

Seedy Saturday/Sunday Organizers Brilliant Ideas

Intro

The ideas below are compiled from the three webinars held to connect Seedy Saturday/Sunday organizers from November 2018 onwards. Please feel free to adopt any that resonate for your event and add your additions at any time

1. Vendors	2
Vendor Fees	2
Vendor Payment	2
Potential marijuana and hemp vendors	3
2. Organizing Structure & Logistics	4
Volunteers & Building Leadership	4
Strategies for making events more streamlined	4
Central google doc calendar of all BC Seedy Sats/Suns	5
Insurance provider and rate	5
Integration with seed libraries	5
Partnerships	5
3. Public Relations & Marketing	6
Newspapers	6
Build & Utilize Networks	6
Printed Material	6
Radio	6
Maximize Facebook	7
Shared Media List - Link Here	7
4. Data Collection	8
Dot Survey Audience Info & Ideas	8
5. Admission	10
6. Raffles/Door Prizes	10
7. Workshops	11
8. Kids Zones/Entertaining Kids	12
9. Food	13
10. Seed Exchange	14

Seedy Saturday/Sunday Organizers Brilliant Ideas

1. Vendors

- Bring in seed co. seeds, volunteer selling seeds builds profile and adds vendors
- For smaller events with few vendors: Reach out to seed companies and ask them to mail in seeds.
 - Kaslo done this with BCESC, Salt Spring Seeds, Sunshine Farm and have volunteer staff seed table
 - Provides more options for public and exposure for small companies
- Cast a wide net for attracting vendors - try to stick to food and promote event as a “market” which is popular after a winter market drought
- Expanded vendors: Comox for example is 30% seed vendors, rest garden, aligned Non-profits, etc.
- Reach out to seed companies from outside area and offer to sell their seeds if they mail us a box, ups vendors which is important to audience
- Casts a wide net to attract including encouraging folks to grow their own seeds to sell at event
- Tap into island seed companies that “do the circuit”
- Have vendors inside and outside, can be a draw; outside can be lower table fee
- Have vendor form on website and send emails out to past vendors letting them know new form is up - captures returning audience
- Have volunteers do “vendor relief” and offer to bring lunch to vendors who are tabling alone as it is hard to leave their table when selling
- Consider having non-profit organizations with like-minded values table to build their exposure and add to the vibrancy of event

A. Vendor Fees

- Folks shared table fees and have been added to Column M in [Seedy Sat/Sun Organizer & Vendor Contacts](#) document
- Table fees for vendors: \$25 per table standard, \$10 in smaller communities; prices varies, Kaslo \$10, Cherryville \$10, Surrey \$10, Salt Spring Island \$20, Comox \$95. Vendors who have table outside for plants often less
- Table fees for not-for-profits: \$45 in Comox, free in many other communities
- Many people shared that they haven’t heard table fees have been a barrier at their events
- Multiple people shared that percentage table fee - tricky both from organizer and vendor perspective.
- Standard, set fee is better, vendors want to know up front what they are paying, and can prepare for that.

B. Vendor Payment

- Use online forms for vendor registration, email out to past vendors as soon as forms are out
- PayPal can work well
- Worth noting difference across communities; not everyone is comfortable with PayPal, other options are managing cheques, may need different strategies

Seedy Saturday/Sunday Organizers Brilliant Ideas

C. Potential marijuana and hemp vendors

- Anita (Sooke) came back with info from her MLA and MP's offices. From what could be found the MLA office identified that the sellers will need to be registered and approved by the government to sell seeds and products. The Province is responsible for determining who can and cannot sell live marijuana plants or seeds. So far the province of B.C does not allow people to buy live plants or seeds. This issue will remain a provincial issue so I recommend that going forward you talk to your MLA. The only Federal involvement in this issue is that the federal government can give out license for nurseries, but it will be up to the province to decide whether they accept sales of seeds or plants from such nurseries.
- Chris also researched and looks like from the Federal Cannabis Act, selling seed is like selling actual Cannabis and requires a license

