



## COMMUNICATIONS PLATFORM

*Includes printed, electronic, audio, and visual messaging*

**Mission Statements** are formally written, board approved statements that describe our organization's work in depth and complexity. They are written to be shared in print, online and often verbatim. Our Mission Statement: ***“Provide opportunities for sharing and learning about horticulture, floral design and the environment in a congenial and supportive atmosphere.”***

**Vision Statements** are short inspirational statements of the future you seek: The Club's: ***“Community-wide interest in horticulture, floral design and the environment”.***

**Goals to Support our Mission:** general statements of the broad purposes of what the club is aiming to achieve.

- ***Continue to support and share our mission with members and with the community connecting people to the extraordinary landscape of Florida; sharing our love of gardening; providing learning opportunities in horticulture, design, and the environment; and protecting and preserving the diminishing number of our natural spaces.***
- ***Create opportunities for leadership, committee involvement and active participation in our club.***
- ***Focus efforts on developing and promoting relevant, quality programs, events, and workshops through community outreach, and strengthen our marketing capabilities to achieve higher visibility and awareness.***
- ***Encourage community participation by supporting initiatives, partnerships and opportunities with civic and non-profit organizations who share a similar mission.***
- ***Find new avenues of support for our education and grant programs to strengthen our current partnerships and establish new collaborations that support our goals and deliver on our mission.***

**Program Service Mission Statements** are used for official forms. Requested information requires a more specific description of the broad purposes which our programs aim to achieve and the general activities the program engages in related to those purposes. Information is required on the community and stakeholders served, the values and principles that guide the program purpose and specific activities including accomplishments. Our Club's **Florida Charitable Organization Registration and IRS Purpose and Mission statement:** ***“Programs are designed to educate and train our volunteer members; connect people to the extraordinary landscape of Florida; share our love of gardening; provide learning opportunities to the public to foster appreciation and understanding in horticulture, floral design and the environment; protect the diminishing number of our natural spaces; and expand our donor base***

**to support our mission.” Purpose for which the Club’s contributions are used: Contributions are used for educational programs for members, youth and the community, scholarships, and grants to non-profit organizations in the areas of horticulture, floral design, and the environment; and maintain our “Idea Garden” open to the public. Major Program Activities and Accomplishments: The Naples Garden Club™ has conducted an annual House & Garden Tour for over 65 years to raise funds for our educational programs and community grants. More than 850 visitors attended our most recent tour staffed entirely by our volunteer members. Since the club was founded over \$1.5 million has been distributed in scholarships and grants to over 50 area non-profit organizations supporting conservation, beautification, horticultural, environmental, and other projects related to our mission. The Club has also conducted the Naples Flower Show™ for over 70 years. It is now a two-day event, welcoming over 5,000 visitors and is the largest juried flower show in southwest Florida.**

**Core Values** guide our approach. Our core values are reflected in our personality – how others experience our organization. **“Teamwork – Creativity – Friendship – Community Involvement – Education.**

**Taglines** succinctly communicate our position, typically in fewer than eight words, and appear in formal communications. **“Nurturing, Growing & Contributing”**

**Specific wording** that appears in our trademarks must be used for consistency. **House & Garden Tour** versus House Tour or House and Garden Tour or H&G Tour.

**Positioning Statements** describe our unique selling proposition. They define what makes us unique and differentiates us from our peers and competitors. They are used internally as a basis for developing key messages.

- Established in 1953 the club was one of the first non-profit organizations to support and promote horticulture, floral design, and conservation of the environment in Collier County. As development of the area has expanded so has our community involvement and response to the growing needs of a vibrant and forward-thinking community. We recognize the valuable contributions made by over 1,500 members over the past 70 years fulfilling our mission to provide opportunities for learning and sharing to the Greater Naples Community and those who share our same vision.
- The Club encourages a nurturing environment that creates opportunities for new and experienced gardeners, nature lovers, environmentalists, and anyone interested in horticulture to share their experiences with those with similar missions and interests in horticulture, floral design, and the environment. Our purpose is to increase knowledge, expand interest, promote respect for the natural environment and cultivate friendships with like-minded people. Since the Club was established, members have connected with other public and non-profit organizations, thousands of residents, visitors from the Greater Naples community, Collier County, the state of Florida and people from all over the world to share our mission and improve our world community

