

## **Section 4 - Standing Committee Guidelines**

*The intent of Guidelines is to provide additional insight into role responsibilities and current best practices for specific committees and/or roles in the organization. It is in ADDITION to the information laid out in the GCSP Bylaws.*

All Standing Committee Chairs will acknowledge receipt of their respective guidelines by Signature, which will be filed in hard copy of Guidelines book.

### **Section 4, Item A - Executive Committee** (cited in ByLaws)

## **EXECUTIVE COMMITTEE GUIDELINES**

The Executive Committee comprises the elected officers, the Parliamentarian, and if desired an advisor. This committee has the authority to act on behalf of the full board between regular board meetings. The purpose of this committee is to handle urgent matters, delve deeper into operational matters, streamline governance, ensure the efficient implementation of the club's vision, have oversight of key initiatives/projects, approve unbudgeted expenses over \$200 for urgent GCSP matters and handle sensitive matters.

1. The Committee Members establish a schedule for meetings, whether monthly, quarterly, or as needed, based on the organization's needs.
  - a. Note, the Executive Committee does NOT need to preview all reports being made to the Board of Directors
  - b. All committees should inform the Executive Committee if an item needs Executive Committee discussion – sensitive matters, controversial recommendations, input to narrow down a recommendation, etc.
  - c. Committee members will assist the President in creating a BoD agenda to facilitate informed discussion by helping to prioritize issues for the full board to address and streamline meeting agendas.
2. Members of the Executive Committee will provide oversight for critical projects and initiatives, monitoring progress and identifying roadblocks.
  - a. Designate liaisons to other committees, if needed, including Special Committees.
  - b. Responsible to ensure guidelines exist for all roles and responsibilities and these guidelines are aligned to club's mission and Bylaws. Initiate the Bylaws & Guidelines Special Committee as needed.
  - c. The Committee Members should actively aid the President in identifying potential individuals for various club needs – from chairs to individual roles.
  - d. Identify and manage potential conflicts of interest.
3. Acts as the steering and advisory body to ensure the club's day-to-day work aligns with the club's vision.
  - a. Ensures that the Garden Club Mission is translated into concrete programs and implemented effectively.
  - b. Addresses immediate day-to-day operational needs, time-sensitive matters, and urgent decisions that arise between full board meetings.

- c. Study important or controversial issues and then present the findings and insights to the full board.
- d. Ensures sound financial management and accountability, including reviewing financial reports and budgets on a regular basis.
- e. Provide all new Board of Director members and Committee Chairs an understanding of the roles and responsibilities. Determine best approach by individual, for example, hard copy of specific guidelines for their role/responsibility area if deemed necessary.

**Section 4 Item B - Awards & Grants Committee** (established in Board of Directors)

**AWARDS & GRANTS COMMITTEE Guidelines**

Background: In a non-profit organization, an Awards and Grants Committee plays a multifaceted role in securing and managing crucial funding and recognition. Their responsibilities generally involve:

- Identifying funding opportunities: Researching potential funding sources that align with the non-profit's mission. This includes identifying potential grant funders, such as government agencies, private foundations, or community organizations.
- Evaluating applications: Developing processes for receiving and reviewing grant and award applications. This may involve establishing eligibility criteria, evaluation rubrics, alignment with our programs, and methods for assessing the applications' merits (i.e. is it worth applying for?)
- Publicizing grants and awards: Presenting certificates and awards received to individuals involved. Making the non-profit's members aware of grants and awards received.
- Establishing policies and procedures: Creating and maintaining policies for monitoring the use of grant funds, including compliance and reporting requirements. Also preparing and submitting required reports to the Board, and/or funders demonstrating impact and accountability.

**Awards & Grants Committee Administrative Guidelines**

- A. An Awards & Grants Chair is appointed by the President and is a member of the Board of Directors. A Co-Chair may be appointed by the Chair (for example to split awards and

- grants duties) but is not a voting member of the Board of Directors unless the Chair is absent.
- a. Both the Awards & Grants roles require strong organizational skills, good written communication skills and an attention to detail. An ability to work independently and meet deadlines is required.
  - b. The Chair and/or Co-Chair will work closely with the President, Treasurer, and Committee Chairs to generate the information needed for awards and grant applications.
  - c. The Chair may also have a committee of interested club members for either activity – awards or grants - to assist with research, proposals, and applications.
- B. If the individual in this position (chair or co-chair) decides to no longer fulfill the responsibility, the outgoing individual is required to turn over all records (log-ins, passwords, databases, contacts, etc.) and any other connection instructions to the President or incoming individual as soon as possible and no later than mid-June of an election year.
- C. The Chair is responsible for updating these guidelines with any changes and notifying the Bylaws & Guidelines Special Committee for review, refinement, and incorporation.
- D. If a job/role/activity is defined in the guidelines and is not filled by a subcommittee or other assigned person, it is the responsibility of the Chair to fulfill that role.
- E. **Awards Specifics:** Many awards are given each year by the FFGC, Deep South, and the NGC. Clubs/members are encouraged to apply for these awards to recognize the accomplishments of the Club and its members. There is a specific way to apply for each award, with appropriate documentation.
- a. The Chair is the Club's point of contact for information and assistance in **selecting awards to apply for**, help with the process of applying, and providing notice of deadlines for applications.
    - i. The information for awards is available on the FFGC web site at <https://ffgc.org> – the Awards banner will provide all the information (rules and applications) necessary to understand and apply for awards. The application form is available in a format that can be downloaded and completed; some forms can be filled in online.
    - ii. Books of Evidence (hard copies of the detailed information that is being submitted for the award, including the application form, pictures, and documentation) are still required for almost all award applications, but most are now a 3-page application, with exceptions that are listed. Two (2) copies of award applications must be submitted. One will be for display in the awards room at convention. An additional copy should be made of the applicants' records.
  - b. The awards that win at the state level, and that are compatible with either Deep South or National awards, will automatically be sent on for further judging at those levels.
    - i. Most awards at the state level receive a check for winning. Monetary amounts are not given at the Deep South or National levels, but first, second and third place certificates are awarded.

- c. FFGC Award winners are announced every year at the FFGC State convention and listed in the summer edition of *The Florida Gardener*.
- F. **Grants Specifics:** Identify, pursue, and manage funding opportunities to support the Garden Club's mission, projects, programs, scholarships, and community outreach efforts. This role helps ensure the financial sustainability and growth of the Club's activities.
1. Research & Identify Funding Opportunities
    - a. Actively research available grant opportunities from local, state, and federal government agencies, foundations, corporations, and community organizations. National Garden Club, Florida Federation of Garden Clubs, Florida Wildflower Foundation, other Garden Clubs all offer a host of grants.
    - b. Keep an up-to-date calendar of grant deadlines and renewal dates.
    - c. Work with Executive Committee to identify the best grants to apply for.
  2. Prepare & Submit Grant Applications
    - a. Write and coordinate grant proposals, ensuring they align with the GCSP's mission and goals.
    - b. Gather required supporting documents (budgets, letters of support, program details).
    - c. Collaborate with relevant committee chairs or project leads to gather accurate information.
  3. Monitor & Manage Awarded Grants
    - a. Track application statuses and maintain organized records.
    - b. Ensure that all grant conditions and deadlines are met, including progress and final reports.
    - c. Work with the Treasurer to ensure proper financial tracking of grant income and expenses.
  4. Communicate & Report
    - a. Provide regular updates on grant opportunities, applications submitted, grants awarded, and program impacts.
    - b. Clearly communicate (monthly report) to the Board of Directors the specific status on each current grant.
    - c. Share successes and outcomes in newsletters, social media, or publicity as appropriate.
  5. Maintain Records & Knowledge Transfer
    - a. Maintain clear records of applications, reports, and correspondence.

Awards & Grants Chair

Guidelines Signed Receipt \_\_\_\_\_ Date \_\_\_\_\_

**Section 4, Item C - Board of Managers** (AKA Building Committee - cited in Bylaws)

### **BOARD OF MANAGERS Guidelines**

The Board of Managers is the Standing Committee responsible for the maintenance and appearance of the Garden Club building and equipment, in compliance with the lease with the City of St. Petersburg.

The Chair is appointed by the GCSP President, with duties as specified in the Bylaws Article XI section 6. Because of the large responsibility in this area, the Board of Directors has consciously split maintenance of the building/equipment (i.e. the Board of Managers) and the grounds (i.e. Grounds Committee) into two separate Standing Committees, with both Chairs on the Board of Directors.

