

**OPEN
GARDENS
2024**



**HELP
MARTLETS
GROW**

**Helpful tips for
hosting your**

OPEN GARDEN

Thank you for signing-up to open your garden to Help Martlets Grow. Inside you'll find some tips to help plan and host your open garden. If you have any questions or need more help then just get in touch with our fundraising team.

HAPPY GARDENING!



Registered with
**FUNDRAISING
REGULATOR**



Martlets
life-changing hospice care

Charity Registration No: 802145
MN0101

OPEN GARDENS 2024 CHECKLIST

GET GARDENING!



A checklist to help get you and your garden ready!

1. SET THE DATE AGREE THE TIME

We suggest anytime from June to September but consider when your garden looks its best.

You could open on a single day or over a weekend.

2. ASK YOURSELF THESE QUESTIONS

What will you charge for entry?
Will you sell tickets in advance?
Are dogs allowed?
Will you serve refreshments?

3. TEAM UP WITH NEIGHBOURS

Let your neighbours know, especially if parking might affect them.

Perhaps you could even team up and open your gardens on the same day and create a trail. If others are interested agree your date and ask them to get in touch with us.

4. TAKE PHOTOS AND SEND TO US

Pick a sunny day and take some photos of your garden.

Write a description of its best features.

Email these to fundraising@martlets.org.uk for inclusion on our website.

5. ENSURE PEACE OF MIND

Fill in the risk assessment template in your fundraising pack. This should help you to think through any potential hazards and take steps to avoid them.

6. TELL YOUR STORY & PROMOTE

Tell everyone you are opening your garden and why you've chosen to support Martlets.

Use social media, add links in your email signature or share in your WhatsApp groups, put up posters and ask everyone to spread the word.

6. RECRUIT SOME HELPERS

Free yourself from serving teas to share your knowledge and love of your garden.

We're sure your friends and family will be happy to bake cakes, sell raffle tickets and man the plant stall. Just ask!

7. GET YOUR GARDEN READY

Well ahead of your opening check paths, patios, walls and steps and repair any loose bits.

Do your final lawn mowing, pruning and weeding.

Clear clutter, remove trip hazards and put up signage.

8. DON'T FORGET TO SAY THANK YOU

Make sure you say a massive 'Thank You' to all the amazingly generous people who helped you with your Open Garden and let them know how much you have raised for Martlets.



For more fundraising resources go online

Here are some extra fundraising ideas to raise money at your event.

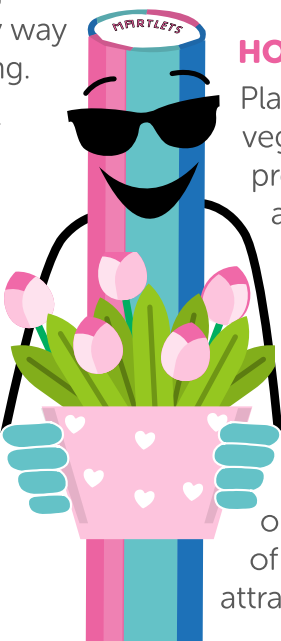


SELL REFRESHMENTS

Whether it's fresh strawberries and cream with a glass of homemade lemonade or a cup of tea with a slice of Victoria sponge, selling refreshments is an easy way to grow your fundraising.

Ask your friends, family and neighbours if they could help.

Keep a list so you don't get too many of the same bakes and note down the ingredients so you can label up where nuts or other allergens have been used.



ORGANISE A RAFFLE OR TOMBOLA

A simple tombola or raffle is an easy-win for fundraising and if you sell tickets at your Open Garden and make the draw on the same day then there's no need for a licence under the Gambling Act. Most stationary shops or post offices will sell books of coloured raffle tickets

ASK US FOR A LETTER OF AUTHORITY TO HELP WHEN ASKING FOR PRIZES

HOST A PLANT SALE

Plants, home-grown fruit and vegetables and homemade preserves make a great added extra on the day.

Ask your gardening club, allotment or garden centre for help with plant donations. Make sure they're clearly labelled with a name and price. If you can place your stall on the drive or at the front of your house you might attract passers-by too.

PROMOTING YOUR OPEN GARDEN

To ensure your Open Garden is the success it deserves to be, you need to let everyone know when and where it's happening. Here's how...

POSTERS

Use our Open Garden poster template to spread the word about your event.

FACEBOOK EVENTS

Creating a Facebook Event is a great way to let friends and family know what's going on. It'll also allow you to track how many people are interested.

NEWSLETTERS

Your local community or parish magazines and newsletters might run an advert or include details in their Whats On listings.

Need event resources?

We have event kit we can loan out. Alternatively Brighton Resource Centre may be able to help
resourcecentre.org.uk



PHOTOS

Send your garden photos and details to fundraising@martlets.org.uk well ahead of your opening.



We've included some posters and signs for your Open Garden in with this pack to get you started but just contact **01273 747455** or fundraising@martlets.org.uk if you need more.

For even more fundraising resources visit our website: martlets.org.uk/fundraising-toolkit or call the fundraising team on **01273 747455** or email fundraising@martlets.org.uk