, Facebook, and email.
- Work on content and contacts for PR channels.
- Develop a content calendar and database.
- Set aside time to develop and work on a volunteer tracking database
- Follow up with Food Rescue U.S. on the development of their app and Backyard GardenShare as a partner.
- Work on messaging for the announcement of and release of the Food Rescue U.S. app on Backyard GardenShare communication channels.
- Set aside time to work on crates and/or bags. Follow up with Granite School District and Gift Garb bags. Distribute crates/bags to current volunteers.

July

Weekly:

- Set aside time to work on content for the website, Facebook, and email.
- Work on content and contacts for PR channels.

July 1

- Activate new website
- Activate Facebook page
- Begin using completed content calendar and database
- Begin using completed volunteer tracking database
- Begin using the Food Rescue U.S. app.
- Begin using crates/bags to weigh or estimate produce

August

Weekly:

- Set aside time to work on content for the website, Facebook, and email.
- Work on content and contacts for PR channels.
- Maintain content calendar and database.
- Maintain volunteer tracking database
- Maintain crates/bags

September

Weekly:

- Set aside time to work on content for the website, Facebook, and email.
- Work on content and contacts for PR channels.
- Maintain content calendar and database.
- Maintain volunteer tracking database
- Maintain crates/bags

October

Weekly:

- Set aside time to work on content for the website, Facebook, and email.
- Work on content and contacts for PR channels.
- Maintain content calendar and database.
- Maintain volunteer tracking database
- Maintain crates/bags

November

Weekly:

- Set aside time to work on content for the website, Facebook, and email.
- Work on content and contacts for PR channels.
- Maintain content calendar and database.
- Maintain volunteer tracking database
- Maintain crates/bags

December

Weekly:

- Set aside time to work on content for the website, Facebook, and email.
- Work on content and contacts for PR channels.
- Maintain content calendar and database.
- Maintain volunteer tracking database
- Maintain crates/bags

Part V Evaluation and Ethics

Measuring Success

Increase volunteer awareness of Backyard GardenShare information 40% by January 1, 2019

Tracking and analyzing data will increase the sustainability of Backyard GardenShare. Having relevant data will help Backyard GardenShare

- Make better decisions
- Save time and money
- Stay on task with the organization's mission
- Encourage stakeholders to stay engaged with the organization.

Informed decision making relies on data. Backyard GardenShare is at a critical juncture. The organization has gotten too big and busy for one person to handle and Pat must make decisions about how to allocate her time and energy and involve other people. Collecting data requires an up-front cost in time and energy, but the payoff will be worth it for Backyard GardenShare.

Strategic communication experts Laurie Wilson and Joseph Ogden explain how using data can help an organization achieve its mission and provide encouragement,

“Organizations – commercial, governmental, and nonprofit – are managed to produce results and to accomplish their missions. Each function of the organization must be able to demonstrate its contribution to the accomplishment of its mission. The ability to prove results is critical not only for the organization but also for the employees doing the work. There is little reward to working daily in efforts that you cannot be sure are making a contribution.”

There are three basic interconnected standards used to evaluate success.

1. Cost versus Benefit analysis
2. Impact
3. Meeting Objectives

The objective for Backyard GardenShare is to increase awareness among volunteers about important information that will aid them to act more independently. The metric for success is a forty percent increase in that awareness. Measuring an increase of any kind requires a baseline. The research accomplished in this Integrated Marketing Communication plan provides Backyard GardenShare with that baseline.

Deciding if an objective has been met involves evaluating the impact and looking at the cost and benefits. Deciding if an objective has been met should be based on facts and thoughtful analysis.

Some of the strategies have built-in measures, or measures that can be easily added, that provide a constant stream of data that can be used to evaluate success. These include the website with the addition of Google Analytics, Facebook Insights and the Food Rescue U.S. app.

This is data that can be collected and evaluated on a regular basis. Learning to use these tools to monitor the reach and engagement of Backyard GardenShare's audience will provide Pat with critical information for day-to-day operations. But as Wilson and Ogden put it "Data without insights is trivia," and mere access to numbers isn't success. Noting trends and looking for patterns over time requires some human capital.

There are many free tools available to assist budget-sensitive nonprofits in collecting and using data. This report includes resources and templates that Backyard GardenShare can use to evaluate the effectiveness of their communications and programs. This report goes through each strategy and provides specific tools for collecting and evaluating data. One of the tools for measuring success is the same tool used to establish a baseline, a survey.

