

Garden Strategic Plan



Introduction

The tools in this Garden Strategic Plan template are intended to help guide you in the development of a school or community garden strategic plan. This Garden Strategic Plan template is designed to serve as a snapshot or overview of your garden planning and to help organize key garden planning decisions and activities in one central location. The tools in this template can be used during your planning process with your partners, as well as for documenting key decisions and outcomes of your garden planning. These tools are organized from inception of a garden project to implementation, addressing the following key planning activities: assessing a site for readiness, building a team, developing a maintenance schedule, securing funding, engaging stakeholders, and linking garden activities to direct education.

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- Garden Sustainability Assessment – list of assessment questions, space for answers

Building Your Garden Team

- Garden Team Members – table of roles, names, contact info

Garden Maintenance Plan

- Garden Maintenance Plan Summary

Funding Your Garden

- Garden Supplies and Funding – table of supplies and space to note funding sources

Stakeholder, Partner, and Community Engagement

- Engagement Plan – space for partner map, communication tool

Garden Enhanced Nutrition Education

- Education Plan – space to list your curricula, audiences, plans

Assessing for Sustainability

Garden Sustainability Assessment Results	
Question	Response
Shared Purpose	
<input type="checkbox"/> What are the school or community's healthy change goals and how does the garden contribute to reaching it?	School or Community Healthy Change Goal:
<input type="checkbox"/> What does the school/community want the primary purpose of the garden to be?	Primary Garden Purpose:
<input type="checkbox"/> What will be done with the food that is grown?	Food from our garden will be used for:
Beliefs, Attitudes, Motivation	
<input type="checkbox"/> What are current administration, parents, student, community members attitudes around gardening and healthy food?	<i>Describe each groups' current beliefs, attitudes, and motivations around gardening:</i> Parents: Students: Administration: Community Members:
Garden Leadership	
<input type="checkbox"/> How are responsibilities divided among the leadership team?	Our Garden Team has _____ members, see "Building Your Garden Team" Section of this Plan for details
Day to Day Maintenance Personnel	
<input type="checkbox"/> How much time is the garden maintenance team able to spend in the garden per month?	Our Garden Team can commit a total of _____ hours per month to garden maintenance. See our "Garden Maintenance Plan" for details.
<input type="checkbox"/> What is access to the site like?	Potential barriers to accessing the garden during the following time periods are: Weekdays: Afternoons and Evenings: Weekends: Summer/Off-season:
<input type="checkbox"/> What are potential sources of volunteers?	We will reach out to these organizations in our community as potential sources of volunteers:

<input type="checkbox"/> Is there gardening training for new team members or volunteers?	New team members and volunteers will receive training from:
Site Logistics	
<input type="checkbox"/> What will be the physical set-up of the garden?	Does the garden have nearby: Water Source: Tool Shed: Restrooms:
Curricula Integration	
<input type="checkbox"/> Does the school or community garden team plan to use the garden for direct education?	We will conduct direct education using the _____ curricula. See our "Education Plan" section for details.
Food Systems	
<input type="checkbox"/> How much food can you produce?	We predict that we will be able to yield the following amount of produce from our garden:
<input type="checkbox"/> Where and how will your produce be donated?	The yield from our garden will be harvested _____ and will be used for _____
<input type="checkbox"/> What food safety laws exist at the state, local, district level that might impact how food from your garden is served in the cafeteria or in the classroom?	Food safety laws in our city/district that might impact how our garden's yield can be used in a cafeteria, classroom, or foodbank/pantry include:
Community Engagement	
<input type="checkbox"/> Will community input be gathered for the planning process?	We will gather community input on our garden in the following ways:
<input type="checkbox"/> What community organizations might be interested and involved in the garden?	The following community organizations will be involved in our garden, see our "Stakeholder Map" for details:

<input type="checkbox"/> How involved are community members in leadership of the garden or day-to-day maintenance of the garden?	Community members will be involved at the following level of participation:
<input type="checkbox"/> What are your plans for keeping the community informed, involved, and engaged in this garden?	Community members will be kept informed, involved, and engaged in the garden via:
Partnerships	
<input type="checkbox"/> What potential partners exist in your community? <input type="checkbox"/> What specific roles or responsibilities can they take on?	We will reach out to the following organizations as potential partners, see our “Stakeholder Map” for details:
Policy Supports	
<input type="checkbox"/> Does the school or community site have a wellness policy?	Our school or community site has a wellness policy with the following nutrition and/or garden-related components included:
<input type="checkbox"/> Does the school or community site have a joint use agreement?	Our school or community site has a joint use agreement with the following garden-related access components included:
<input type="checkbox"/> Do zoning ordinances allow for community gardens or food to be grown?	Zoning ordinances that might affect our garden include:
Funding	
<input type="checkbox"/> How much funding is set aside for garden supplies, infrastructure, staff time, and programming?	Our total annual budget for the garden is _____. See “Garden Supplies and Funding” section for details
<input type="checkbox"/> What grants that support school and community gardens besides SNAP-Ed can/will be leveraged for garden sustainability?	Our Garden Team will apply for the following grants to support our garden:
Evaluation and Monitoring	
<input type="checkbox"/> What is the evaluation plan for the garden?	Our Garden Team will conduct the following evaluation activities:

Building Your Garden Team

Garden Team Members		
Role and Responsibility	Team Member Name	Contact Info
<p>Program Coordinator: Maintains continuity; works with stakeholders and partners; leads planning and management; schedules meetings; tracks team member assignments; oversee implementation of the program; Other duties:</p> <p>_____</p> <p>_____</p>		<p>Phone:</p> <p>Email:</p>
<p>Membership and Volunteer Coordinator: Build volunteer list and recruit volunteers; run and maintain registration for community gardens; share volunteer opportunities; assigning volunteers to garden projects; assign plots; Other duties:</p> <p>_____</p> <p>_____</p>		<p>Phone:</p> <p>Email:</p>
<p>Communication and Outreach Coordinator: Communicate with gardeners via phone, mail, email; brings concerns of gardeners to garden team; communicate with the garden team; publicity - share about the garden via event notices, press releases, blog, etc; community and partner outreach; Other duties:</p> <p>_____</p> <p>_____</p>		<p>Phone:</p> <p>Email:</p>
<p>Funding Coordinator: Collect garden fees, pay bills, authorize spending; apply for and manage grants; develops and manages budget; manages donations; Other duties:</p> <p>_____</p> <p>_____</p>		<p>Phone:</p> <p>Email:</p>
<p>Site Maintenance Coordinator: Organizes work days, makes sure the garden site is in order; generates ideas for garden project lists; tracks garden metrics; makes planting, soil, plant health, composting recommendations; develops strategies to minimize theft and vandalism; provides information on garden safety; Other duties:</p> <p>_____</p> <p>_____</p>		<p>Phone:</p> <p>Email:</p>
<p>Education and Events Coordinator: Identifies lesson plans; coordinates garden with teachers and food service staff; sets up education workshops; organizes events at the garden; Other duties:</p> <p>_____</p> <p>_____</p>		<p>Phone:</p> <p>Email:</p>

Garden Maintenance Plan

Garden Maintenance Plan Summary – Refer to Completed Garden Maintenance Plan

Garden Site: _____

Time Commitment Level (circle one):

1. Container Gardening/ Small Garden Boxes
2. Large Garden Bed
3. Multiple Garden Beds

Time Commitment for Maintenance

Based on Time Commitment Level circled above, enter your Daily and Weekly Time commitment for Maintenance

Daily Time	Weekly Time
_____ minutes per plant	_____ minutes

Maintenance Responsibilities

Daily Tasks	Weekly Tasks
<i>Responsibility of:</i>	<i>Responsibility of:</i>

Funding Your Garden

Garden Supplies and Funding				
Item	Quantity	Cost/Item	Total Cost	Funding Source
Soil (\$5-7 per 2 cubic foot bag)				
Seeds				
Seedlings/plant starts (\$6 per 6-pack of seedlings or less)				
Seed starter kits				
Hand tools				
Gloves				
Trowels				
Hand rakes				
Watering cans				
Hand tool storage				
Bucket, tub or box				
Large tools				
Shovel				
Spade				
Pick				
Hoe				
Staff salaries to provide garden-enhanced nutrition education				
Biodegradable and/or clay pots				
Twine and stakes for plotting				
Weed barrier cloth				
Gopher wire				
Lumber				
Pre-fabricated garden beds/boxes				
Ground covering (gopher barriers), cinder blocks				
Gravel for drainage				
Wheel barrows				
Staff salaries to establish and maintain community gardens				
Delivery of materials (including soil, lumber, etc.)				
Purchase of irrigation supplies (drip lines, timers)				
Established plants or fruit trees				
Rental or purchase of land				
Rental or purchase of tractors or other land or garden preparation equipment				
Rental or purchase of irrigation supplies (sprinklers, hoses, etc.)				
Garden pavers				
Bark and gravel as ground cover				
Line trimmer				
Total				

Green = SNAP-Ed allowable; Yellow = Need prior approval from SNAP-Ed State Office; Red = SNAP-Ed unallowable

Stakeholder, Partner, and Community Engagement

Engagement Plan

Draw your stakeholder map here: Who are all possible individuals or organizations that may benefit or benefit from the garden?

Your Garden

For each stakeholder identified, complete the following:

Stakeholder	They Benefit from Garden	Garden Benefits from Them	Best Way to Contact

Garden Enhanced Nutrition Education

Education Plan

Garden Site: _____

School/Community Contact: _____

Phone: _____ Email: _____

Audience:

Age Range: _____

Audience Size: _____

Curricula: _____

of Sessions: _____

Session Schedule:

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Instructor Name: _____

Instructor Phone: _____ Instructor email: _____