Goodness, Gracious, Great Graphic Design
How Visual Communications Benefit Your Garden

Sarah Gardner, Texas Discovery Gardens at Fair Park
Maria Teply, Reiman Gardens, Iowa State University
Morgan Cichewicz, Longwood Gardens
1. What is Graphic Design?

Let’s talk about the basics.
Graphic Design

also know as *communication design*, is the art and practice of planning and projecting ideas and experiences with *visual and textual content*. It can be physical or virtual and can include images, words, or graphics. The work can happen at *any scale*, from the design of a single postage stamp to a national postal signage system. It can be intended for a small number of people, or can be seen by millions.
Brooklyn Chamber

Speaking on condition of anonymity, several knowledgeable sources really quite silly, and they ought to know better. No comment from the people, who were found hiding under a desk.

International Trad

METROPOLITAN AREA POPULATION

Since 1958, several horses and sheep have run for many garnering strong support from a diverse group of voters. Political historians believe this trend will continue in the future.

Debate & Comment
Brand vs. Visual Identity

Brand
a relationship between an organization and an audience

Visual Identity
a consistent collection of assets that create a memorable recognition of your organization

A good visual identity supports a brand and makes it easier to bridge the gap between an organization and an audience.
Developing a Visual Identity for Your Garden

**Logo**
Identifies a business in its simplest form through the use of a mark or icon

**Visual Assets**
the color palette, photography, illustrations, and general look and feel

**Style Guide**
documentation of your visual identity for reference and continuity
IDENTITY
Practical Applications

• Printed Materials
• Web and Digital
• Advertising
• Environmental Graphics
• Exhibits
• Signage & Wayfinding
• Product Design
• And so many more!
2. Why is This So Important?

What can graphic design do for you?
Graphic Design & A Strong Visual Identity Provides...

A Better First Impression
You only have a few seconds to make a first impression, so make it count.

Increased Credibility & Loyalty
Well designed materials create more credibility at your garden.

Helps You Get Remembered
Good branding makes you more likely to be chosen and remembered.
Graphic Design & A Strong Visual Identity Provides...

It Puts the Visitor First
Design helps solve the needs and issues of the visitor.

Improved Communication
Designers understand hierarchy and the ability of images and graphics to help convey a message.

 Makes Good Financial Sense
Businesses with good design make more than those without.
3. Budget Perspectives

No matter the size of your garden, graphic design can make a difference!
Small Budget Perspective

Texas Discovery Gardens at Fair Park
80,000 visitors per year
7.5 acres
77 years as a public garden
12 FTE and 9 hourly/seasonal staff
$1,200,000 annual budget
$52,000 marketing budget
Marketing Staff

2008
+ 1 Part-time Marketing Person

+ Full-time Communications Director

2018
+ PR Contractor at 15 hours per month

One Non-Designer handling design

Multiple Staffing Changes

+ Part-time Marketing Manager
TOOLS FOR SMALL GARDENS

Canva.com
FREE business edition for Nonprofits
Includes templates or create your own
Cloud-based
Print quality pdf or social media post with one click
TIPS FOR THE NON-DESIGNER

Take classes: Coursera.com Skillshare.com

Choose one set of typefaces

Choose a color palette to match online and print

canva.com/color-palette/

codebeautify.org/hex-to-pantone-converter/
CASE STUDY
TXDG.ORG REDESIGN

Old: text-heavy, not mobile friendly, edited in Adobe by single editor

New: Squarespace.com, editable by anyone, cheap, easy to learn and edit, e-commerce
CASE STUDY

Break for Butterflies?

Have another pair of eyes look over the design.

We had a booth at a week-long car show advertising a rally to benefit the Gardens. I noticed several people stopping to take pictures of the poster, which was great! It wasn’t until I brought it back after the show that a co-worker pointed out that it read, “I Break for Butterflies.”

