

April – September 2023

“Grow Budget-Wise, Beautiful Gardens Anywhere” Programming

from gardening expert Melinda Myers for

The Wisconsin & Upper Peninsula of Michigan Public Libraries

Growing gardens is good for the mind, body, spirit, and your household budget. To assist people in finding ways to grow nutritious food and beautiful landscapes, [We Energies](#) has teamed up with gardening expert [Melinda Myers](#). Together, they will produce and provide libraries throughout Wisconsin and the Upper Peninsula of Michigan with **FREE** educational programming and content for this growing season. The content and programming will be made available to the libraries **at no cost** and the libraries may offer the programs and content to their patrons throughout the months of April through September 2023.

The following programming/content will be provided free of charge to the libraries:

- **3 Webinars presented by garden expert & author Melinda Myers** - These will be live webinars and later housed on YouTube for on-demand viewing.
 1. **4/18/23, 6:30p.m. CT - Growing a Bountiful Harvest Even When Time, Space & Budget are Limited**
Register at: https://us06web.zoom.us/webinar/register/WN_HETZZYjiRYet8VdgdvP6Rg
 2. **5/3/23, 6:30 p.m. CT - Gardening in a Changing Climate**
Register at: https://us06web.zoom.us/webinar/register/WN_n11UO6bYRgejuux0QKXjxA
 3. **9/13/23, 6:30 p.m. CT - Fall is for Planning and Planting an Energy-Saving Landscape**
Register at: https://us06web.zoom.us/webinar/register/WN_UlxlmugSr2N9LF7_MT8Yw
- **3 How-to Videos & 4 Garden-Related Activities**
 1. **April 2023 - Host a Seed Swap Activity Guide** – Gather friends or Library patrons & share surplus seed
 2. **June 2023 - Video & DIY Project: Grow a Tomato in a Pot** Tomato Growing Tips for Success
 3. **July 2023 – Video & Backyard Journal: Go on a Bug Hunt** – Learn more about the good guys in your garden and neighborhood
 4. **August 2023 - Video & DIY Project: Worm Composting** – Convert kitchen scraps into a nutrient-rich soil amendment
- **Ideas for Libraries to use the Program Content**
 - Offer program-themed story times at libraries and distribute related materials.
 - Create book lists related to the program topics.
 - Host in-person programs at the library. Host a seed swap, show the webinars in a group setting, and/or play the videos and have patrons work on the related DIY activities at the library.
 - Incorporate into summer reading program (and other library programs) and have books about the programming topics count toward incentives/prizes.
 - Share projects for adults and/or kids to do at home, where appropriate.
 - Set up displays that include program-related books, book lists, educational materials, and the program sign with QR code for patrons to register for free webinars and access Videos and DIY projects.

- Create take-and-make kits related to the DIY project(s).
- Include a link on the library website to the program web page where all program content will be housed (how-to videos, DIY project materials, webinar registration links, and downloadable materials).
- Promote webinars, projects, and activities to patrons on the library's website, social media platforms, and to traditional media leading up to and throughout the campaign.
- Use the program hashtag on social media platforms to create a thread/share ideas across libraries.
- Encourage patrons to share their program DIY projects using the program hashtag (#) to learn from and inspire others

- **Promotional Materials that will be provided to Libraries**

- ✓ Website icon with link to all of the content will be provided to libraries by Melinda Myers & We Energies
- ✓ Hashtag (#) for the program so all participants can share ideas and inspiration
- ✓ Social media posts and images for the libraries to share
- ✓ Facebook event links to promote the webinars – link provided to libraries for them to share on FB pages
- ✓ Press release templates – libraries can customize and send to media outlets in their community

Sponsored by:

