

MASTER GARDENER FOUNDATION OF THURSTON COUNTY
Policy and Procedure Handbook
Communications Committee Guidelines
Board Approval Date: December 6, 2023

The role of the Communications Committee: To ensure that the content and format of the Master Gardener Foundation of Thurston County (Foundation) website and promotional materials, both printed and/or online, have consistent messaging, are updated, or produced in a timely fashion, and materials are disseminated appropriately.

Membership:

Board Vice President	Publicity Chair
Membership Chair	Grants/Sponsorship Chair
Program Manager	Activities Chair
Web Committee Chair or Co-Chairs	

Objectives:

- Increase Foundation visibility and outreach throughout Thurston County.
- Ensure consistent outreach and communications between Foundation and Program activities to MG's, MCR's, and community members.
- Ensure the online presence of Foundation provides consistent messaging and promotes the broadest possible outreach to members and the community.
- Act as the coordinator between the Foundation Board, committee chairs and the MG Program Manager with WSU Publishing to develop consistent promotional materials.

Procedures:

1. Committee membership shall consist of positions noted above and other interested Foundation members. The Communications Committee Chairperson will initiate and chair meetings, ensure guidelines are followed and updated as necessary and provide periodic reports to the Board as requested by the Vice President.
2. Meeting Frequency: The committee should meet at least quarterly to review the website and/or promotional materials and to identify and address the upcoming needs for publicity.
3. The MG Program Manager will contact WSU for the format and timing of publications. Committee Chairs shall work with the Publicity Chairperson to coordinate the development of materials that need WSU assistance.
4. Reach out as early as possible to ensure enough time for the editing/proofing/printing process.
5. Distribution of Printed Materials (Poster/Bookmark/Calendar, etc.): Encourage the related committees to coordinate with the Publicity Chairperson to have members distribute copies of promotional materials to the places listed in the Publicity Committee spreadsheet and avoid duplication. Encourage foundation members to take and distribute materials to additional businesses while maintaining a list of those locations.
6. Annually or as needed, provide overview of the Communication Committee's purpose and member functions to Foundation Board and Committee chairs. Discuss the timing and contacts for outreach information when marketing to the public and/or Foundation members.