*Did you mean “brake?”*
Medium Budget Perspective

Reiman Gardens
Iowa State University
80,000 visitors per year
17 acres
23 years as a public garden
20 FTE and 60 hourly/seasonal staff
$3,440,000 annual budget
$130,900 marketing budget
HISTORY OF CREATIVE STAFFING

2002
+ Full-time non-designer communications person

2004
+ Part-time college intern graphic designer

2006
+ Full-time graphic designer

2007
Staff turnover & budget cuts down to full-time communications who is also a designer

2009
+ Part-time college intern graphic designer

2017
+ Part-time professional graphic designer
### OUR PROCESS AND PROJECTS

#### PROJECTS
- Brochures
- Maps
- Advertisements
- Newsletters
- Invites
- Posters
- Interpretive Signs
- Fundraising Material
- Event Material
- Annual Report
- Emails
- Promotional Material

#### DESIGN PROCESS
1. Request
2. Ideas phase
3. Present ideas
4. Make design changes
5. Final design approval
6. Proofread document
7. Make editing changes
8. Create final product
9. Evaluate product’s success

#### DESIGN TOOLS
- Adobe Creative Cloud from Iowa State University
- ISU Printing Services
- Photography from Professional & Volunteers
- Free Vector Graphics
- WordPress for our Website
from the director

Time has gone by so quickly in my three years as director of Reiman Gardens, and I believe it is because of the efforts we are making to develop this community asset into a world class garden. We have accomplished a great deal in 2017, as you'll find detailed in this annual report.

When I started in 2015, I oversee the completion of a new 20-year master site plan, and there has been progress on its implementation! New gardens include the now completed Hillside Water-wise Garden and the in-progress Syracore Falls. We also received an endowment for the Bob & Dorothy Rust Events Place including a gorgeous sculpture, funding for a new Shade Garden, and plan to construct an event pavilion in 2019 to meet increasing demand for event space.

We even benefited from a neighboring project. The University is completing the Jack Trice Stadium South End Zone Expansion Project by adding a “green space” in the parking lot. Part of that endeavor included a 400-foot-long Reiman Gardens’ entrance sign. You can’t miss us now thanks to the Athletic Department’s generosity by including us in their project.

While there have been physical changes to the grounds, I am just as proud of the behind-the-scenes wins. Four of the staff presented six talks at three national conferences, and one was asked to be a keynote speaker at an international conference. This means the Reiman Gardens staff have a level of expertise our peers consider valuable! Our relatively small and lesser known public garden is now getting national and international recognition.

The Gardens continue to wow visitors by continually oudling ourselves from year to year. Spring bulb displays numbers increased to 45,000 tulips, another 25,000 perennial bulbs for the Hillside Water-wise Garden and the start of a Lily Celebration. We also carried 6,000 Jack-O’Lanterns to the Gardens where attendees电压nished making it our largest event.

I hope you got to see this year’s exhibit, “Washed Ashore.” We were the first site in the Midwest and the first public garden in the world to host it. We will continue this trend when we become the first garden in the Midwest to feature George Sherwood’s kinetic sculpture display in 2019 and then develop another brand new traveling exhibit in 2021.

The 2017 Ag Drainage Hooley tour opened for its 3rd year with a brand new structure, ISU’s Marion Water Tower. Volunteering grows annually, confirming our suspicions that the community would love this third Li-de.

Membership is increasing, educational opportunities are burgeoning, events are expanding, outreachers continue to expand – our reach is now people and grade more opportunities every year. We do this as one of the best teams I have had the opportunity to work with and with strong support from our volunteers, members, donors and Iowa State Endowment. We thank everyone involved for their support and want you to know there are more exciting things ahead in 2018.

