WASHINGTON NATIVE PLANT SOCIETY

NATIVE PLANT APPRECIATION WEEK
CHAPTER ACTIVITY GUIDE

A Guided Tour of ideas for celebrating our natural heritage during Native Plant Appreciation Week.
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NEW NEWS FOR NATIVE PLANT APPRECIATION WEEK

This year marks the 15th Anniversary of the creation of “Native Plant Appreciation Week” for Washington State. For the past 15 years our state Governor, as well as many city mayors throughout Washington State, have issued proclamations declaring the third week of April as “Native Plant Appreciation Week”. We want to recognize this milestone by building upon its foundation.

This year we should all be looking for ways to engage people with the natural world around them. Those of us who have come into WNPS already know that change is taking place and important decisions regarding our environment will be made in the near future. Opening the wonderful world of plants to others will help better inform those decisions.

Through our own knowledge, we can teach others to “see” and to appreciate the natural beauty, elegant design, and the importance of native plants. With that in mind, this Activity Guide is presented to our chapters as an aide in developing your own ideas for reaching out and connecting with people over plants. Our vision is to develop connections with others so that we can all maintain and live in a healthy environment together.

This Activity Guide provides a list of ideas for partnerships as well as presents some sample materials, such as schedules and posters, to serve as a simple roadmap for sponsoring an event during Native Plant Appreciation Week. We know there are more ideas out there and we would appreciate any feedback that would help us improve this guide for next year’s use.

Whatever your chapter chooses to do, engage with others to celebrate our heritage and above all, have fun!
FIRST STEPS: WHO ARE WE TRYING TO REACH?

We should reach out to everyone: children, families, individuals, and/or retirees. Most people are not ready to take big leaps into an organization, but if they can stand back and observe how the organization functions over time, they are more likely to join. These opportunities to observe are created when we intentionally engage with others outside of WNPS. We can begin this process by committing to plan a chapter activity in partnerships with others during this year’s Native Plant Appreciation Week.

Looking for potential local partners.
Partners can be found in any community. The following list represents some ideas for NPAW event partners. You may have others you wish to add to the list.

Local plant nurseries
Libraries
Schools
Boy and/or Girl Scouts
4-H Clubs
Rotary Clubs
Garden Clubs
Master Gardeners
Local Audubon Chapter
Local Xerces Society Chapter
Heritage Garden program
Conservation districts
U.S. Fish & Wildlife
Wash. Dept. of Fish & Wildlife
Local land conservation groups
Local hiking and recreation groups
Decide on the type and size of the event.

Each chapter of WNPS is unique. Some may decide to celebrate by partnering for a large event where others may choose to lead a community field trip with another like-minded organization. It doesn’t matter. The important thing is to plan something to celebrate native plants during the third week of April that is fun and interesting for everyone. Here are some ideas to start:

Hold a plant sale with a local nursery. Include tables with native plant information and staff with knowledgeable people. Include books for sale and membership forms.

Partner with libraries for readings or talks about native plants. Plan an evening reading time for children. Reserve space at the library for a display on native plants. (Do this in the fall.)

Give a talk to a local organization. Develop and present a slideshow on native plants to others.

Organize a weeding or cleanup party with local groups.

Partner with another organization to lead a field trip. Entities like the Wildhorse Windfarm and Cowiche Canyon Conservancy are willing to partner on field trips. Look for those types of partners in your community.

Partner with local schools to bring native plants to the classroom. One elementary school is currently working on the planning for native pollinator garden in their schoolyard. There will be special activities during NPAW planned for those children, the garden being the focal point.

Partner with local artists and galleries to produce art shows specifically focused on native plants.

Partner to co-sponsor an event where everyone participates in something fun related to native plants.
INTO ACTION

The most important thing for chapter membership to remember is that you should only do what you find fun and engaging to do. Choose something that fits the size and the energy of your chapter membership.

The second most important thing is to choose a community partner who is enthusiastic about native plants. The example to be given here is a four hour event planned for the last Saturday of Native Plant Appreciation Week by U.S. Fish and Wildlife and a chapter of WNPS.

Most national wildlife refuges have an associated “Friends” group. This applies nationwide. Using the resources given to the Friends group by the Refuge system and a small donation for non-federal expenditures from the local chapter, the first Native Plant Appreciation Day was held at the McNary Wildlife Refuge Complex in Burbank Washington this past April.

U.S. Fish & Wildlife provided the space, the button machine, and everything needed to put on the event, including transportation for two field trips. There were many volunteers, equally divided between the Friends of the Refuge group and the local WNPS chapter. The chapter funds covered refreshments. 80 people attended, including children. The planning is in progress again for this year.

This Activity Guide is meant only to inspire and to aid in the creation of your own event for Native Plant Awareness Week this year. The remainder of this document is an example set of documents produced during last year’s Native Plant Awareness Day at McNary Wildlife Refuge. Whatever event your chapter chooses to do, the schedule and examples are there to help you plan your own event.

Please feel free to contact npaw@wnps.org if you have any questions or comments. Any new ideas would be appreciated and added to next year’s revision. Thank you.
APPENDICES
APPENDIX I - Sample Project Schedule

September
- First meeting of interested parties.
  (In our case, the Friends group initiated the event and provided the scope and leadership, but for future events WNPS Chapters could initiate the partnership as well.)
- Write up proposal for partnership between Refuge and Chapter. (Appendix I.)
  (U.S. Fish and Wildlife are not allowed to purchase food, door prizes, and drinks for these events. The Columbia chapter of WNPS donated $250 to cover these costs.)
- Generate ideas for speakers/presenters and activities.
- Assign person to secure speakers/presenters for event.
- Assign person to secure library display space for shrub-steppe exhibit by CBWNPS.
- Generate a list of potential conflicting events.
- Contact those like-minded organizations that may be able to move their event to ensure maximum participation in both.
  (The Heritage Garden program was sponsoring native garden field trips on the same day in April this year. Next year they will be holding their event a week earlier so that our chapter can assist them with their field trips and they can fully participate in our event.)

October
- Present partnership proposal to the Boards for approval.
- Begin designing poster and flyer for U.S. Fish & Wildlife. (Appendix II and III.)
  (To be able to take advantage of the printing of the posters and flyers by U.S. Fish and Wildlife, the posters must be submitted a couple months before the event.)
- Create news release for both the Refuge and Chapter newsletters announcing the event and requesting volunteers. (See Appendix IV.)

November
- Announce event and request volunteers at monthly membership meeting.
- Announce event at Board meeting and request volunteers.
- Newsletter comes out with announcement.

January
- Generate list of organizations and individuals who may want to be represented at the event. Examples: Heritage Garden Program, Master Gardeners, native plant nurseries, local natural history museums, botanical artists, beekeepers...
- Contact these organizations and encourage their participation.
- Check in with the WNPS office to learn plans for the annual event. Does your chapter have a member interested in assisting on the NPAW committee? Please contact the WNPS office to volunteer. Is your chapter connected to the annual communication plan for Native Plant Appreciation Week?
February

- Finalize poster and flyer for publication by U.S. Fish and Wildlife. Submit.
- Contact speakers to reaffirm commitments.
- Meet to generate a task list and assign responsibilities. (Appendix V.)
- Assign people to contact these organizations and to make arrangements for tables and to assess their needs.
- Begin work on public news release. (Appendix VI.)
- Using resources from both partners, generate Publicity List for press releases.
- Contact WNPS office to request copies of literature and membership enrollment cards for WNPS table.

March

- Contact local newspaper to submit photos and article prior to NPAW.
- Send out press releases to Publicity List.
- Contact local schools and provide information for their school calendar.
- Contact participating organizations and check on needs.
- Generate list of places to distribute flyers.
- Print flyers and posters.
- Meet to distribute flyers to schools, libraries, churches, home-schools, scouting organizations, and health food stores: divide up flyers and go.
- Contact WNPS office to request copies of NPAW posters for local libraries, colleges and Refuge Visitor Center.

