Event planning checklist
The Urban Harvest 2023

Ahead of the day

- Use the postcards to promote your garden’s event in the local area. Put them in visible, public areas, e.g. cafés, church noticeboards, community centres and local businesses.
- Tap into social media to spread the word. Tweet us at @Capital_Growth and use #UrbanHarvest2023. Also connect with us on www.facebook.com/capitalgrowth or Instagram @capitalgrowth.
- Use the press release to let local news know about what’s on, such as community blogs or borough newspapers. Add details of your event to the press release to make it specific to your area.

On the day

First time visitors can turn into long-term volunteers, so keep them coming back for more by:

- Providing clear information about when your next volunteer session is – flyers are ideal!
- Collecting contact information from visitors using the included sign-in sheets.
- Connecting with new visitors on social media and encouraging them to follow your garden on Twitter, Facebook or Instagram.

Take part in our Urban Harvest competitions and complete our feedback survey to win some amazing prizes;

- **Best ‘Climate-friendly Community Meal’**: This year’s festival theme is ‘climate-friendly’ and we’re inviting you to organise a climate-friendly community meal to enjoy your harvest with your garden go-ers. Tweet us @Capital_Growth or email mayya@sustainweb.org with a description of your climate-friendly community meal and a photo. The winning garden will receive a **£100 Tamar Organics gift voucher** for garden supplies including seeds and compost as well as prizes for runners up.

- **Best photo: ‘Harvest Action Shot’**: Tweet us @Capital_Growth or email mayya@sustainweb.org with your best photos of produce being harvested throughout your event and send to us by Monday 2 October. Remember to use the hashtag #UrbanHarvest2023. The winning garden will receive a **food growing book bundle from Chelsea Green Publishing worth £50** as well as prizes for runners up.

- **Heaviest pumpkin or squash**: Weigh your prize pumpkin or squash (as well as all of your other produce!) during the fortnight of the Urban Harvest and enter onto the Harvest-ometer (you have until Monday 2 October to upload your data). **£50 Tamar Organics gift voucher** for the winner.

So, sign up to the Urban Harvest, get your garden on the map, and start promoting to new visitors and volunteers for a chance to win one of our amazing competitions!

**After the event:**

Please complete the feedback survey and send photos and details of the competition if you’ve entered to mayya@sustainweb.org. Also, send us any other photos that you take on the day so we can share your success!

Thank you for taking part in The Urban Harvest 2023!