Ed Lyon
Director of Reiman Gardens

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CASE STUDY
ANNUAL REPORT

2017 by the numbers

- Had 2,844 member households
- Four staff members presented six talks at three national conferences
- Had 4,391 program attendees for our educational programs
- 12,648 service hours contributed by Reiman Gardens’ volunteers
- Hosted 16,742 rental guests in FY2017
- Opened our first new garden space since 2008
- Contributed 1,754 lbs of produce to Plant a Row for the Hungry
- Planted 45,000 tulip bulbs for our spring display
- Welcomed 3,718 visitors for Spirits in the Gardens
- Carved 650 pumpkins for our annual Jack-O-Lantern Walk

Won “Best of Story County” Wedding Venue for 2nd year in a row

1st public garden in the U.S. to host Washed Ashore™ sculpture exhibit

81,289 people visited Reiman Gardens during 2017

Added a new interactive app for the Christina Reiman Butterfly Wing, www.reimanbutterfly.com
**Case Study**

**Annual Report**

**horticulture**

49,000 spring bulbs, mostly in shades of blue, purple, and white surged through the Gardens, kicking off our “Water” theme this past spring. Our very own “Missouri River” meandered at the South Ponds, a tribute to Keukenhof, the Dutch bulb garden. The theme of water continued, literally and artistically. Despite a damp May, the horticulture staff and volunteers planted over 18,000 annuals, representing 486 unique cultivars of species, in the outside gardens. From some of these plants, Reiman Gardens contributed 1,714 pounds of fresh produce to the local chapter of Plant a Row for the Hungry (PAR). Based out of our Maintenance Building, 498 volunteers collected and distributed 11,495 pounds of fresh vegetables, fruits and herbs to agencies working to end food insecurity in Story County.

**Plant Sale Extravaganza**

The Plant Sale Extravaganza succeeded against Reiman Gardens, Story County Master Gardeners, ISU Horticulture Club, ISU Graduate Society of Horticulture Students and ISU Ecological, Evolution, and Organizational Biology Graduate Students partnered again to offer high-quality, diverse, and desired plant material. Over 5,000 plants found new homes during the 2.5-day event. Total sales (for all plant sale partners) were just under 2016 but still grew over 2015. The second Bag-o-Bulbs tulip bulb sale landed on the same weekend as the plant sale this year. While the process for purchasing bag-o-bulbs was improved over 2015, sales were considerably slower, likely due to competition from the plant sale. Because four out of the five years these two plant sale events would compete, Bag-o-Bulbs as a unique event is canceled. Rather, Reiman Gardens will sell bags of tulip bulbs at the plant sale.

**Hughes Conservatory**

The Hughes Conservatory touted our year of Water with four spectacular displays. “Petals and Ponds” showcased visitors with colorful umbrellas suspended in the ceiling and hundreds of orchids in rustic cedar columns. Three topiary butterflies “swarmed waves” in “Tulipmazing” while the Washed Nature™ Smith’s Jelly framed by Moon gates created a “Cardinal Tide” that swelled with red and gold mums, and the RG Express garden railroad stopped along river walk with “Snow and Ice,” complete with 50 foxes (yes, really! Rocked!): Christmas trees. The railroad display was reconceived with the help and support of the Central Iowa Garden Railroad Society.

**Renovations and Plant Trials**

Several more hardscape renovations were completed this year, advancing our strategic goal to upgrade aging features. Staff, student gardeners and volunteers renovated and reconstructed the raised beds in Jetty and Jesse’s Herb Garden. The path to Munchener House was improved with the addition of a surface drain and the removal of trip-hazard edging. Reiman Gardens continued to garner a reputation in the plant trial industry. Rose trials expanded, as we proudly continue to be an inaugural trial site of the recently formed American Garden Rose Selections. Jesse Ledinghoff was selected to serve on the Executive Board of the All-American Selections (AAS), after only three years of judging for the national organization.

**Plant Collections**

Our Plant Collections Curator, Lindsey Smith, also had a successful year. With her addition to our permanent staff, Lindsey was able to give our plant collections program the dedicated attention it deserves. Notably, the “Plants of Interest” display table had a much longer exhibit time this year. Historically only exhibited during the summer months (and managed by just an intern), Lindsey, with the help of volunteers and an intern, was able to start the display in April, and it ended in October. Lindsey also accomplished key operational and strategic milestones in the plant collections program. The 20-year back log of paperwork and reports related to plant records is finally under control and up-to-date in ISU-Base, our plant collections database software. We completed the fourth update of our 2007 plant collections policy (what and why we collect) and nearly completed our new plant collections management and development plan (who, when and how to help us in our plant collection goals).

