WESTERN PENNSYLVANIA CONSERVANCY

WATER, LAND, LIFE.

PUBLIC RELATIONS PLAN
POINT PARK UNIVERSITY
CAROL BURNS
GARDENS AND GREENSPACE

• 1932 – WPC is founded under original name, Greater Pittsburgh Parks Association

• 1998 – Duquesne Light and The Pittsburgh Project partner with WPC to plant “The Welcome Garden.” More than 30,000 flowers are planted by the entrance to the Fort Pitt tunnel

• 1999 – WPC and Pittsburgh Downtown Partnership plant 246 hanging baskets in downtown Pittsburgh

• Present – more than 200,000 flowers have been planted by more than 12,500 volunteers across 20 counties

Photos courtesy of WPC Facebook Page
SWOT Analysis

**STRENGTHS**
- High number of volunteers (more than 12,500)
- Large social media presence (Facebook, Twitter, YouTube)
- Great opportunity for advertising

**WEAKNESSES**
- Lack of recognition
- Lack of importance
- Limited Resources (small staff, small budget)

**OPPORTUNITIES**
- Events – volunteers, sponsors, donors
- More promotional stories – traditional and social media
- Use of social media – Instagram, Pinterest, etc.

**THREATS**
- Community involvement
- Funding – need more grants, donations
- Other non-profit organizations
Public Relations Objectives

- Increase understanding and spirit among employees and volunteers
- Build stronger relationships with Pittsburgh opinion leaders
- Increase media coverage with traditional and social media
- Build and sustain donor relationships for increased funding opportunities
- Create a strong sense of community appreciation where gardens exist
TACTICS

• Special Events
• Government Relations
• Volunteer Feedback and Recognition
• Social Media
SPECIAL EVENTS
Garden of the Year Contest

- Front Yard Gardens
- Back Yard Gardens
- Container Gardens
- Block Gardens
Photography Contest

- Urban garden and flower themed photography contest
- Consideration given to university photography students and members of photography clubs

Categories

- Black and White
  - Macro
- Landscape
- Dominant Color
Community Gardens Day

Grow Pittsburgh
Phipps Conservatory
Pennsylvania Resource Council
Sustainable Pittsburgh
Pittsburgh Parks Conservancy
Farm to Table Pittsburgh
Audubon Society
Sierra Club
Area universities/colleges
Chatham University

- Ranked as a “Cool School” by Sierra Magazine
- Recognized nationally by numerous organizations
  - U.S. Green Building Council
  - Environmental Protection Agency
  - League of American Bicyclists
- Eden Hall Campus
  - Self-sustaining academic community

Photos courtesy of: http://www.chatham.edu/edenhall
Fundraising Lunch

- Corporate sponsors and donors
  - Appreciation event
- Catered meal
  - Prepared by culinary students from Art Institute
- Raffle prizes and silent auction
  - Garden themed baskets
  - Wine, beer, and spirits baskets
  - Gift certificates for local restaurants
  - Fallingwater admission and special tours
  - Autographed sports memorabilia
  - Golf course passes
SOCIAL MEDIA
Staff from the Wyndham Grand Hotel, the Mayor's Office, City Council and servePGH joined us in the sunshine today to pull out the community garden at the Point in downtown Pittsburgh. Pittsburgh Mayor Bill Peduto even stopped by to say hello!

Thank you to all that volunteered today! (4 photos)

WPC staff was out today for a garden pullout in Squirrel Hill! Pullouts involved removing annual flowers, plastic, and irrigation and getting the beds ready for winter! You can volunteer for a garden pullout near you by contacting Lynn McGuire-Olzak at (412) 586-2324 or LMcGuire-Olzak@paconserv.e.org. (6 photos)
Pinterest
Focus Groups

Individual/Personal Volunteers

• Why do you continue to volunteer?
• What do you enjoy the most about volunteering?
• Is the volunteer work challenging enough for you?
• Do you feel like you’re making a difference?
• Do you feel connected to the mission of the organization?

All Volunteers

• How did you hear about this organization?
• Is volunteering rewarding for you?
• What would you like to get out of volunteering?
• Is there anything you would change about the program?
• Are there other volunteer activities within the organization you would like to do?
Survey

Volunteers,

Please take a few minutes to complete this survey about your recent volunteer experience. There is a space at the bottom of the survey to fill in your name and email address, but you can remain anonymous if you prefer. The results of this survey will be used to enhance the volunteer program. Your participation is greatly appreciated!
GARDENS & GREENSPACES

- 130 Neighborhoods
- 12,600 Volunteers
- 14,000 Flowers
- 20 Different Counties

Make a difference and volunteer today!
Contact Lynn McGuire-Olzak at 412-586-2324
Thank You

- Bob O’Gara
- Point Park University
- Judy Wagner
- Gavin Deming
- Western PA Conservancy