Advancing **Education, Outreach, Membership Growth & Retention, and Fundraising** through

Chapter Horticulture Symposia

Arvind Kumar, Chapter Council, December 2011, Carmel

*Credits: Bay Area Chapters, Channel Islands, Orange County, Santa Clara Valley, Sierra Foothills, State Hort Committee*
CNPS Mission

- To conserve California native plants and their natural habitats, and increase understanding, appreciation, and horticultural use of native plants
Horticulture & Membership

• Native plant sales consistently deliver new and renewing memberships.
• 80% of CNPS members have an interest in native plant gardening (2006 survey).
• Members expect CNPS to support & sustain their interest in native plant gardening.
Horticulture & Revenues

- **Plant sales** are the top revenue source for many chapters.
- Membership dues collected at **plant sales** go to the general fund which pays for state staff salaries and program expenses (not counting contract staff or expenses).

*Today CNPS is dependent on **plant sales** to raise funds for chapters and state.*
Diversifying Sources of Revenue

- Native plants are becoming more popular and more widely available at retail nurseries.
- In some chapters, plant sale revenues are leveling off or declining.
- There is a strategic need to diversify sources of revenue beyond plant sales!
Why Chapter Hort Symposia?

- Build on CNPS core competencies:
  - Expertise/knowledge
  - Volunteer Energy
  - Bank Balance
- Translate core competencies into $$$.
- Tap into growing interest in sustainable landscaping, water conservation, and lawn replacement.
- Target the general public.

*This is a great way to utilize the expertise we uniquely have to serve our members and the public.*
Benefits of Hort Symposia

- **EDUCATION:** Advance public awareness and knowledge of native plants.
- **OUTREACH:** Reach a wide segment of the local population.
- **GROWTH:** Attract new members.
- **RETENTION:** Retain existing members.
- **FUNDRAISING:** Raise funds for chapters & state.
What Topics Are Hot

- Alternatives to Lawns
- Do-It-Yourself Native Plant Landscaping
- Pleasing Native Garden Designs
- Installation and Maintenance of Native Plant Gardens
Examples of Recent Symposia 2009-2011
At Home With Natives

<table>
<thead>
<tr>
<th>Date</th>
<th>March 2009</th>
</tr>
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<tbody>
<tr>
<td>Venue</td>
<td>Huntington Beach</td>
</tr>
<tr>
<td>Organizers</td>
<td>Orange County</td>
</tr>
<tr>
<td>Attendance</td>
<td>95</td>
</tr>
<tr>
<td>Admission</td>
<td>$35-$50</td>
</tr>
<tr>
<td>Net Income</td>
<td>$2,000</td>
</tr>
<tr>
<td>Memberships</td>
<td>10</td>
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</table>
Growing Natives: Celebrating California’s Beauty in Dry Times

<table>
<thead>
<tr>
<th>Date</th>
<th>March 2009</th>
</tr>
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<tbody>
<tr>
<td>Venue</td>
<td>Lafayette/Berkeley</td>
</tr>
<tr>
<td>Organizers</td>
<td>Bay Area Chapters + Pac Hort + RP Botanic Garden</td>
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<tr>
<td>Attendance</td>
<td>250</td>
</tr>
<tr>
<td>Admission</td>
<td>Sat $135-$175 Sun $65-$75</td>
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<tr>
<td>Net Income</td>
<td>$20,000</td>
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Donated $6,600 to state Hort Program
## Native Plant Landscape Symposium

### Date
<table>
<thead>
<tr>
<th>2010</th>
<th>2011</th>
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</thead>
<tbody>
<tr>
<td>February</td>
<td>February</td>
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</tbody>
</table>

### Venue
- Camarillo

### Organizers
- Channel Islands

### Attendance
- 200
- 100

### Admission
- $45-$60
- $45-$60

### Net Income
- $2,000
- $2,000

### Memberships
- 58
- 20

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**Native Plant Landscape Symposium**

Promoting Sustainability from Nature!

Camarillo Ranch House Barn
201 Camarillo Ranch Road, Camarillo, California 93010
Saturday, February 20, 2010 from 8:00 a.m. to 5:00 p.m.

Sponsored by: Camarillo Ranch Foundation (camarilloranch.org) and Nopalito Native Plant Nursery (nopalitonnursery.com)

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Dedicated to the preservation of California native flora
Gardening with Natives
How to Transform Your Traditional Garden into a Beautiful Native Landscape.

Saturday, September 10, 2011
9:00 a.m. to 4:00 p.m.
Motherlode Fairgrounds,
Manzanita Building,
Stockton Street,
Sonora, CA

Registration Fee:
Non-member before September 1: $35.00
Member before September 1: $25.00
After September 1, member or non-member: $40.00
Space is limited - Register early by mail.
Registration accepted at the door if space allows.

Gardening With Natives

<table>
<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>Venue</td>
<td>Sonora</td>
<td>Sonora</td>
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<tr>
<td>Organizers</td>
<td>Sierra Foothills</td>
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<tr>
<td>Duration</td>
<td>½ day</td>
<td>1 day</td>
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<tr>
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For more information, or brochure and registration form, contact
Patricia Olson at (209) 751-4332 or photo@comcast.net
or see www.sierrafoothills.cnps.org
## California Gardens: Beauty & Sustainability With Native Plants

<table>
<thead>
<tr>
<th>Date</th>
<th>February 2011</th>
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<tbody>
<tr>
<td>Venue</td>
<td>Los Altos Hills</td>
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<tr>
<td>Organizers</td>
<td>Santa Clara Valley</td>
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<td>Attendance</td>
<td>300</td>
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<tr>
<td>Admission</td>
<td>$50-$110</td>
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<tr>
<td>Net Income</td>
<td>$14,000</td>
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<tr>
<td>Memberships</td>
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Donated $2,117 to state Hort Program
Growing Natives:
Inspiring & Enduring Gardens

Date
September 2011

Venue
Lafayette/Berkeley

Organizers
Bay Area Chapters + Pac Hort + RP Botanic Garden

Attendance
175

Admission
Sat $130-$170
Sun $45-$65

Net Income
$12,000

Memberships
?

Donated
$4,340
to state Hort Program
Organizing a Hort Symposium

- What’s involved in organizing a symposium?
- What obstacles might you face?
- How can the state office help?
- How can the Hort Committee help?
What the Chapter Does

1. Form a committee & solicit volunteers.
2. Prepare a budget.
3. Confirm a venue/date/time.
4. Confirm theme/topics/speakers.
5. Confirm sponsors.
6. Publicize.
7. Arrange caterer, if needed.
8. Conduct program.
9. Do the accounts.
How the State Office Can Help

1. Provide $500 seed grant/capital.
2. Provide Certificate of Additional Insured.
3. Publicize through state website & eNews.
How the Hort Committee Can Help

1. Suggest themes, topics, speakers.
2. Contact high profile speakers.
3. Provide template letters for approaching local agencies for sponsorship.
4. Provide template letters for approaching a local educational institution for a venue.
5. Consult by email/phone.
Support the Hort Program

• Donate a portion of the proceeds to the state Hort Program.
• Contribute your ideas & documents to help with future symposia.
• Grow the pie: help neighboring chapters with their hort symposia, if needed.

Thank you!