Finally, there is something to be said for accountability as a tool for measuring success. Knowing that one will be held accountable in a formal manner can be a motivating factor for achieving success. Knowing that one's actions will be questioned and discussed affects one's behavior in the first place and decision making in the end. Backyard GardenShare is accountable to its shareholders which include:

- Business to business relationships
- Volunteers
- Board of Directors
- Beneficiaries

An annual written report and oral accounting to the Board of Directors is a powerful tool that Backyard GardenShare can use each year in evaluating success. Publishing that report for all shareholders to see builds credibility for Backyard GardenShare.

There are many free tools available to assist budget-sensitive nonprofits in collecting and using data. This report includes resources and templates that Backyard GardenShare can use to evaluate the effectiveness of their communications and programs. This report goes through each strategy and provides specific tools for collecting and evaluating data.

Education

Educate volunteers Backyard GardenShare Neighborhood on how to organize and run a backyard garden hunger-relief program in their neighborhood.

Create a step-by-step GardenShare Neighborhood Guide and distribute to volunteers by June 1, 2018

1. Track the distribution of the guide.
2. Include in the guide an invitation and methods for volunteers to provide feedback about the guide.
3. Evaluate the effectiveness of the guide by including questions about the use of the guide in an annual volunteer survey.
4. Analyze the results from the tracking, any feedback, and survey questions and include that analysis in an annual report to the Board of Directors.
5. Publish the annual report on the website and promote it to stakeholders.

Resources

Google Forms is a free tool for creating and sending out a survey.
Google Sheets is a free tool with basic statistical analytic capabilities.

Rationale

The step-by-step guide provides structure for Backyard Gardenshare neighborhoods to operate independently. An effective step-by=step guide increases the sustainability of the organization. It is important for Backyard GardenShare to evaluate the effectiveness of the guide and adjust it if necessary.

Schedule

Daily

Track distribution figures

Annually

Survey volunteers, report to Board of Directors, publish report

Communication Channels

Develop and use online communication channels for volunteers to access Backyard GardenShare information.

Work with Intrepid to create and implement a new Backyard GardenShare website and Facebook page by July 1, 2018

1. Monthly tracking of the website using Google Analytics or similar tool.
2. Monthly tracking of Facebook using Facebook Insights or similar tool.
3. Evaluate the effectiveness of the website and Facebook page by including questions about them in an annual volunteer survey.
4. Analyze the results from the tracking and survey questions and include that analysis in an annual report to the Board of Directors.
5. Publish the annual report on the website and promote it to stakeholders.

Resources

Google Analytics is a free tool with basic analytic tools.
Facebook Insights is a free tool with basic analytic tools.

Rationale

Understanding how Backyard GardenShare reaches its audience provides the organization with direction and correction as needed. According to the U.S. census, "Seventy-seven percent of households in the U.S. are internet connected."

Schedule

Monthly – Download & evaluate WordPress Analytics and Facebook Insights.
Annually – Survey volunteers, report to Board of Directors, publish report

Content

Provide volunteers with updated and relevant content related to Backyard GardenShare

Plan, create, organize, publish, and store content. Create a content database and content calendar by July 1, 2018

1. Track the publication and engagement of content using a content calendar, on Google Sheets, created with input from Google Forms. Use figures from Facebook Insights and Google Analytics to gauge engagement.
2. Evaluate the effectiveness of content on the website, Facebook page, and email, by including questions about it in an annual volunteer survey.
3. Analyze the results from the tracking and survey questions and include that analysis in an annual report to the Board of Directors.
4. Publish the annual report on the website and promote it to stakeholders.

Resources

Facebook Insights, Google Forms, and Google Sheets are all free tools

Rationale

Tracking content will increase the quantity and quality of information from Backyard GardenShare to volunteers. Fresh content on the website and Facebook will increase traffic and engagement.

Schedule

Weekly

Set aside time to work on content and maintain the content calendar.

Annually

Analyze the content calendar and note any trends or patterns
Analyze the questions on the annual volunteer survey related to content.
Combine information from the content calendar and survey and include an analysis of the data in an annual report to the Board of Directors.
Publish the annual report for all stakeholders and public to see.

Volunteer Tracking

Establish a volunteer tracking system. In order to inform volunteers Backyard GardenShare needs to know who its volunteers are and how to contact them.

Use Food Rescue U.S. app to register volunteers.

1. Use Food Rescue U.S. and download or input information from Food Rescue U.S. to Gmail or another database. Gmail can be used as a free searchable database and email marketing tool and linked to Google Sheets for more extensive tracking and analysis. Google Sheets can be used to record interactions.
2. Include demographic and psychographic questions in an annual survey of volunteers.
3. Include questions in an annual survey evaluating the Food Rescue U.S. app.
3. Analyze the results from the tracking and survey questions and include that analysis in an annual report to the Board of Directors.

Resources

Food Rescue U.S. app, Gmail, and Google Sheets are all free tools.

Rationale

In order to inform volunteers Backyard GardenShare needs to know who its volunteers are and how to contact them. It is also important to know how communications are impacting volunteers. In order to understand and motivate volunteers Backyard GardenShare should develop a tracking database that holds volunteers contact information and records interactions.

Schedule

Weekly

Enter new contacts from Food Rescue U.S. into a searchable database and send welcome emails to any new volunteers.

Annually

Survey volunteers, report to Board of Directors, publish report

Reporting Data

Establish a system for volunteers to report data related to the initial donation, collection, transportation and end donation of produce.

Use Food Rescue U.S. app for volunteers to report data.

1. Use Food Rescue U.S. to download or input information into a spreadsheet related to the collection and donation of produce
2. Include questions in an annual survey evaluating the Food Rescue U.S. app.
3. Analyze the results from the spreadsheet and survey questions and include that analysis in an annual report to the Board of Directors.

Rationale

In order to understand the logistics of the collection and donation of produce and be able to tweak its process as needed, it is imperative that Backyard GardenShare be able to track that process. Having numbers related to how much food is being donated to aid in hunger relief efforts is important in applying for grants.

Schedule

Monthly

Transfer data from Food Rescue U.S. into a spreadsheet for analysis.

Annually

Survey volunteers, report to Board of Directors, publish report

Produce Collection System

Develop a uniform method for to volunteers to weigh or estimate produce.

Work with Granite School District woodshop classes for the design and construction of crates or explore other options such as bags as a uniform way to collect and weigh or estimate produce.

1. Use either uniform crates or bags or a combination of both for volunteers to be able more easily weigh or estimate the amount of produce being collected and donated.
2. Include questions in an annual survey evaluating the use of the crates/bags.
3. Analyze the results and include it in an annual report to the Board of Directors.

Rationale

A uniform tool for collecting produce increases convenience for volunteers, increasing participation and the quantity and quality of data reporting. Data is important for Backyard GardenShare as it relates to better planning. Strategic planning is critical to a small operation and the need for neighborhood sites to run more independently. Being able to have more data and better data relating to the amount of produce collected is important when seeking funds.

Schedule

Weekly

Follow up with Granite School District, Gift Garb Bags, or other sources until production of the crates/bags is complete. Distribute crates/bags to new volunteers as needed and maintain current crates/bags as needed.

Annually

Analyze the survey questions about the use of the crates/bags, include it in an annual report to the Board of Directors, and publicly publish the report for stakeholders.

Ethics

Ethical policies and practices must be a top priority for Backyard GardenShare in all that they do. As part of the annual report to the Board of Directors a discussion about ethics in Backyard GardenShare's policies and practices should take place. A Code of Ethics should be developed and published on the website. This will increase credibility for all volunteers especially potential volunteers who aren't familiar with the program. One of the biggest ethical concerns for Backyard GardenShare is ensuring privacy for volunteers. This issue in particular must be addressed.

Backyard GardenShare volunteers expect that their personal contact information is to be kept private and is not to be sold or shared outside of the organization without permission. In working with Food Rescue U.S. Backyard, GardenShare should carefully consider Food Rescue U.S. privacy policies, make sure they comply with their own standards, and that volunteers are aware of both organizations policies and procedures regarding privacy.

Appendices

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Templates

Annual Volunteer Survey

<https://goo.gl/forms/7l4N7B9i7hrkKuR62>

Content Calendar

Google Form <https://goo.gl/forms/Ko7zrubX7llkPcqs2>

Google Sheet <https://drive.google.com/open?id=18xW-flO0alEhxb6kE-vslwwqOZ8N89mzFJ12ma4xow>

Backyard GardenShare Volunteers Survey

* Required

1. Age

Mark only one oval.

- 18-29
- 30-39
- 40-49
- 50-69
- 70+

2. Income

Mark only one oval.