#### Board of Managers Administrative Guidelines

1. The Board of Manager Chair identifies at least five members to serve on the Committee, known as the Board of Managers.
2. The Chair is responsible for the purchasing and replenishment of all necessary supplies and equipment for the operation of activities of the Club, within the approved budget. Any expenses not in the yearly budget need to be approved by the Board of Directors.
  - a. The Chair is responsible for submitting any planned single expenditure, which will exceed 25% of the Committee's full budgeted funds, to be approved by the Board of Directors prior to spending. Designated funds, if any exist, must be used before budgeted funds. For example, the budget is \$10,000 and the Board of Managers would like to install a water heater for \$3,000. This item is within the budget, however, it exceeds the 25% of the budget therefore, it needs to be approved.
  - b. Authorized expenses, which might be under different budget lines, will be reimbursed by the Treasurer when submitted with receipts with form #2.
  - c. The Chair should prepare a list of improvements and repairs that need to be made (or should be made) to the building including estimated costs, to present to the Executive Committee and the Board of Directors, at least semi-annually, for extra funding sourcing (example: grants).
3. The Chair and the Committee must assure that Health Department and Safety permits and regulations are kept current, posted, and complied with. The Fire Extinguisher inspection should be done annually, usually in July.
4. The Board of Managers is responsible for employing and supervising a cleaning crew to do weekly routine cleaning, and for employing and supervising any contracted work such as periodic special tasks and repairs. The Board of Directors must approve all major projects of building maintenance or regular refurbishment.
  - a. The Chair should be familiar with the current calendar that includes rentals and scheduled activities of the building and coordinate, as needed, changes in cleaning schedule.
5. The Board of Managers is responsible for maintaining the building and equipment in functioning order, including but not limited to, the public address system, surveillance system, doors, keys/locks, windows, kitchen equipment, internal water and electrical systems, roof, gutters and the defibrillator.

- a. To evenly divide the workload of the Board of Managers, the Chair can allocate tasks to individual committee members. For example: Building Maintenance, Public Address System, Surveillance System Manager, Service Contracts/Trade Services, Utilities Coordination, Inspections Overseer, Storage/Supplies Oversight, Keys/Locks Coordinator, AED manager, Design/Decorating updating. If any task is not assigned to an individual, the Chair will be responsible.
  - b. The Chair must have a basic knowledge of how to work the sound system, A/C-heating system, lights, and kitchen equipment.
  - c. The Chair, or designated Key/Lock coordinator, is responsible for issuing keys to the building, and keeping a list of people that have keys. Keys may be issued on a temporary basis for specific purposes, and should be returned immediately upon completion of the project. Keys for the storage areas and patio locks should remain at the Garden Club
  - d. If there is an emergency (broken pipes, windows, equipment failure, etc.) and the President cannot be contacted, the Chair will make emergency decisions.
  - e. It is incumbent upon the Chair to monitor all the utility expenses. This includes the electrical, water, sewage and waste removal. This way any unexpected increases in usage can be addressed. The chair should also be actively searching for solutions to reduce energy costs. Recommendation to have annual energy audits.
  - f. Storm preparation guidelines need to be addressed. The Chair should appoint managers to oversee procedures. Some examples of storm preparation would be to seal door openings and make wind abatement safeguards. Also, the irrigation pump needs to be disconnected and stored at a flood protected height.
6. Set-up for meetings and activities can be arranged with the Chair, if needed. It is the responsibility of the meeting leader, the Interest Group Leader or event leader to request this set-up and coordinate payment from their budget with the Treasurer.
  7. Before any large activity where the kitchen will be used (i.e.: Home & Garden Market, General Meetings, etc.), the Chair, or designated committee member, will meet with the person designated to be in charge of the kitchen preparations to do an inventory of current supplies, use of the table linens, etc.
    - a. It is recommended that the Chair and/or some members of the Board of Managers be present at all large Club functions to assist with equipment or supplies, if necessary.
    - b. Laundering of table and kitchen linens will be the responsibility of the group that uses them, and must be returned within one week.
  8. Building Use – The following information should be shared with all those using the club for any event/activity:
    - a. Anyone using the Garden Club is expected to leave the Club **clean**, with all food, personal items, and garbage removed. The trash must be taken to the dumpster and new garbage bags put in the garbage cans. Garbage bags are available for the various size garbage cans
    - b. To prevent damage, tables should be covered during workshops, and tape should not be used to attach anything to the walls

- c. After using the Club, the person who is responsible for the activity is responsible for ensuring that all equipment is turned off: lights, appliances, sound system, water faucets, etc. The A/C systems should be left set at 80 degrees in the summer, and the heating system set at 68 degrees in the winter to prevent mildew in the building. Also, the building must be secure—all doors and locks checked and locked, including the patio gates and the storage areas.
- 9. The maximum number of people permitted by the Fire Marshall to be in the Garden Center is 250. Fire “Exit” lights must be clearly visible and a 60-inch aisle must be maintained in the center of the auditorium. A 36- inch aisle should be down each side and back of the room to maintain free access to the exit doors. Failure to comply with these rules can result in the suspension of the activity taking place.
  - a. This information needs to be made available to anyone setting up for a large event – in-house, or rental.
- 10. Building equipment: The below items are at this time not in effect because the Internet has been disconnected. The phone equipment has been moved and the phone line is forwarded to the President. In the event you are at the Garden Club and need to call for an **emergency**, please use your cell phone and identify your location as **500 Sunset Dr. S at the intersection of Park St S and 5<sup>th</sup> Ave S**.
  - a. The telephone, computer, and FAX/copy machine are available for Garden Club business ONLY.
  - b. The WiFi access code should be posted for all members or rentals usage.
- 11. There is very limited storage space at the Garden Club, therefore, approval must be given by the Board of Managers for anything that is left at the Club, and arrangements made for the use or storage of the items.
  - a. Personal property should not be left at the Club. Any items deemed personal property and on club premises more than 3 months will be either donated or thrown out.
  - b. It is recommended that there be a yearly review of items in all storage areas and reduce them if no longer needed (recycle/donate, toss).
- 12. The Chair is responsible for updating the role guidelines with any changes and notifying the Bylaws & Guidelines Special Committee for review, refinement, and incorporation
- 13. If any job/role/activity is defined in the guidelines and is not filled by a subcommittee or other assigned person, it is the responsibility of the Chair to fulfill that role/do that task/activity.
- 14. If the individual in this position decides to no longer fulfill the responsibility, the outgoing individual is required to turn over all records (log-ins, passwords, etc.) and any other connection instructions to the President or incoming individual as soon as possible and no later than mid-June of an election year.

Board of Managers Chair Guidelines

Signed Receipt \_\_\_\_\_ Date \_\_\_\_\_

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#### **Section 4, Item D - Community Outreach Committee (established in Board of Directors)**

## COMMUNITY OUTREACH COMMITTEE Guidelines

The Garden Club of St. Petersburg “is a non-profit association for the purpose of engaging in activities which are charitable, educational, and scientific within the meaning of Section 501 (c)(3) of the Internal Revenue Code” of the IRS. In order to maintain this non-profit status, the GCSP is required to contribute to the community in donations and/or volunteer hours.

As set forth in the Articles of Incorporation and the Bylaws, Article II Purpose/Objectives of the Garden Club of St. Petersburg: we are committed to “(a) promote an interest in gardens; (b) stimulate the study of wild flowers and native plants; (c) work for preservation and conservation of our natural beauty and resources; (d) encourage the study of the art of landscape and floral design; (e) cooperate in all efforts for civic beautification; (f) establish, care for, and maintain a park or area in St. Petersburg known as “The Garden Club of St. Petersburg.”

The Community Outreach Committee oversees activities and programs undertaken by the Garden Club to engage and serve the local community, support and raise awareness of our Garden Club’s mission, educate the public about gardening in Florida, and promote membership in the Garden Club. Funds raised in our fundraising events, supported with volunteer hours of service by all our members, enables our Community Outreach projects.

### Community Outreach Administrative Guidelines

1. The Community Outreach Chair is appointed by the President and is a member of the Board of Directors
2. A committee of Outreach Coordinators is recommended to manage the wide breadth of outreach programs. If a connection/activity is defined in the guidelines and is not filled by an assigned person, it is the responsibility of the Chair to fulfill that role/connection.
3. The Chair, or the designated Outreach Coordinator, obtains information from the organization and relays pertinent information to the Board of Directors and members via reports, General Meeting displays, or articles in the Grapevine.
  - a. Information on potential award or grant opportunities should be relayed to Awards & Grants Chair.
  - b. Information on member volunteer opportunities should be communicated to the Weekly Email Coordinator.
  - c. For any donations we are making, provide the Treasurer with the appropriate information.
4. The Chair should be providing to the Board of Directors updates on our donations, recommendations on changing donations, and new outreach opportunities for our members.
  - a. The Chair provides input into the yearly budget on any moneys expected to be given (donations, scholarships, etc.) and the expected timings.
  - b. The Chair provides input into the yearly budget for any expenses expected for any outreach program.
5. The Chair is responsible for updating the committee guidelines with any changes and notifying the Bylaws and Guidelines Committee for review, refinement and incorporation

6. If the individual in this position decides to no longer fulfill the responsibility, the outgoing individual is required to turn over all records (log-ins, passwords, databases, contact information, etc.) and any other connection instructions to the President or incoming individual as soon as possible and no later than mid-June of an election year.