Organizing Structure & Logistics

A. Volunteers & Building Leadership

- Have volunteer form on website and send emails out to past volunteers letting them know new form is up - captures returning audience
- Have a master copy of all volunteer positions needed and fill them in as volunteers apply, starting with key positions (volunteer lead, kids activity lead etc.)
- Identify specific tasks for organizers and volunteers - not assigning too many tasks per person
- Have a vendor coordinator that is familiar with farming and seed saving. We provide an honorarium for this person as the work in recruiting and dealing with vendors takes a few months. It works very well. (Paid through proceeds from SS)
- Offer volunteers a free meal from the food available on site
- Multiple folks mentioned if event is in partnership tapping into volunteers through the partner organization can be effective
- Garden clubs can be great places to look for volunteers
- Having clear tasks, roles and expectations communicated from the beginning
- Suggestion to have a master copy of all volunteer positions needed and fill them in as volunteers apply, starting with key positions (volunteer lead, kids activity lead etc.)
- Identify specific tasks for organizers and volunteers - not assigning too many tasks per person
- Consider honorariums for key positions that are integral. Salt Spring shared they work with a local club and offer the club an honorarium and then they internally organize to make sure all tasks within that role is covered.
- Salt Spring uses Sign Up Genius to encourage folks to sign up. Having link to form makes it easy to cross promote across organizations and through social media. Be sure to keep a hard copy of all the info you put into online forms!!
- Plan and communicate with volunteers in emails ahead of time and also having a printed list of tasks and schedule at all volunteer positions day of
- Keep a running list of volunteers from previous years to outreach to first

Seedy Saturday/Sunday Organizers Brilliant Ideas

B. Strategies for making events more streamlined

- Keep the same date each year & inform all the other local Seedy events
- Google Drive working very well for year-over-year data and keeping organized
- Develop “binder” of all steps & info (volunteer positions, PR lists, floor plans, etc.)
- Have entrance fee - set or by donation (folks often generous by donation)
- Consider different entrance fee for different audiences: seniors, students, children get in free - each get a different colour so you know how many of each attended
- Host at the door with clicker to welcome people and tracker how many people come through.
- Some events encourage people to leave first name at door (like guest book)
- Gathering data: have sheet to track how many people come, how many vendors, how many seed vendors etc. - FarmFolk can help with a system for this
- **Need:** develop timeline doc timeline checklist documents including promo plan

C. Central google doc calendar of all BC Seedy Sats/Suns

- Link to Google calendar is [here](#) FarmFolk CityFolk has been updating

D. Insurance provider and rate

- Master Gardeners Association of BC - can access insurance
- Others?

E. Integration with seed libraries

- Set up seed library at event; get people to sign up as members when they enter

F. Partnerships

- Consider community partnership with local organization who “sponsors a speaker” at event
- Partnering with the local university and its sustainable horticulture staff has benefit of free space and staff who can lead workshops
- Partnering with the local winter farmers' market helps maximize overlap of target audience
- Other partnerships can be really key such as with garden clubs, student associations, Master Gardeners Association chapters etc.
- Partnership can be a way to access to PR tools: Fernie Seedy Saturday is under the umbrella of Wildsight (Elk Valley) and has available all the PR tools of this Columbia-Kootenay conservation and community organizations.
- Partner with farmers' winter markets; shared opinion from Kaslo experience is if a Seedy Saturday is struggling for attendance it is something to consider but, if the Seedy Sat already has good attendance, a stand alone event allows for far more focus on seed vendors, seed swapping and workshops around seeds, so is the better way to go. Golden

Seedy Saturday/Sunday Organizers Brilliant Ideas

also shared that partnering meant opening conversation on what's shared responsibility, space allocation etc. Went well