- Under 15,000 a year
- 16,000 - 25,000 a year
- 26,000 - 35,000 a year
- 36,000 - 49,000 a year
- 50,000 - 75,000 a year
- 75,000 + a year

3. Mark only one oval.

- Option 1

4. How long have you volunteered with Backyard GardenShare *

Mark only one oval.

- Less than 6 months
- 6 to 12 months
- More than 12 months

4. Did you get a Step-by-Step Neighborhood Guide from Backyard GardenShare? *

Mark only one oval.

Yes

No After the last question in this section, skip to question 9.

5. How often do you use the Backyard GardenShare Step-by-Step Neighborhood Guide?

Mark only one oval.

1 2 3 4 5

Very Often Never

6. How often did you use the Backyard GardenShare Guide when you first recieved it?

Mark only one oval.

1 2 3 4 5

Very Often Never

7. How useful has the Step-by-Step Guide been in your volunteer service with Backyard GardenShare?

Mark only one oval.

1 2 3 4 5

Very Useful Not Useful

8. Please share any feedback you may have about the Step-by-Step guide.

9. How often do you use the Backyard GardenShare website?

Mark only one oval.

- At least 1 Weekly
- At least 1 Monthly
- At least 1 Quarterly
- At least 1 Annually
- Never

10. Please share any feedback you may have about the Backyard GardenShare website.

11. How often do you use the Backyard GardenShare Facebook page?

Mark only one oval.

- At least 1 Weekly
- At least 1 Monthly
- At least 1 Quarterly
- At least 1 Annually
- Never

12. Please share any feedback you may have about the Backyard GardenShare Facebook page.

13. How often do you use the Food Rescue U.S. app to report the produce that you have collected or donated?

Mark only one oval.

- I use it 100% of the time
- I use it 75% of the time
- I use it 50% of the time
- I use it 25% of the time
- I never use it

14. How do you rate the Food Rescue U.S. app?

Mark only one oval.

	1	2	3	4	5	
Very Useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Useful

Editorial Calendar BYGS

1. Subject

Check all that apply.

- General Gardening
- General Hunger Relief
- Backyard GardenShare

2. Title

3. Author

4. Distribution Platforms

Check all that apply.

- Website
- Facebook
- Email

5. Distribution Numbers

6. Engagement Numbers

7. Start Date

Example: December 15, 2012

8. End Date

Example: December 15, 2012

9. Link

Files submitted:

Editorial Calendar									
A	B	C	D	E	F	G	H	I	J
Timestamp	Subject	Title	Author	Distribution Platforms	Start Date	End Date	Link	Distribution Numbers	Engagement Numbers
1									
2	4/9/2018 16:06:32 Backyard GardenShare	How to Use Step-by-Step Guide	TD	Website, Facebook, Email	4/9/2018	4/16/2018	https://drive.google.com/open?id=1ooKZz4HDS18590vmtaVkyCOpRqg2		
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Mock-Up