The Community Outreach Programs the GCSP currently engages in (2025) the following programs, scholarships, and philanthropy:

**Community Programs:**

- Art In Bloom at the St. Petersburg Museum of Fine Arts - Several members of Floral Design Interest Group are annually invited to donate and display flower arrangements interpreting works of art at the Museum for several days for an event called “Art in Bloom”. This is a fund-raising event for the Museum, which has been very successful for the Museum.
- Coconut Park - The Garden Club is located in a city-owned park called Coconut Park. The GCSP supports the park by purchasing plants and garden supplies, and providing labor to maintain the gardens surrounding the building. The gardens include: Bromeliad Garden, Native Wildflower Garden, Butterfly Garden, Tropical Patio Garden, Japanese Garden, President’s Garden. All members are encouraged to participate in the maintenance of the grounds with donations of time or money. This program is managed by the Grounds Committee.
- Green Thumb Festival - The largest community service project of the Garden Club is participating with the city of St. Petersburg for the annual 2-day Green Thumb Festival at Walter Fuller Park. The festival includes over 150 vendors of plants and gardening items, coordinated by the city Parks Department, as well as a Standard Flower Show staged by the Garden Club of St. Petersburg. In addition to putting on the flower show, GCSP volunteers help with children’s activities and membership table. This program is managed by the Flower Show Green Thumb Special Committee.
- Seed Catalog at Public Libraries – This is an ongoing project of repurposing packaged seeds that are donated to be given away to individuals, libraries, and community gardens.
- Trees Planted - A record of the number and kinds of trees planted, sold, or given away by Club members of GCSP during the year is submitted to FFGC. The deadline for reporting is February.
- Garden Therapy at Nursing Homes – Club Members work with various Nursing Home Activities Directors in planning floral arranging event with residents. We also regularly provide individual vases of recycled flowers to nursing homes which our members create during various club meetings.

**Blue Star Memorial Marker** – The Garden Club of St. Petersburg purchased a Blue Star Memorial Marker for Coconut Park, a public park where the Club is located, and placed it as an addition to the existing memorial garden in front of the Garden Club building in 2013. It was dedicated on Veterans’ Day, November 11, 2014. The memorial bricks surrounding the Blue Star Memorial Marker are reserved for purchase to honor veterans: past, present, and future. The Treasurer is responsible for taking orders for and having the memorial bricks placed around the Blue Star Memorial Marker.

- Background: The Blue Star Memorial Marker Program of the National Garden Clubs, Inc., began in 1945 to honor the men and women serving in the Armed Forces during World War II. The name was chosen for the star on flags displayed in homes and businesses denoting a family member serving. Garden clubs envisioned a ribbon of living memorial plantings traversing every state. The designation of Blue Star Highways was achieved through petitions to the State Legislatures and cooperation with the Departments of Transportation. A uniform marker was designed to identify the Highway. The Blue Star Memorial Program grew to extend thousands of miles across the continental U.S., Alaska, and Hawaii. All men and women who have served, are serving, or will serve in the Armed Forces of the United States are included. Markers continue to be dedicated each year along highways, at Veterans' facilities, National Cemeteries, parks, and civic and historic sites, showing our appreciation for those who defend our country. No Marker may bear an individual's name. These Markers are designed to pay tribute to the Armed Forces as a whole.

### **Scholarships** –

- UF Scholarship - The Garden Club of St. Petersburg offers scholarships to qualified students interested in or studying horticulture, landscaping, or the environment under an agreement with the University of Florida.
  - The University of Florida Scholarship recipient is selected from qualified students by the UF Department of Agriculture Life Sciences. The University will periodically update the GCSP on the student's progress.
  - The Community Outreach Chair invites the scholarship recipient to speak at an annual General Meeting to inform the Club of their scholastic achievements.
  - The amount donated for the scholarship is recommended and approved by the Board of Directors each year, and included in the annual GCSP Budget. The money is sent to the school and not the student directly. Currently, the agreement with the University of Florida is for two \$1000 scholarships annually for five years.
- Wekiva Camp Scholarships – The Wekiva Youth Camp is an environmental education program begun in 1959 as a Junior Nature Camp where garden club volunteers helped to instill a love, concern, and desire to protect the flora and fauna of our beautiful state of Florida. The camp is owned and operated by FFGC in Apopka for students in grades 1-8. The GCSP either identifies yearly scholarship recipient(s) or provides a donation to the FFGC for the Wekiva program.

### **Philanthropy**

- SEEK (Save the Earth's Environment through Knowledge) is an annual 4-day Environmental Conference for high school students. The conference is sponsored by Florida Federation of Garden Clubs, Inc. (FFGC) for the purpose of instilling a love and respect for the REAL Florida in our youth through nature study, conservation, and protection of our environment for the future of our state and planet. The SEEK conference focuses on student initiative, leadership, and today's critical environmental issues: 1) climate change, energy conservation, alternative energy, and sustainability; 2) water quality and quantity (water pollution and water conservation); 3) loss of wildlife

habitat due to deforestation and development. The GCSP donates money annually to this program.

- Coral Reef Restoration Project: FFGC is spearheading an “Underwater Garden” with the Coral Reef Restoration Foundation based in Key Largo, Florida, off the Florida Keys. It involves propagating coral which can be planted to restore dying reefs. A new reef off Key Largo, and named for the Florida Federation of Garden Clubs, is being planted with “adopted” coral. Garden Clubs from all over the state sent in donations and the initial goal of \$10,000 was reached to begin the project. FFGC members and clubs are able to adopt a coral rooting for \$100 and sponsor the transplanting of the coral by the Foundation. When these reefs grow, they will be part of reversing the endangered status of the elkhorn and staghorn coral. This will provide a habitat for all sorts of tropical fish for our South Florida Reef, the 3rd largest reef in the world, behind only the Great Barrier Reef and the Belize Reef. The GCSP donates money annually to this project.
- Tampa Bay Watch – Tampa Bay Watch is a 501(c)(3) nonprofit based in Tierra Verde and St. Petersburg, FL, dedicated to protecting and restoring the Tampa Bay estuary through community-powered restoration, education, and outreach programs. Founded in 1993, Tampa Bay Watch works to foster a healthy Tampa Bay watershed via habitat restoration, environmental education, citizen engagement, and advocacy. Their work has included planting over 1 million salt marsh grasses, installing crystal oyster reef units, and persistent cleanup efforts in the estuary. The GCSP donates money annually to this organization.

Community Outreach Chair  
Guidelines Signed Receipt \_\_\_\_\_

Date \_\_\_\_\_

#### **Section 4, Item E - Fundraising Committee (established in Board of Directors)**

### **FUNDRAISING COMMITTEE GUIDELINES**

The Garden Club of St. Petersburg hosts multiple fundraising events including the Fall Plant Sale, Christmas/Holiday Recycle Sale, and Spring Home & Garden Market. Funds raised in these events, supported with volunteer hours of service by all our members, enable our members to be active in our Community Outreach projects.

#### Fundraising Administrative Guidelines

1. The Fundraising Chair is appointed by the President and is a member of the Board of Directors
2. A committee of Fundraising Event Leaders is recommended to manage the wide breadth of fundraising events. Events are often run annually with same leadership. If the individual

leading a specific on-going fundraiser decides to no longer fulfill the responsibility, the outgoing individual is required to turn over all records (log-ins, passwords, timetables, event layouts, etc.) and any other connection instructions to the President or incoming individual as soon as possible and no later than mid-June of an election year.

3. Each fundraising event leader is responsible for updating the appropriate guidelines with any changes and notifying the Bylaws & Guidelines Committee for review, refinement, and incorporation.
4. Fundraising Committee Members are leaders for the following events/activities, with respective guidelines or best practices to follow:
  - a. Opportunities & 50/50 Coordinator - each General Meeting is asked to have an “Opportunity” for an extra fund-raising activity. It may be prize baskets, a raffle, or a 50/50 drawing.
  - b. Boutique Manager Guidelines
  - c. Plant Sale Best Practices
  - d. Home & Garden Market Best Practices
  - e. Recycle Christmas/Holiday Bake Sale Best Practices
  - f. Trash to Treasures Best Practices
  - g. Plant Auction Best Practices

### **BOUTIQUE Manager Guidelines**

*Post hurricane update on security measures and rental monitor responsibilities needed.*

Background: The Boutique of the Garden Club of St. Petersburg began operation in the 90's as a Ways & Means project to provide additional income for the Operating Fund of the Garden Club. It was created to allow club members and guests to “shop” and purchase items during regular club meetings and special events.

The Boutique shall be run by the Boutique Manager(s), identified by the Fundraising Chair.

