

Open **garden** guidance

Open garden fundraising is a delightful way to share your passion for gardening, raise vital funds and connect with your community. Here's a comprehensive guide to help you plan and host a successful open garden event:



1. Choose a date and time:

- Select a date when your garden is at its peak bloom; usually spring, summer, or early autumn.
- Avoid clashing with other local events.
- Consider weekdays for smaller, more intimate gatherings or weekends for larger crowds.



2. Set a suggested donation:

- Research other open gardens in your area for guidance.
- Consider offering discounted entry for children or seniors.
- Clearly display the suggested donation amount at the entrance.



3. Promote your event:

- Create eye-catching posters and flyers to distribute locally. You can get a copy of our logo by emailing our friendly Supporter Relations team at supporter.relations@stroke.org.uk
- Advertise in your local newspaper or community newsletter.
- Use social media platforms to spread the word.
- Get in touch with local gardening clubs and organisations.



4. Prepare your garden:

- Tidy up and clear any pathways.
- Label plants with their names and interesting facts.
- Create designated areas for refreshments and plant sales.



5. Enlist help:

- Recruit friends and family to greet visitors, answer questions, and manage stalls.
- Delegate tasks like baking refreshments, preparing plant sales, and setting up decorations.



6. Bonus bits!

- Offer guided tours for a more personalised experience.
- Set up a stall for selling plants, homemade produce, or garden-themed crafts.
- Play some music to create a pleasant ambiance.
- Have donation boxes or buckets readily available, you can order these from our Supporter Relations team by emailing supporter.relations@stroke.org.uk
- Organise a raffle with prizes related to gardening or donated by local businesses.
- Set up a photo booth with fun garden-themed props for visitors to capture their memories.