547 accessions, unique record identifiers assigned to plant specimens or groups, were added to the plant collection in 2017. This is a new record, surpassing 2009 which had 227 accessions added. This influx largely stems from the redesign of the Highlands Water-wise Garden and Naturalist Garden and the start of a Lily collection (Lilium). Horticulture staff added 395 accessions to the new Highlands Garden, 36 accessions to the Naturalist Garden and 54 accessions to start the new Lilium collection. The remaining 156 accessions were replacements or additions throughout the root of the garden areas.

Staff and volunteers planted more than 18,000 annuals for the summer displays.
CASE STUDY
ANNUAL REPORT

new faces (continued)

Kris Johnston, a new Administrative Assistant, comes to us with varied Iowa State University experience as a result of her traveling temporary positions with Advanced Services in many different departments on campus for the past two years. Kris is a mother of three and enjoys spending time with her family. She is passionate about fitness and loves to spend her free time walking, running, and reading anything she can get her hands on.

Marilyn Schommer was the staff as the Gift Shop Manager. She is an Ames girl, graduating from Ames High and Iowa State. Upon graduation, she pursued a career in retail management that placed her with various department stores. Most recently, she took early retirement after 23 years with Neiman Marcus in Dallas, Texas. While in Dallas, Marilyn cheered on the Cyclones and served the Dallas/Fort Worth Alumni Group as Philanthropy Coordinator. Marilyn is excited to be back in Ames. She enjoys knitting, traveling and collecting antiques, particularly vintage perfume bottles.

Lisa Stephenson, the new Funds Development Manager, comes to us with several years of fundraising and development experience. Most recently she worked as a consultant and grant writer for the YMCA of Greater Des Moines and The Directors Council in Des Moines. She has also held development positions with the American’s Association of Greater Des Moines and the Iowa State University Foundation. Lisa lives in Ankeny and is an avid traveler, writer and jewelry maker. In her spare time, she loves spotting her grandchildren.

admissions

This year is showing once again that engaging, high-quality exhibits along with amazing horticultural displays, fun events and informative programs all bring people to Reiman Gardens. 2017 became one of the best attended years at Reiman Gardens. Only 2012 and 2016, both years featuring the Natures Connected exhibit, had more attractions and admission revenue. Next year, a dynamic exhibit that features impressive kinetic art by George Sherwood in Massachusetts should help us continue to attract even more visitors to the Gardens.

rentals

Rental at Reiman Gardens continued to be an exciting area of growth in 2017. In addition to a sharp increase in overall rentals as compared to 2016, Reiman Gardens continued to be a popular choice for weddings, winning Best Mary County Wedding Venue for the second year in a row. In order to keep up with the increasing demand for both private and corporate rentals, plans are in the works for the addition of an event pavilion in 2019. To schedule a private event at the Gardens, contact Renee Rabe at 515-294-8994. Numbers cited below are for fiscal year 2017.

member only event attendance

203 Orchid Fest Preview Party
282 Washed Ashore Preview Party
76 Member & Volunteer Picnic Event
304 RG Express Preview Party

Revenue (FY17) $224,617
Member Households (FY17) 2,844

The figures above are based on fiscal year 2017 numbers. As we look forward to the year ahead, the Membership department braces themselves for another year of growth and change. We hope you are ready for what we have planned.