1. Boutique Managers are responsible for the staffing, displays, and maintenance of the Boutique.
  - a. Maintain and display items for sale in an attractive, clean environment.
  - b. Items will be priced so all may be able to purchase at fair prices.
  - c. Have available a small supply of monies to make change. Do not leave money in the boutique, there is a slot in the safe to place an envelope with money.
2. Boutique Managers actively solicit and accept donations of saleable items.
  - a. Choose appropriate merchandise from donated items to be offered for sale (consider seasonality, themes, displays, etc.)
  - b. Put aside items deemed appropriate to be offered for sale at the annual Home & Garden Sale. Jewelry is one of the largest contributors to the Home & Garden Sale.
  - c. After the Home & Garden sale and occasionally may place items on e-bay for sale.
3. Work with the Jewelry Coordinator to identify items, catalog and determine prices. The Jewelry coordinator and group will repair and review jewelry for sale. Items that are beyond repair and are real gold will be brought to a reputable jeweler for resale. All monies are to be provided to the Treasurer and will be reported as Boutique income.
4. Keep records of any expenses incurred for boutique.

5. Provide sales profit and any expense receipts to the GCSP Treasurer at least monthly - The profits, after reimbursing expenses, will be credited to the Club Operating Fund as income.
6. Updating these Guidelines with any changes that may occur.

### **FALL PLANT SALE (AKA the Big Plant Sale) – Best Practices**

The Fall Plant Sale is a major fund-raising project held yearly at the Garden Club Center.

1. The Event Leader is identified by the President and does not need to be a member of the Board of Directors.
  - a. The Event Leader may be asked to attend the Board of Director meetings two months before the event to report on the plans for the event and the month after the event to report on the success of the event.
  - b. The event Leader is encouraged to identify a Co-Leader and form a Committee to help with event planning and execution.
  - c. This event should have budget lines for expected expenses and income.
  - d. The Event Leader should be familiar with General Fundraising Guidelines
2. The Executive Committee along with the Event Leader decides on the date and time of the sale during the yearly Calander Meeting in June. The Sale is usually held in October.
  - a. The usual set-up is Wednesday and Thursday prior to the Friday and Saturday sale days. Set up includes tables and chairs, and tent canopies if possible.
    - i. It is highly recommended to plan a set-up design (locations of sun, shade, indoor plants, herbs and veggies, trees, succulents, etc.) and identify number of tables needed.
  - b. Requests for drop offs should be made at all club meetings in September and October. Drop offs include plants, garden tools, garden artwork, and pots. The Event Leader should clarify how to manage early drop offs.
  - c. The days/hours of the Plant Sale are usually Friday, 9:00 AM to 1:00 PM and Saturday, 8:00 AM to 1:00 PM.
  - d. All plant sales areas are outside for this event.
  - e. It is recommended to have aprons for members managing money at the event. It is also recommended to have bottled water available for members supporting the sale days.
3. The GCSP maintains an annual Agriculture sales permit to sell plants, therefore, all plants must be inspected by a representative of the Dept. of Agriculture prior to the sale, and the Event Leader must make arrangements to schedule the representative's inspection.
4. The event Leader may invite vendors who do not conflict with the GCSP sales and offer garden related items for sale to participate, with GCSP receiving an agreed upon percentage of their sales or space fee. A tool sharpening vendor may be included, and is welcomed.
5. With agreement of the Event Leader
  - a. Food sales (baked goods) can be an option, supplied by GCSP members.
  - b. The GCSP Boutique may also set up an area with items for sale.

6. The Event Leader will provide drop off and volunteer needed details to the Email Coordinator and the *Grapevine* editor 4-6 weeks before the event.
  - a. The Event Leader can work with the Volunteer Coordinator to identify members to support the set up (plant pricing), and sale days, including break down of the event. It is highly recommended to assign time blocks and sale areas to volunteers.
  - b. Having a staffed Membership table is recommended.
  - c. All non-sold items should be saved for future plant sales events if possible.
7. An information flyer should be developed with the Marketing Communications Committee and shared with the Publicity Coordinator at least two months in advance for advertising to the public. Paid advertising may be used, within budget.
  - a. Also share the event flyer with the Facebook Liaison for posting.
  - b. Additional Flyers should be prepared for distribution to the Interest Groups for distribution if members have locations that would support posting.
8. Street signs made to put at various locations the week of the sale.
9. Request the Treasurer to provide “start-up change” for the morning of the event. All monies collected should be turned in to the Treasurer or President for deposit as soon as possible after (or during) the sale.
  - a. Provide receipts for any event expenses.
  - b. The Treasurer will report final sales after the event, taking into account any expenses and start-up cash provided.
10. The Event Leader gives a written report of the Event at the next scheduled Board of Directors’ meeting. The report should include an evaluation of the event, making recommendations for the following year

### **CHRISTMAS/HOLIDAY RECYCLE & BAKE SALE– Best Practices**

The Christmas Recycle is typically held the Friday before Thanksgiving. This sale has many other holiday items and usually also includes a bake and plant sale. This is a one-day event can be held outside or inside at the GCSP.

1. Sale is Saturday from 9am-1pm
2. Members bring their items to donate for sale on Saturday 7am – 9am. Items should be brought pre-priced by members and placed on appropriate tables.
3. All Member communication & support is requested.
  - a. Start email blast the day after plant sale with clarity on what is needed, when, pre-pricing.
  - b. Ask members to bring bags for sale items
  - c. Coordinate with Volunteer Coordinator to set up volunteers to work various areas. Shifts: 8 to 11 (support in pricing) and 11 to 2 (including take down).
4. Signs are posted on GCSP property, Sunday, one (1) week prior to the event. On the day of the event at 7am or later signs should be placed at Central and Park and at Park and Pasadena. This is our best advertising. Plant sale signs should also be placed.
5. PUBLICITY: at least one (1) month prior to the event contact the Gulfport Gabber (Publicity Chair) to post 1 MAIN and 2 SUPER classified ads. Total cost \$190.00. The Gabber has the

design, they only need to change the dates. Have a flyer to hand out at the October Plant Sale and other places to advertise this event.

6. The following areas are traditionally set up with appropriate signs so when members bring items they are placed appropriately:
  - a. **Bakery:** The bakery good tables (3) with a tent. Since a one-day event and no kitchen, ask members to bring their baked goods on that Saturday by 8:30AM. Items should be individually wrapped for sale. Members may suggest pricing but the Chairs should determine prices.
  - b. **Boutique:** 2-3 tables outside for the boutique to sell holiday or gardening items
  - c. **Christmas items:** Arrange multiple tables per Christmas items marked - Wreathes, Trees, Lights, Ribbons and paper, Ornaments, Misc. are common best signage.
  - d. **Plants:** 3 tables outside for plants. Plants are sold from left over plant sale and members also bring additional plants.
7. Seed Money: A couple of weeks prior to event, request seed money from Club Treasurer. The four (4) groups above should get \$100 each in small bills.
  - a. Try to avoid need for coin change with pricing.
8. Payments: Cash, Zelle to [GCSP Treasurer@gmail.com](mailto:GCSP Treasurer@gmail.com), PayPal [gcsptreas@gmail.com](mailto:gcsptreas@gmail.com) and Credit Card (minimum \$25.00). Per the Bylaws, the Treasurer will be at the event for digital payments.
  - a. Traditionally towards the end of the sale, holiday items & baked goods are “marked down” in some manner.
9. Left over items: Ask members to either take home or donate to Boley.
  - a. Save ONLY the very best items for flea market with that chair’s permission.
  - b. Logistics on Donation to Boley need to be preplanned.
10. When the event is inside due to inclement weather: Hospitality (Kitchen) Have coffee and snacks for sale. Items can be brought the day before the event from 10am-NOON and 2pm-4pm.
  - a. If the event is held inside check with the President to see if the Janitor service can set up tables for \$75.00. Have a schematic drawing of how you want tables set up for him. Otherwise, the chair and co-chair will set up tables outside on Friday.

## **HOME & GARDEN MARKET (aka FLEA MARKET) – Best Practices**

The “Flea Market,” renamed Home & Garden Market, is the primary money-making project held at the Garden Club Center once each year.

1. The Event Leader is identified by the President. It is recommended that the Event Leader chooses a co-leader and committee to help with planning and execution.
  - a. The Event Leader(s) should be familiar with General Fundraising Guidelines
2. The Executive Committee with the H&G Market Event Leader decides on the date and time of the sale, which is included in the GCSP Calendar that is prepared in June. The H&G Market event is usually held the last weekend in February.
  - a. This event should have budget lines for expected expenses and income.
3. Suggested Market Schedule:

- a. Sunday PM – Set up tables & clothing racks
  - b. Monday through Wednesday – individual sales areas staffed to receive and price items. Times for this should be agreed and published.
  - c. Thursday AM – Prep for Preview Sale Night & set up outdoor sale
  - d. Thursday PM – Preview Sale Night
  - e. Friday and Saturday – Sale Days (8 Am – 1 PM?)
4. Three months before this major event (i.e. November for February event) have an organizational meeting for the Committee to confirm set-up and sale days, and coordinate information needed.
    - a. Creation of prepared floor plan, with designated areas for large items, jewelry, and clothing
    - b. Proposed Table Assignments (Area Leaders)
    - c. Identification of who is coordinating flyers for circulation and working with all aspects of communications; confirming detail of event (timings, preview night, etc.)
    - d. Confirming Contribution Forms & Tax Forms for donations (if requested)
    - e. Do's & Don'ts of the Market
    - f. Decision on food sales and a Kitchen Leader identified
  5. A special "Preview Sale Night", that is advertised to the public, may be held on the Thursday evening from 5:00 PM to 7:00 PM before the Friday sale day, with a donated admission charge (determined by the Board of Directors).
    - a. Refreshments may be provided by the Club for the paid attendees.
    - b. All merchandise may be sold at the evening sale; plants and outside sales may be available on Thursday evening until dusk
  6. ONLY members of the Club, persons assisting members with set-up, or persons delivering merchandise donations will be admitted to the Club during set-up days. No pre-sales before Preview night.
  7. Pricing will be at the discretion of the Area Leader, with the Club Flea H&G Market Event Leader available for consultation.
  8. Awareness of the event via:
    - a. Information in *The Grapevine* issue immediately preceding the event
    - b. Flyers should be prepared for distribution at least one month before the event – provide to the Interest Groups, Facebook Liaison for posting, and other cost-effective avenues.
    - c. Work with the Publicity Liaison at least two months before the event, for clarity on paid advertising to the public. Paid advertising should be budgeted in the event expenses.
    - d. Street signs may be made to put at various locations the week of the sale.
    - e. The flyers should include the following statement as directed by the Department of Agriculture: The Garden Club of St. Petersburg is registered as a charitable organization, #CH5076, "A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE." "Net proceeds support operating funds and programs."