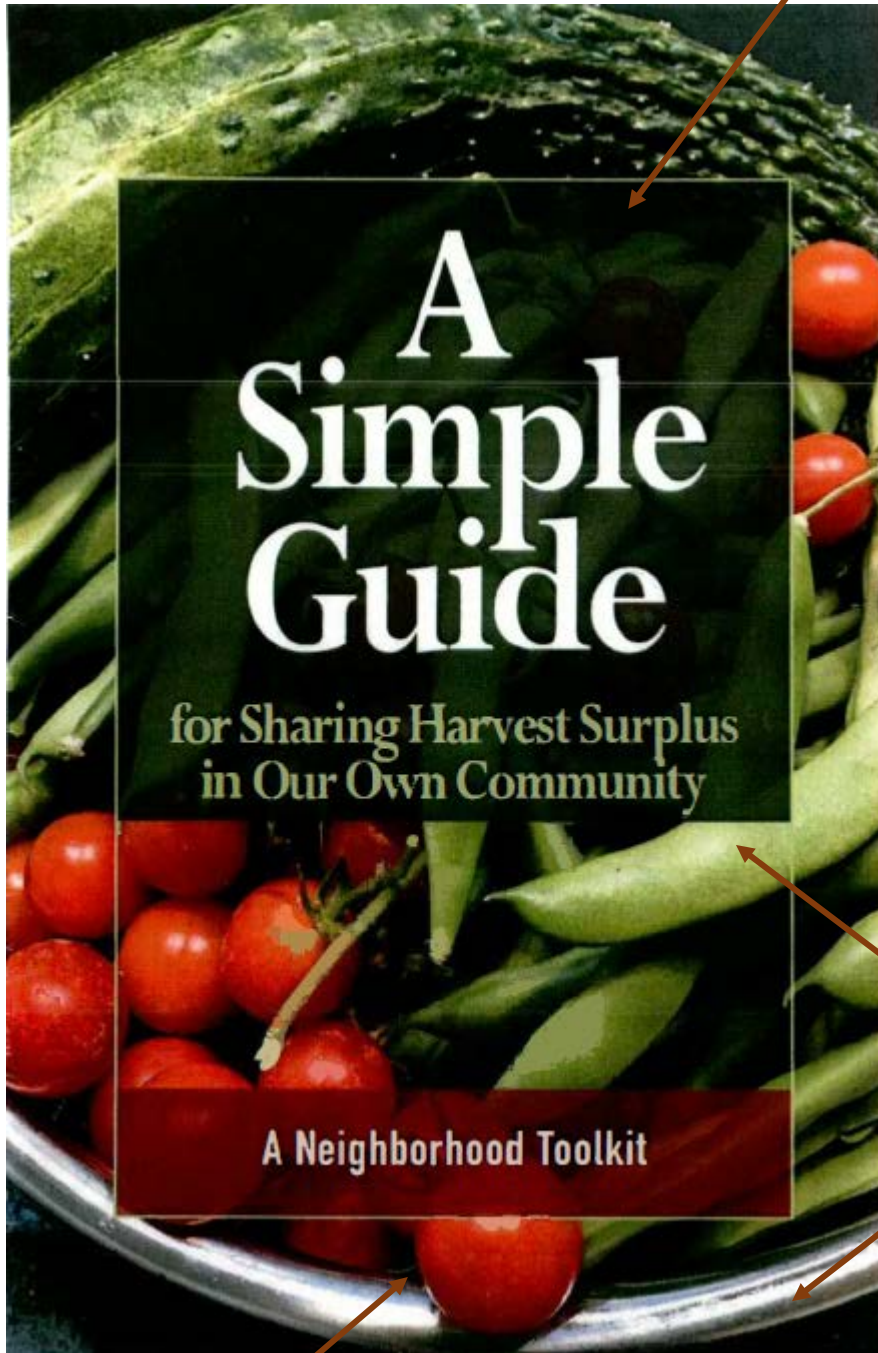
Mock Up

Conversations with Backyard GardenShare founder Pat Thomas revealed a need to redo the Simple Guide GardenShare Neighborhood Toolkit originally developed while her garden gleaning project was a part of Green Urban Lunchbox's organization. Backyard GardenShare wanted the former toolkit used as a template with content being evaluated and updated.

The toolkit is an 8-page printed guide. Each page fits vertically on ½ of a standard 8 ½ by 11 piece of paper. The color guide is printed on the front and back of two full sized pieces of paper, folded, and stapled in the middle.

The mock-up includes pictures of the former guide with comments and a template with proposed changes.

Cover



The label of “Simple Guide” is good as volunteers want to know that something is not going to be complicated. The description “Toolkit” conveys the expectation that volunteers are going to be given the resources they need to be successful but operate independently. The titles “simple guide” and “neighborhood toolkit” are somewhat contradictory and as “Toolkit” align best with the mission statement that is the title that should

Research shows that volunteers are most motivated by knowing they are helping to alleviate hunger in the community and the word “Sharing” doesn’t adequately cover that from the outside looking in.

Missing the name and logo of the organization.

The picture of fresh produce is okay but there isn’t any white space and it feels heavy. A picture of people sharing produce would be more effective at telling the story of Backyard GardenShare

Cover



Backyard GardenShare is working with Intrepid on a logo, color scheme, and font for the website. This guide should match whatever is implemented there.

Quick and Easy

One willing person can organize the effort with only the time required to invite neighbor participation and then transport the seasonally gathered surplus to the nearest food drop site.

Awareness can be accomplished through a doorstep flier (ready-made templates found on page 7), Facebook or InstaGram posts, a mass email, group texts, community, school or faith group bulletins, or simply word of mouth. Building program awareness before initial planting is ideal.

Think about it:
1 in 5 Utah Children don't know where his or her next meal is coming from.
Backyard gardens in the US waste 10 billion pounds of produce annually.
One fruit tree typically produces 200 pounds of fruit.
An average urban garden produces 300 pounds of food.
Fresh produce donations stretch nonperishable contributions twice as far.
Your surplus donations greatly reduce local hunger and waste at the same time
See where others are collecting their neighbors' surplus: <http://www.easymapmaker.com/map/dc44f44dc41f95332772e6701528d90c>



Educate your neighbors their surplus produce is greatly needed locally and can bless many lives almost immediately.