81,289 people visited Reiman Gardens in 2017

attendance admissions income

587 rentals (up 288 from FY16)
16,742 rental guests (increase of 5,455 from FY2016)
$121,753 rental income (up by $23,052 from FY16)
35 weddings
CASE STUDY WEBSITE
Large Budget Perspective

Longwood Gardens
Over 1.5 million visitors per year
1,083 acres
$63 million annual budget
$2.5 million marketing budget with $250K dedicated to photography, print, and fabrication
IN-HOUSE CREATIVE STAFFING

2012
Launched a New Visual Identity

2013
+ Full-time Art Director

2013–2016
Used a mix of freelancers and creative service agencies

2016
+ Full-time Production Artist

2017–Present
Team of 3
Tools

• Mac Computers

• Adobe Creative Cloud

• Professional Photographers & Illustrators

• Trusted Vendors

Note on photography: we also have a great volunteer photographer program that populates an immense online photo gallery for our daily use.
OUR IN-HOUSE PROCESS

1. Need
2. Project Goals
3. Research & Ideation
4. Present & Approve
5. Production
6. Evaluation
Case Study: Membership Program

1. Need
Membership benefit structure could no longer support our standard of an “extraordinary guest experience”

2. Project Goals
Simplify Levels & Benefits
Improve Flexibility
Promote Loyalty
Increase Profitability

3. Research
After mining many surveys, focus groups, and our own Member data, we learned that the key was in the philosophy and mission of the program.
Case Study: Membership Program

4. Present/Approve
Used creative strategy to develop a system to communicate the changes and bring excitement and new life to the program

5. Production
Applied the system to all new collateral

6. Evaluation
Did we meet our goals?
## The Program Transition

<table>
<thead>
<tr>
<th>OLD</th>
<th>NEW</th>
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</thead>
<tbody>
<tr>
<td>Structure</td>
<td>13 Levels</td>
</tr>
<tr>
<td>Price</td>
<td>Had not increased in 5+ years</td>
</tr>
<tr>
<td>Philosophy</td>
<td>Transaction-based</td>
</tr>
</tbody>
</table>
All Members Enjoy

Unparalleled Access
-- General admission 365 days a year
-- Members-only hours during Christmas
-- Exclusive mailings and e-communications

Free Offerings
-- Entertainment Free admission to a variety of performances year-round
-- Lectures Free admission to Branching Out Lecture Series
-- Walk & Talk Free admission to hundreds of walks and talks

On the Move Free stroller, scooter and wheelchair rentals for Members in need of this service
(This benefit does not extend to Member guests)

Dazzling Discounts
-- Shop 10% Discount in The GardenShop
-- Indulge 10% Discount for you and a guest at The Terrace: 1906 & The Café
-- Enjoy Member Appreciation Days with double discounts in The GardenShop and The Terrace on select dates
-- Learn 10% Discount on Continuing Education programs
-- Share 10% Discount on up to six adult admission tickets per day
-- Listen Up to a 15% discount on tickets to Longwood’s concerts
-- Be First Members pre-sale access on all events and performances
-- Be Amazed 20% Discount on Fireworks & Fountains show tickets
-- Discover Retailers offering Member discounts
-- Explore & Save Save $2 on general adult admission at Brandywine Valley attractions

Signature Membership Levels

Chimes Tower
1 Year (2 guest tickets*) $500 ($373 is tax-deductible)
Two named cardholders and their children (or up to four grandchildren) ages 18 and under.

All Member benefits apply, plus:
-- General admission for 4 additional guests per day
-- Invitation to Exclusive Members’ Reception with Director
-- Dual Gift Membership for a friend (retail value $95)
-- Access to preferred Members-only seating area for Fireworks & Fountains Shows (with ticket purchase) plus complimentary chair rental
-- Complimentary admission to Members-only exhibit previews
-- Recognition in our Fall Seasonal Highlights

Rose Arbor
1 Year (2 guest tickets*) $250 ($218 is tax-deductible)
Two named cardholders and their children (or up to four grandchildren) ages 18 and under.