April

- Create handout schedule for event day and print.
- Print colored copies of flower circles for button machine.
- Secure numbered tickets.
- Buy door prizes and refreshments.
- Three weeks before event, maintain vans and stock with first aid kits.
- Friday before event: meet and set up tables, scopes, and children’s activities.
- Celebrate Native Plant Appreciation Week

May

- Report – what happened!
- Share successes with the Chapter
- Evaluate partnerships, and public communications
- Add to the plan for the coming year
APPENDIX II - Sample Partnership Proposal

PROPOSAL FOR CONSIDERATION BY THE BOARD OF THE COLUMBIA BASIN CHAPTER OF WNPS - 10/10/17

The “Friends of the Mic-Columbia River Wildlife Refuges”, in coordination with Denise McInturff, would like to propose that CBWNPS partner with the Mid-Columbia River NWR Complex to produce a spring event for “Native Plant Awareness Week” in 2018 to be held at the McNary Visitor Center.

TIMING: Last Saturday of “Native Plant Awareness Week”, usually the last full week of April, setting the date tentatively for April 28th, 2018.

DURATION: To be decided. Two to four hours, depending on level of activities.

COST: Budget to include printing, of materials provided by WNPS for NPA Week. Other costs: refreshments and snacks, speaker fee, and other material costs for hands on activities for children and families.

MANPOWER: Volunteers needed for planning committee, setup, and mini-interpretive walks through native garden, supervising interpretive stations, parking and other tasks.

COMMITMENTS

- The Mid-Columbia Refuge will cover the costs of printing WNPS Native Plant Appreciation Week materials for the Event: Posters, governor’s letters and advertising of the Event.
- The Mid-Columbia Refuge and the “Friends” group will take primary responsibility for organization, coordination and execution of the event through a committee.
- The FMCRWR has a small budget for the purchase of wildflower books or other related materials to be handed out for contest prizes if needed.
- The Mid-Columbia Refuge has money to cover speaker fees (if less than $200) and will coordinate with CBWNPS to bring in an appropriate speaker if desired.
- The Mid-Columbia Refuge will provide the Visitor Center at McNary Refuge as the venue.
- The CBWNPS would provide any resources and information that they wished communicated to the general public.
- The CBWNPS would cover the cost of providing refreshments and snacks. Federal money cannot be used for the purchase of these items.
- The CBWNPS would provide volunteers for committee meetings, organization and execution of the project.
- Publicity would be driven by both organizations. The Mid-Columbia Refuge has an extensive publicity network already in place for their events. CBWNPS would advertise through its own communication processes.

DECISION FOR COLUMBIA BASIN CHAPTER of the WASHINGTON NATIVE PLANT SOCIETY BOARD

YES/NO:

DO WE WANT TO PARTICIPATE AS A PARTNER AND ACTIVELY RECRUIT OUR MEMBERS FOR THIS EVENT?

YES/NO:

DO WE WANT TO APPROVE A $250 CBWNPS 2018 BUDGET LINE ITEM FOR COVERING REFRESHMENTS SETUP COSTS? SPENDING WOULD MOST LIKELY BE LESS.
APPENDIX III - Example of 8 1/2” x 11” Flyer

See Branding Tips (Appendix VII) for poster design and general communications. Remember this is your opportunity to also recruit new members, and continue to engage the public in future activities. Please provide a WNPS logo, and the www.wnps.org website for full information about the society, and our mission.
<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>RESP.</th>
<th>ASSIST.</th>
<th>ASSIST.</th>
<th>DATE NEEDED</th>
<th>COMPLT.</th>
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<tr>
<td><strong>KIDS ACTIVITIES</strong></td>
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<td>Coloring pages of flowers/buttons!</td>
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<td>Interactive shrub-steppe energy game</td>
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<td>Dissecting flowers, galls, looking at things w/ microscopes</td>
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<td>Labyrinth of flower shape</td>
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<td><strong>FAMILY ACTIVITIES</strong></td>
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<td>Slide show presentation of wild flowers</td>
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<td>Talk about WNPS and where to find wild flowers w/ handouts</td>
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<td>Two Sisters Tours (1 or 2?) would like 2 leaders/trip</td>
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<td>Native garden walk at Refuge</td>
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<td><strong>TASKS</strong></td>
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<td>INFORMATION TABLES</td>
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<tr>
<td>Contact the Reach Museum</td>
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<td>Contact Native Plant Nurseries to see if they wish to have a table</td>
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<td>Get info from H. W. for Heritage Garden table</td>
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<td>Contact Master Gardeners for their participation</td>
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<td>Contact L. H. about art demonstration</td>
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<td>Check on AV system</td>
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<td>Print poster</td>
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<td>Get posters and info to Libraries</td>
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<td>Prepare and print schedule</td>
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<td>Prepare and print van trip signup sheets</td>
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<td>Get vans prepared for service</td>
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<td>First aid kits in vans</td>
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<td>Collect specimens for dissection table (flowers, galls, leaves)</td>
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<td><strong>REFRESHMENTS</strong></td>
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<td>Make coffee in the morning</td>
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<td>Set up for hot water, tea, refreshments the morning of</td>
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<td>Purchase cookies, little oranges, apples, etc.</td>
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<td>Draw up Sandwich Board with activities</td>
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<td>General setup of tables and spaces</td>
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APPENDIX V - General News Release for Press