- Langley- has partnered and found a real boost but if already successful might not be the same impact - does help draw in a crowd of market attendees. Market has indoor space so made it easy to access space. Anticipated problem as seedys at didn't charge vendors but farmers market does but no conflict
- Numerous communities offer free table to our public library: can display gardening books, and library, can also be a partner to help with printing costs members could check out books right there. (Fernie) YES.....I partnered with the libraries in lumby and cherryville last year. it was a great partnership and they promoted as well as made up the posters and bookmarks
- Partnerships can make a lot possible such as access to venue, providing food, speakers or expertise for workshop, volunteers, other groups e-newsletters and social media reach
- Partnering with regional district/municipality can help access different audience and market event broader
- Having written down agreement and terms of roles of each partner is important so that it is clear from the beginning
- Being flexible in what partnerships might work can be important- consider broad range of what partners might work to fit your need, naturalist group, farmers' institute, garden shop, municipality, farmers' market etc.
- **Need:** sharing list of seed libraries as a way to connect in with that aspect of community seed growing and saving Seed Libraries in BC: two sites to review FarmFolk CityFolk Seed Library listing (www.bcseeds.org/seed-libraries) and Borrow Save Share (<https://borrowsaveshare.com/bc-seed-sharing/directory>)

Seedy Saturday/Sunday Organizers Brilliant Ideas

3. Public Relations & Marketing

- Road signs have for every year, suggestion of having ones that say "seedy Saturday this Saturday" so don't have to change the date on them annually
- Have vinyl banners in up specific corners in town and venue
- Create e-newsletter campaign (MailChimp)
- Have posters, and ask vendors to also circulate posters
- Place local classified ads
- Utilize Facebook group(s)
- Outreach to local radio stations
- Connect with local papers for media release
- Place Facebook ads; good exposure and relatively cheap
- Images/photos are really important for good promotions; really good for sharing with the press
- Having FarmFolk CityFolk post weekly upcoming events is a good was to amplify and increase reach

A. Newspapers

- Placing local classified ads, decent exposure and low cost
- Sharing media releases with photos makes it easy for newspapers to pick up coverage is reliant on folks reading print news
- Getting content to papers to be covered on their online editions equally important
- Connect with local papers for media release - have good images and photos
- Do a write up after to help capture and build energy for next year Also, you can follow up with a letter to the editor to the same effect. Newspapers love letters

B. Build & Utilize Networks

- Create e-newsletter campaign (MailChimp) use with own organizational list
- Build mailing list, getting people to sign up at the door and when leaving workshops at event
- Sending info to other aligned organizations for them to circulate in newsletters, on social media etc. to circulate

C. Printed Material

- Road signs have for every year, suggestion of having ones that say "seedy Saturday this Saturday" so don't have to change the date on them annually
- Have vinyl banners in up specific corners in town and venue
- Banners have worked in some areas but need more exposure (can work to varying degrees depending on your town)
- Have posters, and ask vendors to also circulate posters, month ahead
- Noted that in Sooke, businesses are less likely to take posters now but are inclined for bookmarks that

Seedy Saturday/Sunday Organizers Brilliant Ideas

D. Radio

- Outreach to local radio stations - also CBC Daybreak has a phone in line for community events and may get the word out. CBC's North By Northwest on Saturday mornings also promote local goings on. A LOT of Seedy Saturdays and Sundays were talked about this last spring

E. Maximize Facebook

- Place Facebook ads; good exposure and relatively cheap
- Utilize Facebook group(s) and encourage folks to tag other groups so that they receive a notification they have been tagged and can then circulate
- Use all social media tools including Instagram and Twitter
- Many organizers already use Facebook creating events and sharing with other groups. May be a need to have younger folks help with how to use Facebook and reach a younger audience however, also it was also shared that young folks in some cases are actually pulling away from Facebook

F. Shared Media List - [Link Here](#)

- Media contact list, question of value for organizers: some folks think local is all needed some interest in provincial that can be used as a tool to build regional lists
- Noted that there may be limitations of how much PR in a wider realm can happen when work is driven by volunteer energy
- Alternative places to advertise the event to reach a greater audience, rather than just the gardening and seed community.