Designate a day and convenient location for neighbors to drop off their fresh donations (a front porch works perfectly).



Set out a designated container (basket, box, or cooler) and watch in amazement as it fills with fruits and vegetables peaking in their respective seasons. (For donation tips, please see page 4.)



The numbers get lost with the formatting and in the pictures especially the 3. This is the "Guide" part of the document and critical information. It would be better to update and simplify the steps as much as possible. There is a lot of text and graphics for such a small space. The pictures on top of the watermarked graphics is too busy.

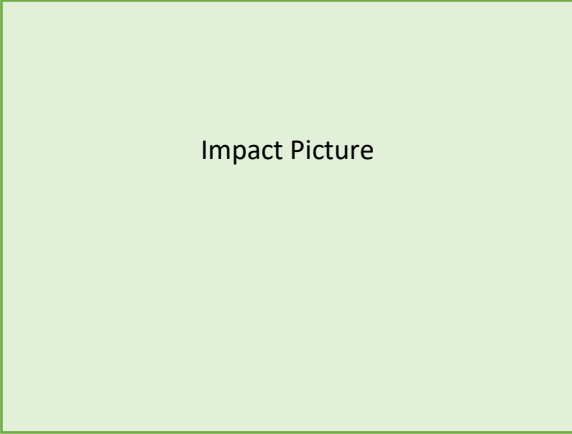
This paragraph is important to have upfront as it gives statistics about hunger in Utah but with everything else going on it's lost on this page.

This logo needs updated to Backyard GardenShare. I do like the location of it on the bottom of each page however there is still not a name to go with the logo.

Page 2 Motivation

Why

Quote about "1 in 5 children in UT don't know where next meal is coming from" BUT ... with Backyard GardenShare's help ... insert impact Slice of Life story about how Backyard GardenShare made a difference in the life of one person giving and one person receiving.



Impact Picture

Backyard GardenShare

What You Can Do With Additional Volunteers

This is all good information but not critical and could be moved to a post on the website.



Invite neighbors to designate a single pot, extra vegetable plant, or entire row to hunger relief (page 5).

Offer more days and drop off locations.

Create opportunities for neighbors to share / swap surplus among themselves.

Offer alternative receiving locations when host collectors are on vacation.

Email or text regular participants "day before" reminders for drop off.

Post favorite neighborhood uses and recipes for fresh produce.

Take turns driving collected surplus to the food bank.

Harvest a vacationing neighbor's surplus or anyone else's who is otherwise unable to pick it.

Weigh the surplus when dropping it off and post regular pictures and growing donation weight totals.



Note: volunteers can be supportive neighbors with or without garden or fruit tree surplus.



Page 3 Most Important Information

How

Educate neighbors that garden surplus can help feed people in our community experiencing hunger. Invite neighbors to:

- Donate produce.
- Be a collection site.
- Transport food to a local hunger relief organization.

Organize the neighborhood.

- Register with Food Rescue U.S. app.
- Pick up and distribute crate/bags for collecting produce.
- Designate a day, time, and place for collecting.

Maximize Your Fresh Donations

Food Bank Requests

- Only donate food in a condition you would eat.
- Make sure your produce still has 3 to 4 days of life. It takes the Food Bank 2 to 3 days to turn it around and deliver to a pantry.
- Try not to take your donations at the end of the workweek; freshness and nutritive value decrease as it sits over the weekend.
- When possible, keep the varieties of produce separated into different bags or boxes. This speeds up sorting and keeps heavier produce from damaging the more delicate.
- Please note the Food Bank cannot accept any non-commercially processed foods. Home canned products and backyard honey are not usable.



If the Utah Food Bank is too far away, look for a closer food drop site.

<http://www.easymapmaker.com/map/dc44f44dc41f95332772e6701528d90c>

utahfoodbank.org/dropoff-locations
utahfoodbank.org/find-a-food-pantry
ampleharvest.org/find-pantry/



The Food Bank Requests is important. It lends credibility to the project and lets volunteers know their service is in conjunction with established entities. A list of partners would also be good.

