

## BCMGA Annual Committee Report

**Committee:** Outreach

**Year:** 2024–25

**Active Members:** 6

**Estimated Public Contacts:** 1,539+<sup>1</sup>

**Estimated Volunteer Hours:** 264

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### Committee Purpose

The Outreach Committee serves as the public communications arm of BCMGA. It works with other committees to promote educational programs, events, and fund-raising activities, ensuring they are visible and accessible through a mix of digital presence and on-the-ground promotion. The committee helps connect people with opportunities to learn about gardening and sustainable practices.

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### Goals

To inform and engage the public about BCMGA's educational and fund-raising activities using practical, cost-effective communication methods.

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### Events and Activities

- **Digital Outreach:**  
Maintain BCMGA website, Facebook page, and YouTube channel. These platforms serve both association members and the public and are updated regularly.
- **Printed Materials:**  
Design and distribute flyers, bookmarks, and promotional materials throughout Benton and Linn counties and neighboring areas.
- **Neighborhood Planter Kiosk Program:**  
Provide monthly BCMGA content for 28 outdoor kiosks in Corvallis, in partnership with local organizations. Content is updated weekly, with BCMGA contributing once per month via displays and a blog.
- **Educational Event Promotion:**  
Promote major programs such as *Gearing Up for Gardening* and *Insights into Gardening*

through print, online calendars, local publications, social media, and partner organizations.

- **Annual Plant Sale Promotion:**

Coordinate promotion across all channels, including digital platforms, printed materials, roadside banners, lawn signs, and local displays.

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### **Support of BCMGA's Educational Mission**

By promoting BCMGA-sponsored programs and events, Outreach helps ensure that community members are aware of opportunities to learn about sustainable gardening, local horticulture resources, and the work of the association.

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### **Addressing Underserved Populations**

During this reporting year, the flyer for the annual Plant Sale was translated into Spanish and shared with local community garden organizations, helping extend reach to Spanish-speaking community members.

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### **Future Opportunities**

The committee sees potential to further support underserved populations by translating additional flyers and promotional materials into Spanish and possibly other languages as capacity allows.

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### **Additional Information**

The committee meets as needed. A key accomplishment this year was securing a downtown Corvallis storefront window to promote the Plant Sale. Outreach is also supported by non-committee volunteers who assist with distributing materials across multiple counties, significantly extending reach. Their help is deeply appreciated.

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*<sup>1</sup> Public contact numbers are estimates. Outreach materials are distributed through many channels, including print, signage, social media, community calendars, and partner organizations, these combined efforts result in many thousands of public contacts each year.*