Seedy Saturday/Sunday Organizers Brilliant Ideas

4. Data Collection

- Two types we are encouraging folks to consider collecting audience info (through dot surveys) and event info (through google form)
- Why is this data collection encouraged and important? Having info helps all of us tracks progress and impact and better understand the communities we serve. It can also directly help illustrate need and potential for growth in applying for funding.

A. Dot Survey Audience Info & Ideas

- Dot survey as a way to gather info about attendees used at farmers' markets frequently, easy, fun and simple
- Great resource: [Tools for Rapid Market Assessments \(OSU\)](#)
- Having clear questions that are integral to your community, 4 questions ideal
- Have in location with high traffic/highest real estate that everyone will pass. Also consider food lineups, "key" spot where audience sees when entering venue
- Use a prominent wall or solid movable flip chart stand to write questions
- Use medium- to large-sized sticky dots to make affixing them easier, or consider bingo dabber
- Have markers for leaving comments
- Have a rotation of volunteers staff the survey, encouraging people to participate, answering questions, and handing them sticky dots to use, also a great way to engage kids
- Suggested questions
 - How many Seedy Saturdays/Sundays have you attended?
 - How much have you spent, or might you spend, here today?
 - Has coming to Seedy Sat/Sunday made you more likely to buy seed direct from growers?
 - Was this event your primary reason for coming to this area this morning?
 - What is your primary reason for coming to the event today: seeds, info, kids area, the atmosphere?
 - How did you find out about the event?
 - Where did you come from - can do the first 3 letters of postal code, dots by next
- Time to complete is fast so can ask more than four questions, also recognizing not everyone may answer every question and that's okay!
- Noted that when organizing with a partner organization, questions to ask may differ. To remedy this could have two surveys in different areas (one by seed area, one by market area if the collaboration is with farmers' market)
- Comment on using opportunity to ask questions we don't already know the answers to and see as a way to capture the audience insights
- Idea to take it to a more advanced level and have a new sheet go up every hour of the event to track demographics of who of what age group is coming when to see how that changes throughout the day, could be helpful when learning how folks heard about event
- Recognizing it can be a great way to engage kids, consider having a kids table and lower to the ground for accessibility. Ask fun questions like "what's your favourite vegetable" or "have you gardened before"
- Other ways of collecting info could be Eventbrite: Can collect info and be helpful, if promoting workshops heavily as part of the day can be a tool to get folks to commit to

Seedy Saturday/Sunday Organizers Brilliant Ideas

workshops and draw them in and collect some info. Small paper surveys: Could be, depending on how it's organized for ease to get people to complete and turn in, could be used for participants or vendors end of day

B. Event Info Collection Form

- Seedy Saturday & Sunday Event Data Google Form is a tool looking to be used again this year to help us all as organizers show how events are growing and what it means in community, having the numbers helps access funds and show local impact (beyond just event)

5. Admission

- Admission door "by donation" and always have non profit partner to help promote and workshops includes. \$2-\$5 is good
- Golden- donation jars in numerous places with big signs, door, elsewhere in space, got a grant to help with cost
- Charging for events and workshops is not a bad thing - people pay for what they value
- Don't be afraid to charge for events and workshops!

Raffles/Door Prizes

- Consider pre-marking the tickets with winner so when someone gets the tickets they know they are winner right away (saves calling out and checking tickets when most people aren't there all day)
- Have vendors pool prizes
- Can collect from community and vendors (easier to collect from vendors on site!)
- Ask vendors on registration form if they will contribute to prize, volunteer goes around and collects
- Have prize draw of a basket of goodies with a small donation of seeds/or from each vendor.
- Sooke has vendors donate to raffle and then selects a local non-profit to run the raffle. All the proceeds then go to the non-profit. This has worked out well and they draw more people as they promote event as well.
- Having the occasional bigger door prize can help attract folks
- Getting attendance high in general - raffle helps
- Something from every vendor for basket raffle - people love it (OK) usually enough
- Door raffles and email collection - collect items from vendors
- Pie auction can be successful for donations/raffle