The action verb Maximize in the headline is great, but the sentence doesn't need the word Fresh. If there is room in the pamphlet some of this information should be kept, otherwise moving it to a separate post or place on the website

Important information to list. It's lost at the bottom of this page

Maximize Donations

Food Bank Requests

- Produce in a condition you would eat yourself.
- Produce with 3-4 more days of shelf-life
- Donate on a weekday to decrease the time the produce will sit on the shelf.
- Separate produce according to variety and weight.
- No home processed canned goods

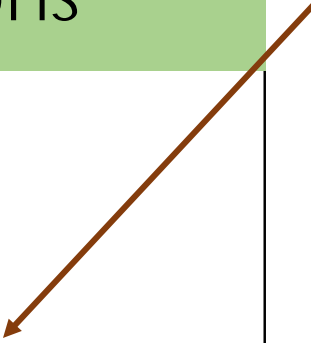
Drop Off Locations

- Granite School District
- Utah Food Bank
- Location
- Location

All locations (Link to Map)

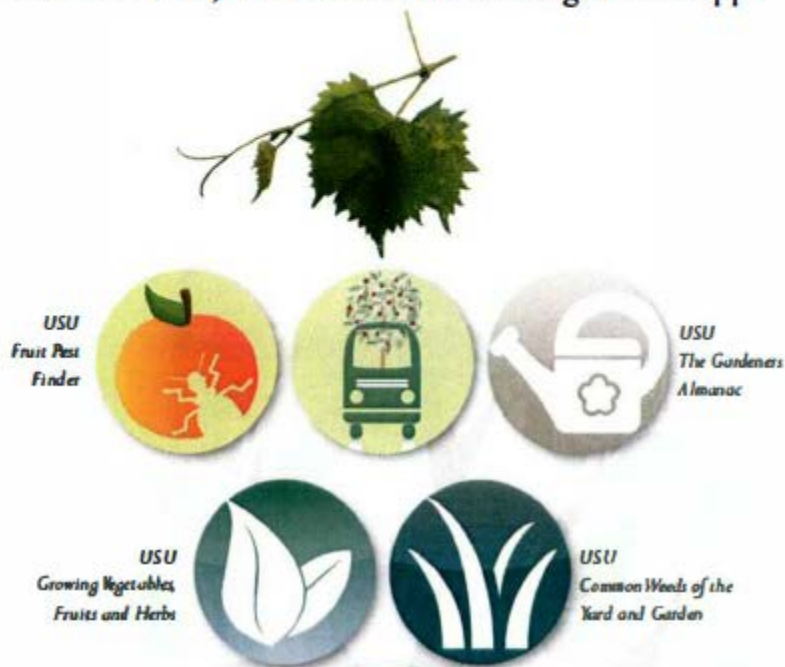
Backyard GardenShare

List name and physical address. Include just 1 link, The Map has all of the locations.



Resources for Wasatch Front Gardeners

Download Four, Free Utah State Gardening Mobile Apps



Register your trees to be harvested, pruned, fertilized, thinned, or treated for pests by the non-profit, **The Green Urban Lunch Box**. Some services are free upon registration, others are offered for nominal fees. thegreenurbanlunchbox.com/fruitshare

EXTENSION
UtahStateUniversity

Call or Visit Master Gardeners trained by Utah State University
Hours: Monday, Wednesday and Friday (9 AM to 12 PM)
Call: (385) 468-4828
E-mail: mastergardener@usu.edu
Visit: 2001 S. State St. (Rm. S1-300) Salt Lake City, UT 84114
extension.usu.edu/yardandgarden/html/gardening-basics

With Backyard GardenShare moving its registration and data reporting to the Food Rescue U.S. app it is best to not cause any confusion with additional apps in the toolkit. This is all ancillary information and should be incorporated into the website and/or as separate social media posts.



Partners

Utah Food Bank, blurb, logo, & link

Granite School District, blurb, logo, & link

Partner with blurb, logo, & link

Partner with blurb, logo, & link

Backyard GardenShare

Nifty Awareness Tools

PLANT A POT, +ADD A PLANT, GROW A ROW



W In Plant A Pot, +Add A Plant, or Grow A Row? No matter where we live, there are people in our community that are experiencing hunger. Right local hunger from your own back yard. By planting just one in a pot, pan, or row, we can significantly relieve hunger and improve the health of our entire Salt Lake community.

NEED
Did you know?
 *One in five Utah kids is obese
 *One in five Utah kids is obese
 *Our growing population and aging population need help securing food.
 *More families experience poverty but help that support food availability.

WASTE
 *The average American wastes one pound of food a day.
 *Nationally, backyard gardeners discard 10 billion pounds of produce each year.
 *Reusing half of that produce could feed 14 million people.

