

# Event planning checklist

## The Urban Harvest 2022



### 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 #UrbanHarvest2022. Also connect with us on [www.facebook.com/capitalgrowth](http://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](https://twitter.com/Capital_Growth) or email [mayya@sustainweb.org](mailto:mayya@sustainweb.org) with a description of your climate-friendly community meal and a photo. The winning garden will receive tickets to Kew Garden for up to 8 people on the day of their choice.
- **Best photo: 'Harvest Action Shot'**: Tweet us [@Capital\\_Growth](https://twitter.com/Capital_Growth) or email [mayya@sustainweb.org](mailto:mayya@sustainweb.org) with your best photos of produce being harvested throughout your event and send to us by Monday 26 September. Remember to use the hashtag #UrbanHarvest2022. *The winning garden will receive a £100 [Harrod Horticultural gift voucher](#) for garden supplies 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 26 September to upload your data). *£50 [Tamar Organics 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](mailto: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 2022!