All Member benefits apply, plus:
-- General admission for 2 additional guests per day
-- Complimentary admission to Members-only exhibit previews

General Membership Levels

Garden Plus
1 Year (2 guest tickets*) $150 ($118 is tax-deductible)
2 Years (4 guest tickets*) $280 $20 Savings ($216 is tax-deductible)
Two named cardholders and their children (or up to four grandchildren) ages 18 and under.

Plus general admission for 1 additional guest per day.

Family
1 Year (2 guest tickets*) $120 ($88 is tax-deductible)
2 Years (4 guest tickets*) $225 $15 Savings ($161 is tax-deductible)
Two named cardholders and their children (or up to four grandchildren) ages 18 and under.

Dual
1 Year (2 guest tickets*) $95 ($63 is tax-deductible)
2 Years (4 guest tickets*) $180 $10 Savings ($116 is tax-deductible)
Two named cardholders.

Individual Plus
1 Year (2 guest tickets*) $105 ($73 is tax-deductible)
2 Years (4 guest tickets*) $200 $10 Savings ($136 is tax-deductible)
One named cardholder.

Plus general admission for 1 additional guest per day.

Individual
1 Year (2 guest tickets*) $65 ($33 is tax-deductible)
2 Years (4 guest tickets*) $120 $10 Savings ($56 is tax-deductible)
One named cardholder.

Student
1 Year $30 (Fully tax-deductible)
One named cardholder with a valid student ID.

Ask about our Bring Friends Package
For the ultimate flexibility to have several friends accompany you to the Gardens at a great discounted rate, add a block of 10 discounted general admission tickets to any active Membership. For details, visit longwoodgardens.org
## Membership Levels

<table>
<thead>
<tr>
<th>Admission</th>
<th>Gardens1</th>
<th>Gardens2</th>
<th>Gardens5</th>
<th>Gardens Preferred</th>
<th>Gardens Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year-round General Admission for</td>
<td>1</td>
<td>2</td>
<td>5</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>2 Complimentary Guest Tickets (blackout dates apply)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Free reservations for select events, <em>Festival of Fountains</em> evenings,</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>No Reservations Needed</td>
</tr>
<tr>
<td>and Peak Days during <em>A Longwood Christmas</em></td>
<td></td>
<td></td>
<td></td>
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## Discounts

<table>
<thead>
<tr>
<th>Discount</th>
<th>Gardens1</th>
<th>Gardens2</th>
<th>Gardens5</th>
<th>Gardens Preferred</th>
<th>Gardens Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>10% discount on purchases at The GardenShop, The Terrace, and on General Admission tickets</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>20% discount on scooter rentals</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Free stroller and wheelchair rentals</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Discounts to select Brandywine Valley attractions and businesses</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Free admission to a variety of performances and tours</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>10% discount on Continuing Education classes</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Up to 15% discount on Performing Arts tickets</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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## Members-Only

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Gardens1</th>
<th>Gardens2</th>
<th>Gardens5</th>
<th>Gardens Preferred</th>
<th>Gardens Premium</th>
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<tbody>
<tr>
<td>Member Appreciation Days throughout the year</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>Members-only hours</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Exclusive Member communications</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Pre-sale access for select performances</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Printed edition of the <em>Longwood Chimes</em></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Invitation to a cocktail reception (additional fee)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
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</table>

## Price of Membership

| Price of Membership | $85 | $135 | $185 | $295 | $550 |
Level Structure & Price Increase

Member Households
Before Transition: 65,000
Low Point: 57,000
New Program Rebound: 67,000
2018 Predicted Growth: 70,000
The language change was dramatic, from a transactional tone to a **message of support** fused to a message of discovering and exploring the Gardens.
Members get more.

Transactional

Membership

See What You Can Do.

See what you can do in the Gardens and see what you can do for the Gardens. Support

Members See It Free!

Members have unparalleled access to many free offerings. Mark your calendars for these exciting events:

Beyond the Garden Gates Days
Saturdays, April 6 & 20, May 4 & 16, 11 am–3 pm
“Go Beyond” our beauty as we open our doors to our workspaces, introduce you to our talented staff, and reveal the inspiration behind all that we do. Meet our talented arborists and gardeners throughout Spring Blooms.

