



MASTER GARDENER FOUNDATION OF KITSAP COUNTY

COMMUNICATIONS POLICY

January 2007

BY-LAWS OF THE MASTER GARDENER FOUNDATION OF KITSAP COUNTY

ARTICLE 6 COMMITTEES

6.4.1 Communications Committee

The Communications Committee will be responsible for the production and distribution of the Foundation newsletter and other communications within the Foundation.

The “Communications Committee” is understood to consist of: a Chairman, appointed by the Foundation President and approved by the Board; committee members, appointed by the Chairperson; and an ex-officio member of the Board. It is further understood that the Newsletter Editor, (Email Communicator), the Web Master and the Public Relations Chairman shall be considered members of this Committee.

- The Newsletter at this time is in reality email communications.
- It is agreed that all Email communications will have “*Master Gardener Foundation*” or “MGF” in the subject line.
- All Email communications will carry this message: “*You are receiving this email because you’ve joined the Master Gardener Foundation or requested to be on our mailing list.*”

The contents of the Newsletter, the Website and all Email Communications shall be authorized by the Foundation President or their appointee, as approved by the Board.

Email Communications

A monthly Newsletter will be generated on or about the 20th of each month. The Newsletter will be posted to the website. Mailed copies may be sent as requested.

A notification will be sent to voting members, via email, noting the posting of the Newsletter to the website together with its password for access.

The Newsletter

The Newsletter may contain the following:

- “Reflections from the Board” a short article from a Board member giving a *personal insight* on a Foundation activity of note or calling attention to a Foundation event.
- Promotion or reporting of Foundation special events, such as the Speaker Series or the Plant Sale
- “Our Money at Work”, results of Foundation funding when appropriate, where the money is going, how the Foundation money is being used.
- Articles on other Master Gardener Foundations’ news.

Other Email Communication

It is recognized that from time to time special announcements or requests may need to come from the Foundation Board. It would be the responsibility of the President or their appointee to request that the Newsletter Editor (Email Communicator) send these messages. These would include the Agenda and minutes of the MGFKC Board meetings.

The Website

The Website will contain the following:

- The Mission statement of the Master Gardener Foundation of Kitsap County.
- Copies of the By-Laws and Policies governing the Foundation
- Month by month calendar of Foundation events.
- Notices of Foundation promotional events such as the Speaker Series, Plant Sales etc...
- Instructions on how to join the Foundation including classes of membership
- Instructions on how to contact the Foundation
- Useful links such as WSU Extension, other Extension links and links to horticultural sites of interest.
- **Password Access Only:** The Archives. The Archives will contain the Newsletters and the MGFKC Board minutes, including the financial statements.

Public Relations

The Public Relations Chairman or their committee, under the direction of the Foundation Board, is responsible for all press releases to the public involving Foundation news and events, and as appropriate these items may also be posted on the website...

- Articles, advertisements and announcements in newspapers
- Advertisements and articles in magazines
- Posters advertising coming events

Communication from Board to Extension

The Memorandum of Agreement, dated 30 July 2003, between the Master Gardener Foundation of Kitsap County and the WSU Kitsap County Extension Program states that it is the duty of the MGFKC to “have a communication system between membership, officers and Extension staff.”

To this end the MGFKC Foundation will communicate by accepting an Extension representative as an ex-officio member of the Board and by including the Extension representative in Board communications.

MGFKC Board approval dated: January 3, 2007