Take an idea of what to plant. Here are some favorites of our volunteers and community organizations.




Vegetables to plant:
 Squash (all varieties)
 Green beans
 Marrowfat
 Carrots
 Tomatoes
 Beets
 Eggplant
 Cabbage
 Okra
 Lettuce
 Peas
 Corn
 Cucumbers
 Garlic
 Herbs
 Potatoes

SIMPLE SOLUTION:
 *Use fresh garden fruits and vegetables can be donated to fight local hunger.
 *No amount is too small to share.
 *A single tomato plant often produces 20-40 tomatoes.
 *The average fruit tree produces 200 pounds of fruit each year.
 *Fresh produce donations stretch out using respectable contributions for as far.
 *For free vegetable seeds to fight hunger in our community, contact GardenShare@ghb.org.

Take your bounty to the nearest food pantry, Utah Food Bank, or other food drop site.
https://www.utahfoodbank.org/dropoff_locations
<https://www.utahfoodbank.org/find-a-food-pantry>
<http://www.gardenshare.org/food-pantry/>
 or contact Kristin Lurie at klurie@ghb.org.

This is information that explains what volunteers can do beyond just donating surplus. Beyond rescuing garden waste Backyard GardenShare wants to provide volunteers with the opportunity to proactively build community through the planned growing and sharing of food.

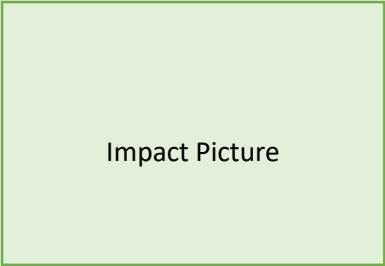


What else can I do?

- Not a lot of room?
Plan to grow food in a pot
- Want to help refugees?
Plan to grow a specific type of plant
- Have extra garden space?
Plan to grow a row just for donating to feed the hungry.


[Link to more info](#)

A Slice of Life approach focusing on someone from the refugee population who is used to different produce than what is typically available here and on someone who has grown a something for the refugee population in their garden would be an effective way to demonstrate how Backyard GardenShare can go beyond just collecting surplus.



Impact Picture

Usable Posters and Fliers



I'd LOVE to take your surplus fruits, vegetables, herbs, berries, grapes, nuts or any other fresh edibles to the Utah Food Bank this Summer & Fall!

One extra plant in your garden or patio pot blesses many grateful community members.

Drop produce on my porch anytime Monday -or- Tuesday mornings. I'll also pick it up if you call.

Don't have produce but can occasionally help in simple but important ways? Want a text reminder? Please contact: Your name
(***).***.****, email address, collection address



No amount is too small

#d@nategardensurplus



Your Burden Can Be Someone Else's Blessing!

#d@nategardensurplus

Free downloadable posters and doorstep flier can be found at thegreenurbanlunchbox.com/neighborhood

Yard signs are a great way for Backyard GardenShare to directly market its services. Another useful download is a flier that volunteers can use to get neighbors together to organize a Backyard GardenShare program in their area. This guide should be available in a downloadable format as well as traditional print. These resources should match the new design work from Intrepid.



Downloads

Flier – Use this flier to invite neighbors to organize a Backyard GardenShare program.



(Custom URL link)

Yard signs – Use yard signs to build awareness and designate a collection site.



(Custom URL links)

Download this guide.

(Custom URL link)

Page 8 Back



See where other volunteers are collecting garden surplus. Drop at their sites or join GardenShare and we'll add your location to our growing effort!



Pat Thomas
gardenshare@gulb.org

<http://www.easygpsmaker.com/map/d:44R4d:41F95332772e6701528d90c>



The Green Urban Lunch Box
340 E. 400 S., STE 50
Salt Lake City, UT 84103
801-318-1745
greenurbanlunchbox@gmail.com
www.TheGreenUrbanLunchBox.com

Contact Pat or Nancy
for experienced tips
on how to run the
program.



Nancy Peterson
nancy.peterson@gmail.com


This is Backyard GardenShare's opportunity to tell their origin story and provide contact information. A picture of Pat and a little bit about her and her nonprofit organization will lend a personal touch and let volunteers know that they are working with a dedicated, passionate, and professional person motivated to the betterment of their local community.



Backyard GardenShare

About Backyard
GardenShare
and Pat and
how the
organization

Picture of Pat in action



Contact

Website
Email
Phone