NATIONAL GARDEN BUREAU
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MEMBER UPDATE
APRIL 2020

THE INDUSTRY’S ONLY
NON-PROFIT GARDEN AMBASSADOR
COVID-19 and Victory Garden resurgence

In March 2020 when the world was learning of the danger COVID-19 posed, National Garden Bureau decided to "relaunch" Victory Gardens in the form of a series of blog posts. We dubbed the new trend as "Victory Garden 2.0"
Blog #1 Victory Garden Planning

This 10-step guide was taken from the pages of the original Victory Garden Manual, written by our founder, James H. Burdett in 1943.

4000+ shares on Facebook alone!
This blog was followed by 3 more on Containers, Raised Beds and Pollinators...with more to come!
Each blog features Social Media graphics anyone can use!
But that's not all! We have also discussed Victory Garden 2.0 via:

- Webinars & Podcasts
- Interviews and Referrals
- Quotes for publications
- Seed Giveaway

The Industry's Only Non-Profit Garden Ambassador
## An Engaged Community

<table>
<thead>
<tr>
<th>Platform</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pinterest</td>
<td>1.3M views/month</td>
</tr>
<tr>
<td>Facebook</td>
<td>24,000 followers</td>
</tr>
<tr>
<td>Twitter</td>
<td>9,000 followers</td>
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<tr>
<td>Instagram</td>
<td>6,100 followers</td>
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<tr>
<td>Email</td>
<td>16,000 subscribers</td>
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**NGB's Community Continues to GROW!**

*The Industry's Only Non-Profit Garden Ambassador*
OUR "FUTURE OF GARDENING" SURVEY

THE INDUSTRY'S ONLY NON-PROFIT GARDEN AMBASSADOR
2000+ CONSUMER RESPONSES!

RESULTS SENT TO MAJOR NEWS OUTLETS:

TO DATE, 1,114 PLACEMENTS IN MAJOR OUTLETS; ONLINE AND PRINT

FUTURE WEBINARS AND TALKS PLANNED FOR VIRTUAL EVENTS

VALUABLE INSIGHTS WE WILL SHARE WITH OUR MEMBERS

THE INDUSTRY'S ONLY NON-PROFIT GARDEN AMBASSADOR
Thank you!

WE ARE KEEPING THIS SHORT BECAUSE SPRING IS YOUR SEASON TO SHINE.

WE KNOW YOU ARE BUSY.

ALL THE BEST TO YOU, YOUR EMPLOYEES AND YOUR FAMILY.

STAY SAFE.
STAY HEALTHY

LET'S GO GARDEN!!