



Garden Club of PebbleCreek

Communications Committee

March 2024

Communications Roles and Responsibilities

From: pcgardenclub.org/board – Board • Roles • Responsibilities and Committees

The Communications Committee includes subcommittees: Horticulture Research, Newsletter, Outreach and Photography. This committee assists the Club with announcements of events, creating a monthly Club newsletter, horticulture research for articles, photography, and other communications. Provides reliable and consistent information, some requiring Board approval before distribution. Utilize Club email and PebbleCreek listservs as well as the PebbleCreek Post. Work with webmaster for social media posts. Members who do not have email are contacted via phone.

Horticulture Research is a subcommittee of Communications that researches articles to submit to the Newsletter Committee, such as: gardening tip for the month, what to plant each month, herb of the month, and one-off articles. Horticulture Research shares a brief topic at each monthly Club meeting – maybe a short discussion, a quick demonstration, or a gardening-related handout.

Newsletter is a subcommittee of Communications that is charged with creating an informative, fun monthly newsletter, including content and design; providing acknowledgement of source and approval of the president as needed. The subcommittee works with Horticulture Research for topics and all other committees for event information, photos, etc. to promote the Club. Final newsletters are sent to the webmaster for posting.

Outreach is a subcommittee of Communications that researches and creates a list of potential gardening related PebbleCreek and local community projects that the Club may sponsor and/or participate in. The project(s) is first presented to the Club and then HOA for approvals. The committee works closely with the Club president and vice president to develop the scope of the project and the initial plan(s) and works with the Fundraising Committee regarding funds for the chosen project. Outreach team develops the implementation of the approved-chosen project and organizes the work party.

- PebbleCreek Projects – works with PCHOA, developer, designer, landscape company, etc. and keeps residents informed along the way.
- Community Projects – works with Goodyear City, School District, etc.

Photography is a subcommittee of Communications that works with all Club committees to take photos at events and provide them for posting on social media, in the newsletter and printed material, obtaining president's approval when necessary, and acknowledging the source for all photos. Develops a featured Club member program to post on the website and in the newsletter, including writeup and photo; inform Club committees of monthly posting/contest; sets deadline and publication dates.

Communications Committee and Club Activities

Communications (Comms) Committee interfaces with other club committees and is present at all club functions.

Photography – Schedule a photographer to capture club meetings, presentations, events, field trips and general garden-related shots for club publications, such as, newsletter, website, Facebook, and publicity. Include a short script to describe the photo.

Create Materials – Work with club committee chairs/representatives to design and create announcements, flyers/brochures for club presentations, events, and fundraising.

Publications

PebbleCreek Publications Requirements

Provided by the Director of Technology, PebbleCreek

See “Communications at PebbleCreek – A guide for HOA-approved clubs” for detailed information. This document covers the following: HOA-Approved Club Information – Changes in club information, Special Events and Information – announcement contains for posting to: PebbleCreek Post, HOA Website (www.pebblecreekhoa.org), PebbleNews, PebbleTV, Bulletin Boards, Carousels. Routine HOA-Approved Club Events (repeating monthly or weekly events); Unofficial eGroup and PebbleCreek Residents Facebook Group.

Garden Club Publications Requirements

Created for Garden Club of PebbleCreek

Main Font: *Lucinda Calligraphy (Bold)* NOT italicized

Secondary: Baskerville Old Face

Colors: Click on more colors, custom, and enter the HEX number (include #).

Blue HEX #4A6978

Green HEX #717F5B

Gold HEX #BAB17E

Example: *Garden Club of PebbleCreek*
 Communications Committee

LOGOS:



Garden Club Newsletter

Publication dates, content, and other newsletter specifics were discussed and defined during Comms Committee meeting held on February 13, 2024.

Publication Periods - The Comms Committee will create and publish a bi-monthly club newsletter. Publication posting during first week of the second month; second months are February, April, June, August, October, and December.

Content - Newsletters will include 1) most recent club activities, 2) upcoming club events, 3) “Herb(s) of the Month”, (the word “month” maybe replaced), short writeup of the herb with recipe and/or uses.

Possible articles may include: “What to Plant Now,” would list vegetables, herbs, flowers, etc. for the current period of the publication. “Answer to Your Questions,” which gives the club an opportunity to address concerns within our community. “Gardening Tip,” might include gardening tools.

Research

Research horticulture topics and script articles for club newsletter and possibly for club presentations. Utilize reliable sources to create articles. Credit references for your articles.

Social Media, Website, Emails and Other Communications

Reliable and consistent information is key. Follow workflow, include Board approval, when necessary, before distribution.

Outreach

To date, the club has focused on internal development. Details of this subcommittee is currently being addressed.

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