

GARDEN WALK PROCEDURE

- APR -SEPT 1. Select date -- the Friday after the January meeting.
 2. Select gardens either by tips from friends or by driving around the subdivisions and knocking on doors. Be sure to announce you are from the garden club right away so they don't think you are Jehovah's Witnesses. Right after selecting a garden send letter #1. If you have chosen a garden before Aug. then send letter #1½ in Sept. as a follow-up.
- OCT. 1. Make map and type the front of the ticket for the printer. Print 800 tickets. Be sure to get an estimate for the printing -- should be \$75-\$85.
 2. Number tickets and put in envelopes for members -- make notebook.
 3. At meeting start sign-up sheet for hostesses.
- NOV. ~~1. Send letter #2~~
 2. Distribute tickets to members -- make a note of payments in notebook. a separate chairman to handle the notebook is a good idea.
- DEC 1. First week: call hosts for an appointment to have their photo taken accepting our "outstanding garden of the year" award. (See awards enclosed) Try to make the appointments all the same day (Sunday is good) about 45 minutes apart. The president is included here to present the award.
 2. Take pictures and make notes for handout sheet.
 3. Write handout sheet and have 600 printed.
 4. Sign up 2 members to sell tickets (Penny Cox and Bea Devries have been doing this for years). Get a member to sit on the porch and collect money from members, also someone from the kitchen help must cut off numbers from the tickets and save them to be sorted and counted later.
 5. Write publicity for newspapers and radio stations. These must be all originals -- no carbons or Xeroxes.
- JAN 1. First Thursday deliver all publicity releases to newspapers and radio stations, mail release to Miami Herald and take tickets to Four Winds and Book Nook and ask if they will sell them in the store. At Reporter ask for Nancy Thompson, at SUN 103 mark envelope ATT:K. C. Stuart.
 2. Make 6 packets with 15 tickets and some handout sheets (a larger amount to the northernmost and southernmost gardens) and distribute packets to women who will host the gardens in the morning. The balance of tickets and sheets go to the ticket sellers at the club.
 3. Call hostesses and remind them where they are sitting.
 4. Call hosts and remind them the Walk is next week
- DAY OF WALK Put up pennants (either use nails or wire or rope). Watch out for fire ants.
 2: 10 AM Drive around to the gardens to be sure hostesses are in place and they have tickets and handout sheets.
 3. 1:00 Drive around again to be sure hostesses are in place and collect any money
 4. 4:00 take down pennants from houses
- JAN Write thank you letters to hosts, newspapers (if they printed the story) and Book Nook and Four Winds