



Garden
for every
School

PLANNING GUIDE #3 Expectations & Roles

SECTION 1: Know Expectations of Volunteers & Funders

Instructions

The third step to create a successful school garden is to understand the expectations of volunteers and funders. In this way, you can assign roles on your garden team that take responsibility for meeting those expectations. That will ensure that volunteers and funders stay engaged with your school garden year after year, working and providing financial support.

Expectations of volunteers and funders are very similar:

- A clear plan
- A project list
- A consistent schedule
- Assigned roles
- Measurements for success
- Regular communication

This planning guide will help you assign roles to each team member. To fulfill on those expectations, they have been split nicely into different job descriptions. And each individual is not the person who must do all of the work. But they are responsible for making sure that work gets done. Which means, they can recruit help and delegate, but still report back to the team on progress.

Read each of the job descriptions for the following roles, and ask for volunteers to fill that role. Do NOT assign anyone more than two (2) roles, and ideally strive to have each role be a different person. Put their name and contact information in Section 3 — Team Role Assignments. If the right fit is not on your school garden team already, don't worry. Each job description also suggests a category from Planning Guide #2 — Brainstorm Resources that you could look to for help. Invite someone new to fill that role on your team, and let them know specifically why you think they would make a good fit.



Garden
for every
School

SECTION 2: Job Descriptions for Team Roles

Team Leader

- **Duties:** Team Leader takes responsibility for ensuring the team completes this training together, and continues to meet afterwards to plan and manage the garden year-round. Their duties include: scheduling team meetings, emailing video links to team members, ownership of the 3-ring binder, downloading and filling out the planning guides in meetings, tracking team member assignments, following up to make sure team members have what they need to get their work done, etc. They need to be organized. They also need to be willing and able to communicate regularly with all garden team members.
- **Tools:** 3-ring binder, Planning Guides, Team Member Assignment List (Section 4)
- **Brainstorm Category:** Coordination

Volunteer Coordinator

- **Duties:** Volunteer Coordinator takes responsibility setting a weekly work day and time, building a list of potential volunteers from the school and community, inviting volunteers to workdays, sharing volunteer opportunities with the Communications Leader, assigning volunteers to specific garden projects on the list, etc. They need to be organized. They also need to be willing and able to communicate regularly with people in the community.
- **Tools:** Volunteer Contact List, Garden Project List (Section 5 & 6)
- **Brainstorm Category:** Community Culture

Lead Gardener

- **Duties:** Lead Gardener takes responsibility for making site and planting recommendations; managing soil quality, plant health, and compost; sharing ideas with the Volunteer Coordinator to add to the garden project list, tracking garden metrics, etc. They need to have gardening knowledge or a strong willingness to research and learn. They also need to be willing to frame all of their recommendation to meet the goals of the school and the garden team.
- **Tools:** Garden Project List (Section 6), Garden Metrics
- **Brainstorm Category:** Gardening & Plant Expertise

Curriculum Leader

- **Duties:** Curriculum Leader takes responsibility for identifying lesson plans for the garden that help teachers meet existing requirements, inviting teachers to tour the garden for an in-service day, recommending plants to the Lead Gardener that help teachers better utilize the garden, coordinate with food service and/or consumer science to get produce into the school, etc.
- **Tools:** www.Teachers-Going-Green.com Lesson Plans (website)
- **Brainstorm Category:** School Support



Garden
for every
School

Communications Leader

- **Duties:** Communications Leader takes responsibility for capturing photos, videos, stories, and metrics from the garden; inviting students, teachers, administrators, parents, community volunteers, and funders to follow the garden via email, social media, and/or a blog; sharing regularly about the garden via email, social media, and/or a blog, including: volunteer opportunities, event notices, press releases, etc. They need to be a good writer and effective story-teller. They also need to be willing and able to set up email lists, social media accounts, and possibly a blog.
- **Tools:** Volunteer Contact List (Section 5), Garden Metrics, Camera, Video Camera, Facebook, Twitter, Blog
- **Brainstorm Category:** Communications

Fundraiser

- **Duties:** Fundraiser takes responsibility for building relationships with local businesses for small annual donations (e.g. \$500 per year), researching possible grant opportunities, recruiting volunteers to help write grants for important projects, sharing information from the Communications Leaders with potential funders, etc.
- **Tools:** 3-Ring Binder, Planning Guides, Funder Letter Template (Section 7)
- **Brainstorm Category:** Communications

SECTION 3: Assign Fundraiser Role

	TEAM ROLE	NAME	CONTACT (PHONE OR EMAIL)
1	Team Leader		
2	Volunteer Coordinator		
3	Lead Gardener		
4	Curriculum Leader		
5	Communications Leader		
6	Fundraiser		



SECTION 4: Appendix — Team Member Assignment List

Garden Team Meeting

Date: _____

Agenda:

- Issue #1

- Issue #2

- Issue #3

	TASK DESCRIPTION	TEAM MEMBER ASSIGNED	DUE DATE
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			



SECTION 5: Appendix — Volunteer Contact List

	VOLUNTEER	PREFERRED ROLE	CONTACT (PHONE OR EMAIL)
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			



SECTION 6: Appendix — Garden Project List

	GARDEN PROJECT DETAIL	VOLUNTEER ASSIGNED
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		



Garden
for every
School

SECTION 7: Appendix — Funder Letter Template

<Insert date>

<Insert full name of potential donor>

<Insert title of potential donor>

<Insert organization of potential donor>

<Insert address of potential donor>

<Insert city, state, zip code of potential donor>

Dear <Insert first name of potential donor>,

I'm excited to share that <Insert your school name> has begun the process of launching a school garden to benefit our teachers, students, parents, and larger community.

We have a committed garden team composed of <Insert names>. Our team has leadership support and is meeting regularly to complete a helpful video-training program that guides us through this process. It is broken into 10 short videos (~8 minutes apiece) and provides planning guides to fill out for a full school garden plan. We are <Insert # progress> videos into it already.

Here is a short video that describes the training:

- [Introduction](#)

I invite <Insert name of business or organization> to become an early partner in this school garden. That could look many ways, but we propose that <business or organization> makes a small annual monetary donation (e.g. \$100-500). In exchange, our garden team and students will update your employees on stories from the garden, including invites to garden events and work days. Your consideration would mean a lot to our school — our students, teachers, parents, and community. I think you're a great fit because <Insert reason related to their business, role and/or organization>. I hope we can meet soon to discuss.

Gratefully,

<Insert your name>

<Insert your title>

<Insert your school>

<Insert your best contact info>