9. The GCSP maintains a permit to sell agriculture, therefore, all plants offered for sale must be inspected by a Department of Agriculture Inspector before the sale. It is the responsibility of the Event Leader to make arrangements for the inspection on Thursday before the sale.
10. Work with the Treasurer for a Cashier each day to manage the credit card machine and have two members designated to count money at the end of each day.
  - a. Table workers or outside workers should wear aprons with pockets and keep no more than a minimum amount of change in the apron pocket. Large bills should be turned in to the Cashier periodically.
  - b. "Start-up cash" should be provided to each Area Leader.
  - c. At day's end, the Cashier is responsible for counting the money with another member, securing the cash box, and making it ready for the next day of selling.
11. Sales area leaders are responsible for arranging for donating left over items from their sales areas to a designated charity at the end of the event.
  - a. The H&G Event Leader may arrange with the charity, in advance of the sale, for a pick-up of the leftover donated items by the charity or a designated person, or disposal of the items. Pick-up can be no later than Saturday afternoon at the close of the sale.
  - b. Items may also be sold/brought to a consignment store or e-bay.
  - c. Unsold items must be boxed and placed together wherever directed by the H&G Market Leader and removed Saturday. Items that an area leader wishes to retain, or store for a future event, MUST be removed from the Club, or stored in a designated area with prior approval by the Board of Managers.
12. All trash must be removed from the premises
13. The H&G Market Event Leader is responsible for giving a written report of the Committee's activities and proceeds at the next scheduled Board of Directors' Meeting.

### **TRASH to TREASURES – Best Practices**

A summer "Flea Market" type sale is held in the summer (usually third week of July) inside the Garden Club building to benefit the Garden Club. This sale differs from the annual Home & Garden Market held in February in several ways:

- Membership in the GCSP is required to be a seller.
  - Members wishing to participate in the sale, as a seller, are required to pay a per table space fee for tables used to display their items.
  - Proceeds from the sales are kept by the sellers. Table space fees are retained by the Garden Club.
  - This is held in-doors with no associated plant sale.
1. The TTT Event Leader is identified by the President and is encouraged to choose committee members to help planning and execution.
    - a. The Event Leader should be familiar with General Fundraising Guidelines
  2. Table space fees are determined by the TTT Event Leader and the Executive Committee.

- a. Payment of table space fees is due thirty (30) days prior to the event.
  - b. Cancellation notice must be made no later than one (1) week prior to the event to the TTT Event Leader.
  - c. No refunds will be issued if cancellation notice is less than one (1) week.
  - d. The TTT Event Leader has the right to re-let the tables once cancellation notice is received.
3. It is the responsibility of each seller to set up and clean up their area prior to and following the sale. This is a one-day, indoor only event. All items must be removed from the premises after the sale.
    - a. Setup timing- Setup is the day before the event from 2-5pm and day of from 8-9am.
    - b. Event timing - The event is usually the third (3<sup>rd</sup>) Saturday of July from 9am-2pm.
    - c. Clean-up timing- Clean-up is immediately after 2pm, all items are to be removed from the building.
  4. Food (donated baked goods) may be sold with proceeds going to the Club. The Boutique may have a no-fee table if space permits with proceeds going to the club.
  5. The event will be publicized. The TTT event leader will work with Marketing Communications Committee members on creation of flyer and advertising (paid and unpaid) plans. Advertising expenses need to be within budget.
  6. The TTT is responsible for turning over proceeds from the Food or Boutique Table Sales, fees for tables, and any other proceeds from the sale, to the Club Treasurer, no later than seven (7) days following the event.
  7. The Chair is responsible for updating the guidelines with any changes that may occur during an administration.

### **PLANT AUCTION – Best Practices**

A plant auction may be held annually as a fund-raising program for the Garden Club of St. Petersburg. Members are encouraged to invite guests to this unique event. There is no charge to attend. Proceeds from the event will be from the sale of plants and garden items. The date is determined by the Executive Committee when making up the schedule of events for the year.

1. The Event Leader is identified by the President and/or the Fundraising Chair. The event Leader is encouraged to choose a co-leader and committee to help with planning and execution.
  - a. The Event Leader should be familiar with General Fundraising Guidelines
2. Duties of Committee
  - a. Requesting Interest groups to poll members for plants to be donated – unique plants and plants in unique pots are highly desirable.
  - b. Identifying auctioneer
  - c. Coordinating publicity
  - d. Receiving of plants, set up of space for auction, and clean up after event
  - e. Registration of numbered paddles with instructions at the entrance. Accounting sheet will list paddle number and persons' name.
  - f. Distribution of door prize tickets and/or sales of opportunity tickets, if applicable
  - g. Preparation and sale of refreshments, if applicable

- h. Clarifying approaches as part of the event - auction, silent auction, direct sale, etc.
  - i. Coordinating receiving of monies, and distributing purchased plants
3. Auction procedure:
- a. each guest receives a numbered paddle at entry table, participants names are listed by the registrar with the paddle numbers
  - b. the auctioneer will present the item for auction using plant botanical name and common names
  - c. Bidders will raise their paddle, be recognized by the auctioneer, and state their bid
  - d. the auctioneer will accept additional bids with same procedure as above until there are no more bids
  - e. the auctioneer will announce the paddle number and amount of final bid
  - f. all items will be auctioned with procedures as above
  - g. the item sold will be tagged by a GCSP assistant with the paddle number and amount of final bid affixed to the plant along, with half of a numbered ticket – the matching half is given to the purchaser with amount of the bid written on both halves
  - h. at end of the auction, guests will go to the cash-out table with their paddle number
    - i. the GCSP Treasurer will give the number of the paddle and receipt number to the GCSP assistant who will deliver the plant to the cash-out area
    - ii. the GCSP Treasurer will accept the money (cash, check, credit run credit card) from the purchaser
4. **Auctioneer:** The auctioneer will conduct the auction, present items, take bids, close bids, announce paddle number and amount of final bid.
5. **Auction Assistants:** will write paddle number and amount of final bid on both halves of the numbered tickets. One half of the ticket will be given to the bidder, and the second half will be affixed to the plant. Assistants will deliver plants to checkout table when requested.
6. **Auction Cashier is the Club Treasure:** During the auction, they will write item numbers and final amounts of bids on the check-in accounting sheet. At the end of the auction, bidders will give their paddle number and receipt number(s) to the Treasure. The Auction Assistants will deliver the plants with the matching ticket numbers to the Cash-out table. The Treasurer will check the ticket number against the accounting sheet and bid amount on both tickets, accept money and give plant to the bidder. At the close of the event, Treasurer will total the amount of bids on paddle/bid sheets and verify the amount of cash/checks received.
7. **Refreshments:** If refreshments are sold, it is the responsibility of the Plant Auction Committee to arrange for the operation of the concession, set up area, tables, purchase items to be sold, including supplies, etc., receive money, and clean up in accordance with the Hospitality Guidelines
8. **Silent Auction:** To hold a Silent Auction with select plants will be the decision of the Committee. Committee responsibilities are to:
- a. provide area for display of select plants
  - b. select plants to be sold

- c. plainly designate plants with a number
  - d. provide silent auction sheet with plant number beside each plant
  - e. Event Leader or auctioneer will announce silent auction procedure and allotted time.
  - f. bidders will have to write their bid and paddle number on silent auction sheet
  - g. Event Leader or auctioneer will end silent auction and announce winning paddle numbers and amount of bid for each item
  - h. Auction Assistants will write paddle number and amount of final bid on each half of a numbered ticket. Half of the ticket will be given to the high bidder, and half of the ticket affixed to the plant. Bidders may claim plants at close of auction from the Treasurer
9. **Other:** If it is the decision of the Committee to sell select items for a fixed amount, it will be their responsibility to provide an area for the items, set up, number items, determine the amount to be asked for each item, and assign a GCSP cashier to receive money, and clean up the area at close of auction. Items may be sold before, during break, and after auction. All money received is to be given to the Event Leader or a designee at the end of the auction with the sheet indicating item number, amount of sale and amount of cash and checks received.
10. The Event Leader should determine how unsold plants and items will be disposed of.
11. The Event Leader is to give a written report of the Committee's by the next scheduled Board of Directors' meeting. The report should include an evaluation of the event, making recommendations for a repeat of the event. The proceeds and expenses from the event are to be given to the Club Treasurer no later than seven (7) days following the event.

Fundraising Chair Guidelines

Signed Receipt \_\_\_\_\_ Date \_\_\_\_\_

**Section 4, Item F - Grounds (AKA Gardens) Committee** (cited in Bylaws)

**GROUND'S COMMITTEE Guidelines**

The Grounds Committee is the Standing Committee - responsible for the maintenance and appearance of the Garden Club grounds/gardens, in compliance with the lease with the City of St. Petersburg.

The Chair is appointed by the GCSP President, with duties as specified in the Bylaws Article XI section 6. Because of the large responsibility in this area, the Board of Directors has consciously split maintenance of building/equipment and the grounds into two separate Standing Committees, with both Chairs on the Board of Directors.

Much of the routine maintenance, such as lawn mowing and tree trimming, is done by the Parks Department of St. Petersburg. Members of the Garden Club of St. Petersburg are asked to volunteer on called work days to assist in maintaining the grounds.

#### Grounds Committee Administrative Guidelines

1. The Chair of the Grounds Committee will schedule work days regularly, and send out a notice to the membership at least a week in advance to help in designated areas of the grounds. All capable GCSP members are asked to help with grounds work.
  - a. Cold water is made available for the workers.
  - b. The hours members work on the grounds are recorded and may be included in the Volunteers Hours for service time donated, if needed (Master Gardener programs). Volunteer hours are also needed by the Club to support grant application/reporting.
2. The Chair arranges for, and supervises, special contracted work, or extra services from the city maintenance crews, when necessary.
3. To aid in managing the workload required to maintain the gardens, the Chair can allocate tasks to individual committee members.
  - a. Individual gardens may be assigned to a “Garden Manager”: For example: Japanese Garden, Butterfly Garden, Native Garden, Bromeliad Garden, President’s Garden, Tropical Garden, Northside Gardens, Park St. Entrance Bed.
  - b. **All** plantings or mulch used in the gardens **must be approved by the Chair.**
4. The Chair is also responsible for working with the Treasurer for memorials that are not cash. These memorials could be hardscape or plants. These items must meet the GCSP and City requirements.
  - a. Obtain who, (email and address) what, when and monetary value.
  - b. Provide details to the Treasurer and Corresponding Secretary to send the appropriate thank you notes.
5. A projected budget for the ground’s maintenance is submitted to the Budget and Finance Committee in April to be added to the Garden Club annual budget.
  - a. The Chair arranges for the purchase of supplies (mulch, fertilizer, etc.) to be used for the ground’s maintenance. Any expense not within budget or exceeding the budget, must be approved by the Board of Directors. Appropriate paperwork will be submitted in timely fashion to Treasurer on any advances or expenses via the appropriate forms.
  - b. The Chair should prepare a list of major improvements that need to be made (or should be made) to the grounds, including estimated costs, to present to the Executive Committee and the Board of Directors, at least semi-annually, for extra funding (ex. grant exploration).
6. The Chair reports monthly on activities to the Board of Directors, and may submit a report to be included in the “Grapevine”. The names of the volunteers who have worked in the gardens or made donations may be listed and thanked. Before and after pictures help members see the results of their labor.
7. If a job/role/activity is defined in the guidelines and is not filled by a subcommittee or other assigned person, it is the responsibility of the Chair to fulfill that role/task.
8. The Chair is responsible for updating the role guidelines with any changes and notifying the Bylaws & Guidelines Special Committee for review, refinement, and incorporation.

9. If the individual in this position decides to no longer fulfill the responsibility, the outgoing individual is required to turn over all records (log-ins, passwords, etc.) and any other connection instructions to the President or incoming individual as soon as possible and no later than mid-June of an election year.

Grounds Chair Guidelines

Signed Receipt \_\_\_\_\_ Date \_\_\_\_\_

## **Section 4, Item G - Marketing Communications Committee (established by Board of Directors)**

### **Marketing Communications Committee Guidelines**

*Standing Committee Guidelines provide role responsibilities and current best practices. It is in ADDITION to information in the GCSP Bylaws.*

The Marketing Communications Committee is a Standing Committee of the GCSP. The Chair is appointed by the President and has a vote on the Board of Directors. This committee ensures members, and the public are informed about club activities and that the GCSP has positive visibility to the community. This Committee manages the dissemination of club information through the various tools and channels and pays close attention to that content's consistency (example, using correct logo treatment, contact information, etc.)

GCSP currently includes newsletters, a website, social media posts, press releases, blogs, paid advertising to promote its activities. Other media platforms can be considered in time.

- a. GCSP Website including Search Engine Optimization (SEO) monitoring, site maintenance, regular updating event information (calendar, flyers) and providing new content (ex. sourcing blog content).
- b. Social Media Presence with regular Facebook posts.
- c. Email Marketing – weekly updates to members.
- d. Grapevine Newsletter – a minimum of quarterly
- e. Content Development – working with all club members to craft messages, provide information on specific programs and initiatives, or other informational items of interest for use in weekly emails, website blogs, or Grapevine.
- f. Media relations and publicity – the committee will actively identify the best, cost-effective outlets to advertise programs, activities, community outreach, and fundraisers.

2. The Chair responsibilities include:
  - a. Provide leadership for the committee and serve as spokesperson within the club for the committee.
  - b. Ensure consistency of messaging across tools/channels (example, using correct logo treatment, contact information, etc.)
  - c. Annually submit objectives across all channels/tools/tactics as part of the budgeting process.
  - d. Monitoring all budget line items for Marketing Communications (especially paid publicity) and identifying areas of concern/recommendations to Board.
  - e. Monitoring of new technologies for marketing communications that would be applicable and bring to the attention of the Board of Directors.
  - f. Ensuring all communication tactics/tools and channels have appropriated security and privacy risks for the Club and its members.
  
3. MC Committee members currently include,: Social Media Liaison(s), including Facebook; Member Email Coordinator; Website Liaison(s); Grapevine Editor(s); Yearbook Editor; Publicity Coordinator; Club Photographer.
  - a. Email Coordinator sends weekly member emails.
  - b. Social Media Liaison maintains an active Facebook presence.
  - c. Website Liaison updates the club's website as needed.
  - d. Grapevine Editor publishes, at least quarterly, an electronic newsletter to all members; newsletter will also be uploaded on members only section of the webpage.
  - e. Yearbook Editor will create and publish our Yearbook.
  - f. Committee members will develop handout materials/flyers for events, fundraisers, and meetings, collaborating with Membership Chair, Interest Group Leaders, Program Committee, Community Outreach, Youth Committee, and Fundraising Committee of specific need.
  - g. Committee members will organize content creation, including photography – for newsletter, blog
  
4. Actively support the fundraising event teams, Interest Groups, and other functions. Event fundraising plans should include a detailed calendar of publicity activities and who is responsible for each media.
  
5. Advertising per budget – While advertising is typically managed by the Chair of the event, the MC Chair and/or Committee can provide guidance. The preferred paid advertiser is The Gabber.
  
6. Other possible responsibilities, as needed:
  - a. Issue press releases at the direction of the President or releases relating to events or news presented from a Committee Chair (press releases are not paid advertising)
  - b. Work with Rental Agent for Advertising of the GCSP facility for rentals.

- c. In the future consider maintaining an active presence on Instagram or its equivalent and on Twitter or its equivalent, TikTok and other social media platforms.
7. MC Chair submits a written report of activities and accomplishments of the Committee to the President at the Board of Directors' Meeting in May, and is responsible for updating the Guidelines for any aspect of this Committee with any changes/new learning that may occur.
8. If a job/role/activity is defined in the guidelines and is not filled by an assigned person, it is the responsibility of the Chair to fulfill that role, within reason
9. If the individual in this position decides to no longer fulfill the responsibility, the outgoing individual is required to turn over all records (log-ins, passwords, etc.) and any other connection instructions to the President or incoming individual as soon as possible and no later than mid-June of an election year.
10. The Chair is responsible for updating the all the various guidelines in this area with any changes and notifying the Bylaws & Guidelines Committee for review, refinement, and incorporation.

### **Specific Tool/Tactic or Channel Guidelines**

Grapevine Newsletter, Website, Weekly Emails, Facebook, Publicity, Yearbook.

### **GRAPEVINE Editor Guidelines**

*The Grapevine* is the official newsletter of the Garden Club of St. Petersburg, Inc

The Grapevine Editor is identified by the President and is a part of the Marketing Communications Committee. A Co-editor may be appointed to help. This is a members only publication.

