



2017-2019 NGC Administration

THEME

The theme for the 2017-2019 administration will be PLANT AMERICA with a singular focus on gardens and gardening. The words of this theme can either be a command to service or a description of what NGC clubs do. This concept supports the results of a recent survey at a meeting of the NGC Board of Directors that the main reason people join a garden club is to learn about gardening.

This theme can cover any and every aspect of gardening, horticulture, garden design and community service – even water and conservation issues, as one cannot garden without water! It applies to every kind of garden: Blue Star plantings, vegetable gardens, community gardens, container gardening on town streets, neighborhood plantings, etc.

This theme has its own graphic logo for visual recognition of the program's name.



PROJECTS

1. Grant Program for Clubs

A new grant program will be established entitled *PLANT AMERICA Community Project Grants* to provide financial support for new or existing club projects of NGC member clubs in their respective communities. The first grants will be given during the 2017-2019 administration. The grants will be awarded once during subsequent administrations.

Not only will the grants be of help to NGC's member clubs, it is an additional opportunity for visibility for National Garden Clubs in these communities where grants are used. Signage and publicity for the projects of the grant recipients will be emphasized. The logo can be used on the website, signs, and other products as a graphic visual reminder for this project.

2. Second Book for Youth – Due to the success of the NGC book, *The Frightened Frog*, another book will be published as a tool to help clubs with their youth programs. In keeping with the focus for the administration, the topic chosen for this book is an aspect of gardening. The book is entitled, *The Saved Seed*. The premise of the book is to teach a young child where seeds come from – not from a seed package at the store.