Saturday, June 8, 11 am–3 pm
Fridays, June 28, July 12 & 26, August 9 & 23, 5–9 pm
See the force behind the fountains, meet the Idea Garden and Waterlily Display gardeners, and hear from the mastermind behind our Fireworks & Fountains Shows.

Saturday, September 7 & 21, October 5 & 19, November 9 & 23, 11 am–3 pm
Be inspired by the creative vision behind our Chrysanthemum Festival, and learn about our tree care and stewardship programs.
Membership Cards
Before & After

Longwood Gardens
Member
Design Approach

Along with the philosophy and structural changes, we were able to approach the new program with a fresh design palette.

Typography: Bold, Clean, Simplified
Photography: Dynamic, Warm, People-focused
A POSITIVE RESPONSE

As a long-time Member, I hope you see what your support does for Longwood Gardens. It enables us to create beauty we all enjoy, educate future generations about the importance of horticulture, and celebrate the arts in our unmatched settings. Your support is apparent in all we do. And, while I am honored to share my appreciation with you, we wanted you to hear from our talented staff behind the magic you experience. I think you’ll be surprised by the depth and breadth of the diverse work happening here every day—work that your Membership makes possible.

See what you can do.

My deepest appreciation,

Paul B. Redman
President and CEO

We’ve shared just a glimpse of the many things that your Membership makes possible in our Gardens. Now, discover what you can do. Take a class, attend a performance, engage with our staff, enjoy our Gardens. Your ongoing support as a Member helps us to continue to offer a world of unsurpassed beauty, now and for years to come.

Photos by Hank Davis, Carol DeCamps, and David Trub

“Was an honor to be a part of it all!! Thank you!
Case Study: Sign Creep

Need
Signage to inform guests of Garden events, closures, directions, restrooms, promotions, etc.

Goal
Urgent request or to resolve a current issue

Research/Ideation breaks down to get the job done

Approvals are rushed

Evaluation: Schedule leaves little time for evaluation
4. Logistics & Management

How to staff and manage great graphic design at any scale
Hiring Designers

**Permanent Staff**
Vested interest in your organization. Better understands your garden and its goals. Fastest turnaround time for projects. Need to supply design software.

**Freelancer**
Paid by project or by the hour. Turnaround depends on their speed and workload. Ask to see samples. It is important to find someone you can trust who meets the deadlines with attention to detail. They will have their own design software.
Hiring Designers

**College Students/Interns**

Very creative. Only work full-time in the summer. School is their priority. May need considerable supervision. Takes more time to complete a project. If they have a computer for school, may be able to use the design software.

**Volunteers**

FREE! You may not be able to provide as much input on the designs. Turnaround time unknown because we aren’t paying them. They will have their own design software.
Working with Designers

Be clear about goals and descriptive when describing it
Include a sketch of the layout if needed

Give them a budget
And stick to the budget as the project progresses

Give them the final text before starting
Trust them if they choose to reorganize, tweak or delete
Working with Designers

Trust what they have to say about the design
Listen to the feedback that they give you

Let them be the creative ones
You will get a better product if you don’t over involve yourself

Check in with them to see how things are progressing
Don’t be afraid to ask for a progress report.
Software & Resources

Graphic Design Software
Primary: Adobe Creative Cloud - $53/mo
Secondary: Canva features premade templates - $13/mo
Not recommended: Microsoft Publisher or PowerPoint

Additional Resources
Printers, photographers, illustrators, fabricators, etc.
Ingenious Ideas for Good Design

Advertising design included with media purchase

Advocate for a designer to join your board

Look for class projects at local colleges

Keep an eye out for design that you find effective

Search for grant funding for your design projects
5. Thank You! Questions?

Dying to know more? Ask us!
Morgan – mcichewicz@longwoodgardens.org
Maria – mozy@iastate.edu
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