NATIVE PLANT APPRECIATION DAY, APRIL 28TH, AT THE MCNARY NATIONAL WILDLIFE REFUGE IN BURBANK

Come to “Native Plant Appreciation Day” at the McNary Wildlife Refuge in Burbank. The event is free to the public. It offers an opportunity for families and friends to come together to celebrate the amazing varieties of wildflowers that we have here in the Columbia Basin.

There will plenty of activities for children and adults alike, including making flower buttons, dissecting plants, art projects, and more. There are two slide shows on wildflowers as well as nature walks and information on native plants. We will be offering a guided wildflower walk of the “Two Sisters”. The event starts at 9:00 a.m. and concludes at 1:00 p.m. Be there early to sign up for our popular van tour to the Two Sisters, leaving at 11:30 a.m.

Place: McNary Wildlife Refuge, 64 Maple Street, Burbank, WA 99323, phone: 509-546-8300. For more information contact Denise McIntruff, Visitor Services, at denise_mcinturff@fws.gov. Please mark your calendars for a fun day of exploration, and hopefully appreciation of the jewels that our special shrub steppe puts at our feet in the spring.

Find out more about Native Plant Appreciation Week on the Washington Native Plant Society calendar, listing events for all 12 chapter regions in Washington. See how each chapters are celebrating with events all around the state. Learn more about Washington’s native flora, https://wnps.org

Join our mission, APPRECIATE – EDUCATE - CONSERVE
APPENDIX VI - RESULTS!
APPENDIX VII: Branding Representation for Washington Native Plant Society

Native Plant Appreciation week is a Washington Native Plant Society annual event. As such, WNPS can utilize this opportunity to engage new members and celebrate the mission with communities around the State of Washington. It is important that consistent representation of the organization provides a full view of WNPS. Please adhere to some simple guidelines:

1) WNPS is a single organization with twelve chapters. We are presented as an entity by the WNPS logo. This logo is used on Douglasia, the WNPS website, WNPS letterhead, and is the recognized representation of the organization. Logo files, and styles are available to chapters.

2) Chapters should be referred to as Washington Native Plant Society - _____________Chapter. Currently, chapters are not represented in a consistent format. (i.e. WNPS-CPS, WNPS Central Puget Sound Chapter, Washington Native Plant Society – Central Puget Sound Chapter)

3) THE consistent resource for WNPS is the website. This provides the wholistic view of who we are as an organization, our mission and our chapters. This is where one can become a member of WNPS, to the benefit of both chapter and the organization. Here there are extensive resources in learning more about native plants, which we want the communities to access. Please list www.wnps.org or https://www.wnps.or or https://wnps.org in all communications. Alternately, you can create link to the chapter pages, https://wnps.org/central-puget-sound. Be sure your calendar volunteer is updating all program entries into the WNPS calendar. Remember that the comprehensive statewide calendar, will show all NPAW activities under the NPAW heading.

4) The annual publicity tool kit for Native Plant Appreciation Week. The Communications committee is driving the development of a publicity tool kit. This includes logos, consistent messaging for WNPS, and resources to connect to the publicity world. Be sure to review the NPAW website for Press release suggestions and resources in addition to those found in this guide.

5) Use the resources posted on the portal for the annual NPAW event, https://wnps.org/wnps-annual-events/npaw

6) Below are reproducible logos to use in your own publicity. Electronic files will be posted online.