

Beatrix Farrand Society Development Committee Report

October 11, 2014

Development Plan through 2017

Background

The following excerpt from the BFS Articles of Incorporation was used to establish the scope for the Development Committee's annual and longer term planning:

"...to foster and promote education of the general public in the art and science of horticulture and landscape design with particular emphasis on a study of the life and work of Beatrix Farrand..., including: research, study and the dissemination of information on the gardens which she designed, both in the United States and in foreign countries; preserving the garden which she maintained at the time of her death and making this garden available to inspection by members of the general public; preserving all written material concerning the landscape work she performed; for these purposes to acquire the house, which she occupied at the time of her death and the surrounding land which contains the garden that she maintained at the time of her death and to hold such property as a source of inspiration for future generations; to acquire, manage and hold such real and personal property as is necessary to accomplish these purposes and in general to do all things advisable or necessary to promote the education of the general public in the art and science of horticulture and landscape design."

Results of our Analysis and Discussions

As a committee, we concluded that we needed to foster growth in a number of areas and reach out to new audiences to support that growth and secure our future.

We need to grow our membership base, increase the support of our donor base and regularly apply for and secure grants as an additional source of income.

We will expand our reach and develop programs to engage youth in gardening through volunteer and employment opportunities and education at the middle and high school levels.

We will continue our current program schedule looking for additional opportunities to engage the local population before and after our current "summer season". A special event, such as this year's seminar and tour will be planned for upcoming summers. Another event, recognizing the contributions of notable individuals in landscape architecture and the sciences will be added to our summer schedule.

We will continue to review our approach for managing our current and potential sources of membership and donation income. We currently think that Past Perfect suits our needs for efficiency and flexibility.

Our Plan

(note that italicized words indicate changes)

4Q 2014

Letter to former members who did not renew in 2014 or make a donation
- membership duration from 4Q 2014 through December 31, 2015

Letter to current members asking for renewal through December 31, 2015
- establish the Reef Point Circle for members renewing at the \$1000 and above level with a Reef Point Circle "members only" event in August 2015
- members renewing in 4Q will be extended through December 31, 2015

Letter to members, donors and identified new candidates for the annual appeal

Contact local schools to discuss potential to develop gardening programs to complement existing school based programs to provide community service, employment and educational opportunities

1Q 2015

Second letter to current members who did not renew

Perform review of potential grant sources to support educational programs and Garland Farm improvements

Continue discussions with local schools and develop plans as appropriate, including applying for grants to support spring 2016 implementation

2Q 2015

"Welcome Spring to the Terrace Garden" event begins the 2015 season

Continue review of potential grant sources and apply, schedule future applications as appropriate

3Q 2015

Programs and events continue, including annual special event, *Reef Point Circle event and new recognition event*

4Q 2015

Review Development plans for 2016 through 2018 at October board meeting

Event at Reel Pizza to support the Garland Farm library and archives concludes the 2015 season

Letter to current members asking for renewal through December 31, 2016

Letter to members, donors and identified candidates for the annual appeal

2016

Opportunities for high school community service projects begin at Garland Farm along with educational and employment opportunities

Review grant sources and apply, schedule future applications as appropriate, *coincidentally assess opportunities for support of new education programs and/or Garden Farm improvements*

Events and programs begin with Spring in the Terrace Garden and conclude with event at Reel Pizza

Review Development plans for 2017 through 2019 at October board meeting

Letter to current members asking for renewal through December 31, 2017

Letter to members, donors and identified candidates for the annual appeal

2017

Community service projects for high school students continue along with employment and education opportunities

Review grant sources and apply, schedule future applications as appropriate, coincidentally assess opportunities for support of new education programs and/or Garden Farm improvements

Events and programs begin with Spring in the Terrace Garden and conclude with event at Reel Pizza

Review Development plans for 2018 through 2020 at October board meeting

Letter to current members asking for renewal through December 31, 2018

Letter to members, donors and identified candidates for the annual appeal