



Hello Melissa,

Spring is just around the corner, making it the perfect time to refresh your marketing and share the impact of your work! This month's *Rooted in Marketing* is packed with content ideas, easy ways to use impact data, and new resources to help you tell your story.

Here's everything you can find in this month's issue of *Rooted in Marketing*:

- March content inspirations
- What is impact data and why it's important?
- How to use impact data in your marketing
- Resources - new email header templates
- Upcoming & previous training

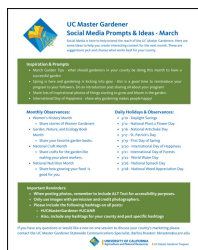
If you have any questions or need help with your marketing, join our weekly office hours, ask questions in our private Facebook group, or email us. We are here to support you.

Happy gardening! ☐

Melissa & Barbra
UC Master Gardener Program
Statewide Communications Team

Content Inspiration - March

Here is your Content Inspiration and Content Calendar for March. The Content Calendar is set up for posting three times a week to social media using the buckets: education, inspiration, and promotion. As always, both of these documents are just suggestions! Please add or change the topic as needed. If you have questions, please email Barbra Braaten at bbraaten@ucanr.edu



March Social Media Inspiration

Find inspiration for your March social media content, celebrate Garden, Nature, and Ecology Book Month, National Plant a Flower Day, First Day of Spring, and more

- [Download the March Inspiration Guide here](#)
- [Download the March Content Calendar here](#)



Defining impact data and how it can help

When a UC Master Gardener teaches a community workshop on water-wise gardening, what happens next? Do participants actually install drought-tolerant plants? Do they reduce their water usage? This is where impact data comes in—it tells the story of what changes after UC Master Gardeners host educational events.

Through our statewide evaluation, we track these real-world results—from the number of gardeners who switch to water-efficient irrigation to the gallons of water saved across neighborhoods. This information demonstrates how our efforts create lasting, positive changes in communities. By measuring these outcomes, we gain a deeper understanding of how each workshop, consultation, and demonstration garden contributes to building greener, more resilient communities.

How we measure impact

The statewide evaluation process begins with post-event surveys. These surveys reveal how participants transform their gardening practices in seven key areas:

- choosing the right plant for the right place
- reducing green waste
- managing pests responsibly
- creating pollinator-friendly gardens
- conserving water
- growing food gardens
- spending more time outdoors

How you can contribute

As a UC Master Gardener, you already make a difference every day through your outreach and extension activities. Here's how you can help us gather and measure this valuable impact data:

- **Collect participant contact information.** Gathering contact details at educational events and workshops allows customized surveys to be sent, helping measure local and statewide program impact.
- **Encourage survey participation.** Let attendees know a post-workshop survey is coming and explain why their feedback is essential for program delivery. People are more likely to respond when they know the survey's purpose and how their input will be used.
- **Share key insights.** Ask your coordinator for access to your local county quarterly report. Highlight the most important findings in social media posts, blog articles, and conversations with local elected officials to inspire and engage your community.

Amplifying our message through impact data

Sharing impact data is crucial for building program support and community engagement.

When we communicate these results, we demonstrate the tangible value of the UC Master Gardener Program to stakeholders, participants, and the broader community. Impact data proves that our educational efforts create real change—from water conservation to growing food.

This data helps secure continued funding, attract new volunteers, and strengthen community partnerships. It also validates the time and effort our volunteers invest in the program by showing how their contributions lead to meaningful environmental and social benefits. Most importantly, sharing our impact inspires others to adopt sustainable gardening practices by demonstrating that individual actions, when combined, create significant positive change in our communities.

Your involvement helps us improve the program, celebrate its success, and show the real difference we're making together!



How to use impact data

You've probably shared photos of beautiful gardens and announced upcoming workshops on social media. But when you add impact data to your posts, something magical happens—you transform simple garden photos into powerful stories of community change.

Instead of just showing a drought-resistant garden, you're sharing how your program helped 200 community members reduce their water usage by 30%. That's the difference between saying, "We teach gardening," and "We're changing our community's environmental footprint."

Think of impact data as your success stories in number form. When you share that 78% of your workshop participants started growing their own food, you're not just posting statistics—you're demonstrating real results. These numbers give weight to your words and show potential participants that joining a UC Master Gardener workshop isn't just about attending a class—it's about becoming part of a movement that's creating measurable, positive change in your community.

You already have the data—use it!

Best of all? You already have this powerful tool at your fingertips. Your county's quarterly impact reports contain all the data you need to start creating compelling stories. Even if you start small—maybe just one impact-focused post a month—you'll be helping showcase the incredible difference UC Master Gardeners make in your community.

Three powerful ways to share your impact:

Example 1: Highlight success stories. If there's a category in your county with significant change, highlight it on social media!

