

## SDGC Publicity

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Publicity is one of the most fun jobs according to this year's publicity chair. The responsibilities include attending every function you can get to, which means that you are in the action all the time. With our group of members, that means a good time!

Primary responsibilities include:

- 1      Communications
  - a. Promoting SDGC news, activities, and events on Facebook
  - b. Sending photos and a short write up to the local papers for all events.
  - c. Giving visibility of our club via sharing news about our Club's Garden Awards.
  - d. Recognizing the students, we award scholarships.
  - e. Recognizing our work with 6<sup>th</sup> graders, such as Community Beautification Day, Saugatuck's watering students, and making holiday arrangements for senior citizens.
  - f. Promoting other community service work, such as Arbor Day Seedling Workshop, Holiday Swag Workshop and Christian Neighbor contributions.
  - g. Sharing club news, such as the New Member Party, and New Board Announcements.
  - h. Photos from club activities and field trips are good promotion to see on Facebook and the website.
  
- 2      Plant Sale and/or Garden Walk
  - a. One of our biggest fundraisers of the year! We advertise in the paper, on numerous event calendars and Facebook
  - b. Press releases are sent to local papers prior to the event.
  - c. The Fennville School District includes information in their newsletter. We give one of our scholarships to a Fennville student.
  
- 3      Photos
  - a. At each event, photos are taken, and the best ones are usually sent to newspapers and are put on our Facebook page and website.
  - b. If unavailable, the Publicity chair will arrange for another club member to take photos.