The Grapevine is published at least four (4) times yearly, usually in August, November, March, and May. It is distributed to all members electronically via the Email Coordinator in PDF Format.

1. The intent of the newsletter is to keep Club Members Informed about activities in the club, to highlight successes (ex. great activities, great fundraisers, awards received), and to help members know who's who and who's doing what in the club.
2. Content - Officers, Committee Chairs, Interest Group Leaders, and other club members who have announcements, information, and/or items of interest to be included in the *Grapevine*, must e-mail this information to the Editor before the deadline.
  - a. Deadlines will be placed in the Yearbook as and announced at the Board of Directors Meeting the month before the deadline and placed into a weekly email if needed.
  - b. *Grapevine* Editor(s) should encourage individuals to submit items of interest. Examples include summaries of events with pictures.
  - c. Request President's Message at least 2 weeks before the rough draft is completed.

3. The Editor(s) sets up the newsletter layout, including the President's Message, notice of Upcoming Events, and other pertinent information.
4. The Grapevine should be no more that 6 pages. Each topic should not exceed 2 pages unless a "special need". Pictures of children (example, Kids Camp participation) require a signed release for publication to protect their privacy.
  - a. The President or another designated-by President individual will proof-read before publication.
  - b. Send electronically to Email Coordinator and Website Liaison for appropriate distribution.
  - c. Print 2-4 copies for use at events.
  - d. At the discretion of the President provide a copy to the District VIII Director.
5. Yearly submit any updates to these Guidelines via the MC Chair to the Bylaws & Guidelines Committee.

### **Email Coordinator Guidelines**

The only recipients of weekly emails are current club members. These emails keep members informed of upcoming events to increase attendance.

1. The Email Coordinator is identified by the President.
2. Current Guidelines for weekly email content:
  - a. Club event or activity information including descriptions of event, location and timing. Club events up to two weeks in advance. Notices on club needs (ex. open positions, renewal timings) may also be included.
  - b. Other local Garden Club's and Extension events may be published.
  - c. Attention should be paid on minimizing the length.
  - d. At the present time, there is no approval process if the information to be sent out meets the above criteria.
  - e. The Email Coordinator is encouraged to check with the President if any request for information inclusion feels against club bylaws or mission.
3. Officers, Committee Chairs, Interest Group Leaders, or Fundraising Event Leaders who have announcements to be made to the membership should send it to the to the Email Coordinator as soon as possible and before the weekly Tuesday deadline.
  - a. The information that is submitted must be edited and ready for publication.
  - b. The submission should clearly indicate if this is a *change* to the calendar description of event, location or timing.
  - c. Links to sign-ups on our website are encouraged.
  - d. Flyers for events can be submitted. Deadlines can be noted.
4. The Email Coordinator is responsible for sending *The Grapevine* to all members in PDF format.
5. The Membership Chair is responsible for maintaining a current e-mail addresses and forwarding it to the Email Coordinator.
6. Before the Email Coordinator leaves the position, they must turn over all records (log-ins, passwords, etc.) and any other connection instructions to the President and the successor Email Coordinator.

7. Yearly submit any updates to these Guidelines via the MC Chair to the Bylaws & Guidelines Committee.

### **Website Liaison Guidelines**

To Note: A new website for the GCSP was created in Summer of 2025. The website is user-friendly, provides ability for registrations, and to be up-datable by our internal Website Liaison.

The Website Liaison is identified by the President and is a part of the Marketing Communications Committee. Additional website administrators may be appointed to help with managing the website updating.

1. The Website Liaison is the custodian of the GCSP Website, making sure the Domain Name is kept current, regularly updating the calendar and posting pertinent information about the activities and events at the Club, membership information, and rental information.
  - a. Coordinate with the President & Treasurer that the Domain Name and any maintenance fees are paid,
  - b. It is expected that the new website will be updated monthly to adjust calendar and upcoming events.
  - c. It is expected that blog content will be created monthly including pulling appropriate articles from Grapevine for reposting,
2. Monitor general inquiries on website and forward to appropriate individuals, for example, any inquiries about membership to the Membership Chair.
3. Regularly check mechanics of the site:
  - a. Membership applications should be going directly to Membership Chair.
  - b. Venue Rental information requests should be going directly to Rental Agent or 3rd VP.
  - c. Volunteer information or registration information should be going to specific individual.
  - d. Payments should be flowing through to Treasurer.
4. Permission must be received before posting pictures of individuals. This can include notification of the photographer at the event asking permission (and abiding by response of no for an individual).
  - a. Pictures of children placed on the website require a *signed release* for publication to protect their privacy.
5. If the individual in this position decides to no longer fulfill the responsibility, the outgoing individual is required to turn over all records (log-ins, passwords, etc.) and any other connection instructions to the President or incoming individual.
6. The Liaison is responsible for updating these guidelines with any changes and notifying via the MC Chair the Bylaws & Guidelines Committee.

### **FACEBOOK Liaison Guidelines**

The purpose of the Garden Club of St. Petersburg's Facebook page is to promote the mission of the Garden Club of St. Petersburg, the Florida Federation of Garden Clubs, and the National Garden Clubs by encouraging an interest in gardening, horticultural study, preservation, beautification, civic and environmental responsibility, community outreach and community service.

1. The Facebook Liaison is identified by the President.
2. The Facebook Liaison provides posts for the readers with University of Florida / Institute of Food and Agricultural Sciences research-based gardening information, with topics including: beneficial insects, native plants, pollinators, palm care, annuals, vegetables, garden safety, wildlife, wildflowers, yard art, recycling, Florida Friendly Landscaping and much more.
  - a. Short and informative posts with photos are published every day. Comments on articles are acknowledged with a "like" or a "comment". Private messages sent to the Facebook page are acknowledged within 24 hours or less.
  - b. To note: It takes approximately 3-4 hours per month to research articles, answer questions and acknowledge comments on posts. The page is also monitored several times a day to make sure that any comments posted are appropriate and in good taste.
3. Facebook Events may be created to promote Garden Club public meetings and all fund-raising events in which we want to include the public. These created Events are a source-free advertisement for the club.
  - a. The Marketing Communications Chair in conjunction with the President should define which of the many interest group, fundraisers, and general meeting events should become Facebook Events.
  - b. Fundraising Event Leaders should provide Facebook Liaison with appropriate event flyer for both posting and Facebook Event creation (Facebook Liaison could reach out to Fundraising event coordinator as well).
4. If the individual in this position decides to no longer fulfill the responsibility, the outgoing individual is required to turn over all records (log-ins, passwords, etc.) and any other connection instructions to the President or incoming individual.
5. The Facebook Liaison is responsible for updating these guidelines with any changes and notifying via the MC Chair the Bylaws & Guidelines Committee.

### **PUBLICITY COORDINATOR Guidelines**

1. Publicity Coordinator can be identified by either the President or the Marketing Communications Chair. If there is no specific Publicity Coordinator, the Marketing Communications Chair assumes responsibility for these best practices.
2. Coordinate the publicity of events and activities with methods of advertising, best suited for the event. Information is provided by the President, the Interest Group Leaders or the Fundraising Event Leader.
  - a. Remember that publicity is published without charge and advertising is paid for.

- b. Advertising (paid ads), is used for fund-raising events: example the Home & Garden Market in February or the Plant and Garden Sale in October. Please **pay attention to the cost to benefit ratio** when using paid advertising!
3. If using an event flyer in the advertisement, deliver it in person, if possible, to the publication to determine rates, sizes, publication date, etc.
4. Always confirm the information of the event with the event leader before placing an ad. Coordinate advertising events with the Event Leader, Weekly Email Coordinator, Facebook Liaison, anyone on the Marketing Communications Committee who might be using Craigslist or Nextdoor (or equivalent), to ensure no duplication of efforts.
  - a. Consider Flower Show flyer in *The Florida Gardener*
  - b. Consider Fundraisers advertising in *The Gabber*
5. At the beginning of each Club year, contact (phone or e-mail) each newspaper or periodical to verify the e-mail address and person to whom the Club news should be sent, and the format and deadline for their submittal.
  - a. This confirmation determines time frames for submitting advertising. Different sections within the same publication may have different deadlines for submittal.
6. Special wording in advertisements and publicity may be required to maintain the charitable status (501c3) of the Club.

**The Certificate of Stock Dealers Registration Number 47224094**, issued by The Florida State Department of Agriculture and Consumer Services is required by the *Tampa Bay Times* before an advertisement is accepted for any event where plants will be sold.

The **registration number CH5076** and the following statement in capital letters, that was issued by the Department of Agriculture, must be listed on every printed solicitation, written confirmation, receipt, or reminder of a contribution:

**“A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.”**

7. Maintain a file of published events, clippings, and invoices.
8. Continuously look for cost effective approaches for publicity – NextDoor, Facebook events (coordinate with Facebook Liaison), or Azelea Rec flyer posting and document which approaches seem to be effective.
9. Update the Guidelines with any changes via the MC Chair to the Bylaws & Guidelines Committee.

#### **PUBLICITY CONTACTS** (Subject to updating regularly)

1. *The Gabber* [news@thegabber.com](mailto:news@thegabber.com)  
2908-B Beach Blvd. S. Gulfport, FL 33707

Call or Text to: 727-321-6965

Monday & Tuesday: 10am – 5pm; Friday 10am – 4pm

2. Facebook – Information to GCSP Facebook Liaison
3. Tampa Bay Beach Weekly Newspapers – email event announcements to editorials@TBNweekly.com; include contact information. Announcements are printed as space allows.
4. FFGC Website: <http://www.ffgc.org>
  - To post events on the FFGC Website: send to socialmedia@ffgc.org
  - Deadlines for *The Florida Gardener*:
    - i. January 15 for Spring (published 1<sup>st</sup> week in March)
    - ii. April 15 for Summer (published 1<sup>st</sup> week in June)
    - iii. July 15 for Fall (published 1<sup>st</sup> week in September)
    - iv. October 15 for Winter (published 1<sup>st</sup> week in December)

### **YEARBOOK Guidelines**

A Yearbook is published annually by the Garden Club of St. Petersburg, Inc., for the membership. A yearly calendar of events and activities for the Club is included, as well as a roster of the names, physical addresses, and e-mail addresses of the members, as of June 1 of that year. Other pertinent information about the FFGC and District VIII is also included. The Yearbook **MUST NOT** be used for the purpose of advertising, solicitation or promotion. It **must not** be made readily available to non-members.

1. The Yearbook Editor is identified by the President is a part of the Marketing Communications Committee. It is highly recommended that a new Yearbook Editor shadow the role for a year.
2. The Yearbook Editor is responsible for the preparation, printing, and distribution of the annual Yearbook at the beginning of the Club year in September, with information provided by the Officers, Committee Chairs, and Interest Group Leaders
3. Coordination on the calendar creation begins with the Calendar Planning Meeting in June led by the Programs Committee Chair.
  - a. The calendar planning meeting is held with the Executive Committee, the Yearbook Editor, the Interest Group Leaders, and the Club Rental Agent, to set dates for the meetings and activities for the upcoming year.
  - b. Schedules and tentative program topics for the meetings should be included and coordinated with the Club and the Interest groups for duplication and/or conflicts.
  - c. Any special events that are planned for the year should be identified
4. At, or before the June Board of Directors' Meeting, the President gives the Yearbook Editor a list of the elected Officers (if applicable) and any changes to Standing and Special Committee Chairs, and critical role committee members. (The Who's Who Document).
  - a. Key members to be included, but not limited to: The Home & Garden Market event leader, the Big Plant Sale event leader, the Flower Show Special Committee Chair.

5. The First Vice President provides a list of the planned program descriptions (topic, speaker, brief description, and cost associated with make-& takes) for the General Meetings for the upcoming year.
  6. The Interest Group Leaders provide list of the planned program descriptions (topic, speaker, brief description, and cost associated with make & takes) for each Interest Group program. A TBD can be used for defined date if a speaker/program has not yet been confirmed.
  7. The Membership Chair provides the membership database when the most current information is finalized for the FFGC, the first part of June. It is common to have late membership renewals, so Yearbook Editor should be prepared for late additions (and let Membership Chair know final, final deadline).
  8. The Yearbook Editor and the President select the Yearbook format, cover design and color before submission to the printer.
  9. The Yearbook Editor should obtain three (3) written estimates from printers, and makes a selection (with the approval of the President) on the basis of quality and price, to print the Yearbook. The Yearbook Editor and the printer determine a time-frame for getting the first draft to the printer (usually by August), receiving the draft copy for proofreading, and submitting the final draft for printing (approximately by August 15).
  - 10.10. The completed Yearbook must be received by the Yearbook editor before the September Board of Directors' Meeting for initial distribution.
    - a. Yearbooks are then distributed at the first General Meeting in September as well as other Interest Group gatherings in September and October.
    - b. It is recommended to keep a record confirming who receives the Yearbook.
    - c. Left-over copies are maintained by the Membership Chair to distribute to new members who join throughout the year.
  - 11.11. Three (3) copies of the Yearbook are given to the GCSP President to take to the Fall District VIII meeting for distribution as required: one copy each goes to the FFGC President, the District VIII Director, and the Assistant District VIII Director. If applying for an award, copies must be made available for submission.
- 10.10. The Yearbook Editor is responsible for updating the Guidelines with any changes, especially if changes are made to "how we print" via the MC Chair to the Bylaws & Guidelines Committee.

Marketing Communications Chair

Guidelines Signed Receipt \_\_\_\_\_ Date \_\_\_\_\_

#### **Section 4, Item H - Youth Committee (established in Board of Directors)**

#### **YOUTH COMMITTEE GUIDELINES**

The Youth Committee helps support the GCSP mission for youth educational programs. There are youth programs offered at various times, including, but not limited to, a day camp at Coconut Park, Wekiva Youth Camp scholarships, and participation in the Green Thumb Festival activities for youth. These programs aim to foster environmental literacy, conservation awareness, and gardening skills in young people.

### Youth Administrative Guidelines

1. The Youth Committee Chair is appointed by the President and is a member of the Board of Directors.
2. Yearly budgeting and reviews
  - a. Chair will provide program projected expenses for the yearly budgeting process (March)
  - b. Each year, youth programs need to be reviewed for insurance coverage necessary, with 3rd Vice President.
  - c. Chair will provide dates of programs for the Calendar Meeting (June). If a program is added later in the year, dates should be communicated to the Marketing Communications Chair as soon as it is known for inclusion in communications (example on-line calendar update, email communication for volunteer participation, publicity planning)
3. The Youth Chair will organize volunteers (committee members) as needed for the various programs conducted during the year.
4. Summer Nature Camp is an annual one-week long event held on-site at the Garden Club. The goal of this youth summer camp is to introduce children to environmental topics and how they can participate making and keeping our environment healthy. We emphasize the importance of our pollinators, the importance of recycling, and the importance of gardening for ourselves and for our pollinators.
  - a. Usually held the first full week after school is out (in June)
  - b. The camp is set up for children grades 1-5. Cost is \$30/child. A second child in the household can be reduced - \$25/additional child
  - c. The Chair will begin “advertising” this event with Marketing Communications Committee support in March.
  - d. Chair will form a Camp Committee (volunteers) to organize daily events for the campers and act as on-site “counselors” each day.
    - i. Target is one-on-one volunteer to camper. Graduated campers may be volunteers, but are usually not part of planning the event.
    - ii. Committee will plan and prepare daily activities. Ones often planned include craft activities, outside Nature walks, a short lesson on the days theme - bees, butterflies, ladybugs, bats, and recycling. Appropriate materials need to be sourced
    - iii. A speaker each day needs to be identified for the theme.

- iv. Snacks and water need to be made available each day for the campers (and volunteers). It is also helpful to have quiet time activities for the kids – puzzles, books, coloring items – for especially during pick-up and drop-off times.
  - e. Parents will sign appropriate waivers for attendance. Children need to be “signed in and out” from camp each day.
5. Green Thumb Festival Activity Tent – In the children’s’ section at Green Thumb Festival the GCSP has a free activity tent. The theme is usually promoting pollinators and their value to our existence. Usually, 200 children will participate over the 2 -day event.
    - a. Activity is usually a crafted pollinator for them to make - Bees, Butterflies, Lady bugs, Caterpillars, etc.
    - b. Prework involves painting 200+ toilet paper rolls each year for the children to use (there is no time for them to paint them and wait for them to dry).
    - c. At the activity tent the children add eyes, wings, dots and whatever they want to put on them. A couple of prototypes helps.
    - d. Also, children usually are given a small container with soil in it and they pick out 1 sunflower seed for the soil!
    - e. Chair need to source all materials needed for the event.
    - f. Chair will coordinate volunteers to staff the event to “help” children do their craft.
    - g. As this is a GCSP event, information about the club activities should be available – summer camp for kids, club events for moms/dad/grands.
  6. Other activities for youth
    - a. Holiday Camps – Aka Public Library talks during fall and spring holidays. During fall and spring school holidays, work with local public libraries to provide a 1-hour youth-focused talk. This is a new youth program and detailed how-to will be written.
    - b. Wekiva Youth Scholarships - this youth activity is covered under Community Outreach.
  7. If appropriate for any activity/event, financial paperwork will be submitted in timely fashion to Treasurer on any advances or expenses.
  8. The Youth Chair is responsible for updating the role guidelines with any changes and notifying the Bylaws & Guidelines Special Committee for review, refinement, and incorporation
  9. If the individual in this position decides to no longer fulfill the responsibility, the outgoing individual is required to turn over all records (log-ins, passwords, etc.) and any other connection instructions (speakers, contacts at schools/libraries) to the President or incoming individual as soon as possible and no later than mid-June of an election year.

#### Youth Chair Guidelines

Signed Receipt \_\_\_\_\_ Date \_\_\_\_\_