Seedy Saturday/Sunday Organizers Brilliant Ideas

6. Workshops

- Offer free table to vendor in exchange for delivering workshops
- Keep offering workshops every year, keep it basic level (always lots of interest around seeds and veggie growing) and can be short
- Some folks promote workshops as equal billing as seed vendors themselves, some don't and can also face two challenges a) having a hard time drawing people from vendors to workshops or b) having everyone go to workshop and leave vendors with no customers
- Suggestions for drawing vendors include: asking vendors to present a workshop, ask Master Gardeners' Association local chapter
- Offering honorariums can help secure speakers
- General feedback is to keep workshops simple: don't assume everyone knows how to start seeds! Ideas like a basic seed saving, basic organic gardening, keeping chickens
- Comment shared that the workshop topic and balance of draw to them really depends on region and knowing audience
- Ideal length of workshop seems to be 30-45 minutes
- Would be good to have not just topic list but list of key people to know about who are looking for opportunity and are skilled
- Ask vendors on intake if they deliver workshops and if so, on what topic
- Value of screening presenters, vetting in some way, offer help if it's a new person
- Onsite workshops - off site to show and demonstrate in a way you can't in a venue
- Idea that BC Eco Seed Co-op could do workshop or knowledge piece as they are a province wide co-op
- If it's a popular workshop such as "Starting from Seed" offer two times in the day to grab folks at different times
- List of topics including
 - Basic gardening
 - Seed saving
 - Backyard chickens
 - Mason bees
 - Native plants
 - Permaculture principles in relation to seed
 - Seed cleaning and take home (arugula)
 - Basics
 - Solar power
 - Growing cannabis
 -
 - Growing in pots
 - Growing from seed
- *See document in Organizers Tool folder, [Seedy Sat/Sun Workshop Ideas & Presenters](#), where more ideas and contacts can be added and shared among the group

7. Kids Zones/Entertaining Kids

- Having a "Kid Zone" can be really great to draw in families
- Provide a range of activities
- Have someone lead organizing and monitoring the area
- Consider offering honorarium for volunteer who takes on all aspects of kids area

Seedy Saturday/Sunday Organizers Brilliant Ideas

- Have tiny, spinning gourds to decorate
- Have blank seed packets to decorate and colour
- Have eggshells that can be filled with soil and seeds
- Have supplied to make seed collages with seeds and glue
- Make wildflower seed bombs
- Honorarium for volunteers to set up and manage

8. Venue

- Lots of components to ensure a strong venue to serve the event- considerations are
 - Kitchen so food can be available on site
 - Power
 - Accessibility
 - Washrooms
 - Open space for tables
 -
- Important to know your needs and ensure venue you're accessing meets them
- Approach group, gov or venue owner with a letter sharing about event and ask if there can be any discount in rental fee (*See document in Organizers Tool folder, [Seedy Saturday/Sunday Venue Request Letter DRAFT](#))

9. Food

- Rent a venue with a kitchen so food can be available on site
- Having food on site helps generate revenue and keeps people there hanging around and socialize more
- Started by working with a cook to produce food to purchase; now organizing group has taken this on
- Get local caterer to prepare basic food which you can mark up to sell
- Get volunteers to heat up, sell, and serve
- Food is good to sell but also feed volunteers and vendors

9. Seed Exchange/Swap

- Start organizing Seed Exchange in November with seed packing bees where we pack, label and do quality control and standardize quantity. Have one/month, enter data on computer - grower name, number of seeds packed, name, variety and growing instructions of each batch)
- Different types of swaps for different communities - quality issue is important, education is key, people inherently want to know how to do things well
- Important that growers know the quality and reliability of the seeds they are sharing
- Idea on pooling knowledge for 'seed swap best practices'/5 pointers to keep in mind' document as opposed to standardizing the practice
- Could include info to make sure if captured (variety, isolation, year, where grown etc.) heck, even show them go to conduct their own simple germ tests. Tons we could add to a Best Practices doc. **NOTE:** See [Seedy Saturday/Sunday Seed Swap Best Practices DRAFT1](#)