Did you know that a staggering 78% of our workshop participants are now growing their own fresh, healthy food?

Food deserts affect thousands of California families, limiting their access to fresh, nutritious produce. But there's hope - right in your own backyard! Our workshops empower community members to grow their food, from tomatoes to leafy greens.

Join us at our next edible gardening workshop:

- [Workshop Name]
- [Location Name, Address]
- [Date and Time]

Photo credit: UC Regents
#UCMasterGardener #GrowYourOwn
#CommunityGardening #CaliforniaGardening



Example 2: Workshop promotion posts - Use impact data to demonstrate the value of your workshops.

Transform your lawn, transform our future! An inspiring 37% of our workshop participants have replaced their lawns.

California's drought challenges us all, but our community is stepping up. UC Master Gardener participants are leading the way, creating gorgeous, water-wise landscapes that support local wildlife and save our resources.

Ready to join your neighbors in making a difference?

- [Workshop Name]
- [Location Name, Address]
- [Date and Time]

Photo credit: Canva
#UCMasterGardener #DroughtTolerant
#CaliforniaGardening #WaterWise #NativePlants



Example 3: Call-to-action posts - Connect impact data to broader environmental issues.

Here's the buzz: 37% of our workshop participants have created new pollinator habitats in their gardens!

Pollinators are in crisis, but hope is blooming in backyards across California. UC Master Gardeners teach how to create landscapes to support bees, butterflies, and birds - essential partners in growing our food and maintaining healthy ecosystems.

Every garden can make a difference!

- [Workshop Name]
- [Location Name, Address]
- [Date and Time]

Photo credit: Summer Brasuel, UC Master Gardener of ElDorado County
#UCMasterGardener
#SaveThePollinators
#CaliforniaGardening
#PollinatorGarden



Remember, every time you share impact data, you're not just posting numbers – you're telling the story of how UC Master Gardeners are creating positive change in your community, one garden at a time.

Resource: Email Headers

With many counties transitioning to email programs like Constant Contact, we wanted to share new templates for you to use. The email header image is one of the first things people see when they open your newsletters, so having an engaging design can make a big impact. We've created three different styles for you to choose from! You can access the templates on Canva using the links below.



[Newsletter header - option 1](#)



[Newsletter header - option 2](#)



[Newsletter header - option 3](#)

We also have created some templates for the image sizes needed for the new website platform that will be rolling out this month. If you do not manage the website for your county, please forward these links to the appropriate people or encourage them to join the Rooted mailing list! These templates will be helpful once we all get access to the new website later this month.

[Primary or Header image for Drupal](#)

[Large Square image for Drupal](#)

Upcoming Marketing Training & Events:

Web: mgcoord.ucanr.edu/Events

Office Hours: UC Master Gardener Communications

Every Tuesday, 11 am -12 pm

Zoom link:

<https://ucanr.zoom.us/j/94197406576?pwd=DVS1uISHgtonzsLAarPS8WnxR2TAic.1>

Previous Recordings

Volunteer Communicator Orientation

<https://www.youtube.com/watch?v=XutHQatDGmg> (Oct. 2024)

Newsletter Best Practices

<https://youtu.be/9uEOFPC2WvU> (Jul. 2024)

Social Media Accessibility Guidelines

<https://youtu.be/d1XAnZCchYU> (Aug. 2024)

Rooted in Marketing Past Issues:

February (general tips) <https://conta.cc/42IUaxQ>

March (general tips) <https://conta.cc/3UzVpaH>

April (media training, sharing social media posts & more) <https://conta.cc/42ZToqH>

May (UC ANR Giving Day tips) <https://conta.cc/3JsyrvB>

June (newsletters) <https://conta.cc/3yJIUS9>

July (accessibility) <https://conta.cc/3VFiZ4M>

August (content strategy) <https://conta.cc/3LPxzIC>

September (video) <https://conta.cc/47daWl6>

October (graphic design) <https://conta.cc/3N5WXnT>

November (Giving Tuesday) <https://conta.cc/4fkVPsw>

December (year end) <https://conta.cc/3Z1X9tN>

January (starting the New Year) <https://conta.cc/49RlfNe>

Private Facebook Group for UC Master Gardener Communicators

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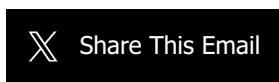
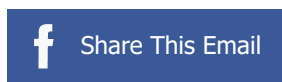
Our Mission

Thanks for reading this month's issue! To submit questions, topic suggestions, or

"To extend research-based knowledge and information on home horticulture, pest

feedback, email Statewide Communications
Specialist Barbra Braaten at
bbraaten@ucanr.edu.

*management, and sustainable landscape
practices to the residents of California.”*



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