- The Naples Garden Club™ is an active, working club. All our members complete a six-month intensive training “Provisional” program before becoming a full member. Current and past members have diverse education and financial expertise including board orientation, board retreat, board training, grant management, contracts, proposals, and software management as well as CPA, MBA, JD and other certificates and degrees. Additional educational training workshops and courses are offered to all members through our Club, and our affiliates the Florida Federation of Garden Clubs, Inc. and National Garden Club, Inc. to increase their skills, expertise, and community involvement. Members contribute and strengthen our long-standing and new partnerships, collaborations, and programs. Their expertise, creativity and involvement are essential to the implementation and success of our programs which include our House & Garden Tour, Naples Flower Show, Idea Garden and Community Grants and Education programs.
- In 1953, the same year the club was founded, Naples Garden Club™ made its first grant to the opening of the Caribbean Garden now the Naples Zoo. Southwest Florida has undergone rapid changes since then. In the beginning grants were primarily awarded to City of Naples organizations but expanded to Collier County and Southwest Florida civic and non-profit organizations. Community grants became our major outreach program. Grants have supported initiatives and opportunities in horticulture, floral design and the environment partnering with over 50 organizations. These partnerships are great examples of what can be accomplished when groups with similar missions work together toward a common goal providing information, inspiration, and enjoyment of our surroundings to people of all ages

**Key Messages** are central ideas that support our positioning and describe our impact, the difference we make, not just what we do. They are supported by talking points and are used to keep spokespersons on message in online and printed communications.

1. **House & Garden Tour.** In 1953 thirty-three dedicated residents formed the Naples Garden Club, one of the first non-profits to support horticulture and conservation of the environment in Naples. At the time Naples was a small residential community of approximately 2,000 residents. In 1955 the Club conducted its first House & Garden Tour which has continued as a one-day annual event for over 65 years with the help of our business sponsors, the generosity of our homeowners, and the commitment of our members. The Tour features four luxury homes selected from the Port Royal, Aqualane Shores and Old Naples neighborhoods showcasing a variety of design styles and offering a rare opportunity to stroll through some of the most elegant and stunning homes in Naples. Visitors receiving timed tickets which include transportation to and from the Naples Botanical Garden, will be inspired by unique decorating ideas, color schemes, architectural features, and different styles of living.

This widely anticipated and perennially sold-out event has expanded into an intricately planned production requiring complex coordination begun a year in advance. Our top priority is meeting with our homeowners to discuss the home's unique details and features and coordinate the logistics for visitors' viewing.

Information on artwork, statuary, paint colors, stonework, antiques, displayed collections, and other treasures of interest are noted, to compile a profile for each home. This profile is used as a reference for the hostesses staffing the home and to create a highlight summary for the **Tour's** program book. Each bus and home is staffed by members, who educate visitors about the Club's mission, the unique details of each house and garden, and the components of the stunning floral arrangements designed by our members. Every effort is made to make each home welcoming and informative. Identification tags are installed in the gardens and a hostess is stationed in each garden on the day of the **Tour** to answer any questions. House hostesses are given assigned stations and detailed information about the home. A floral team is assigned to each house meeting the week prior to the tour to discuss placement of the arrangements for maximum visibility to visitors, scale, types of designs that would integrate with the room or area's style and color e.g. dramatic or softer hues to highlight or blend with the space. Each floral designer selects one of the areas for their arrangement. If rooms open into adjacent areas the designers will discuss coordination of colors, textures and/or materials. Homeowners will often allow members to select and utilize any of their table settings that match the style or décor of their formal and informal dining rooms. Our arrangers have diverse and extensive experience including professional floral design for florists, museums and galleries and training in European, Contemporary, Landscape and Asian floral design and continuing education through the Club's classes and workshops.

Our volunteers' commitment to this event are the main reason each year's **Tour** is such a huge success and gives us the ability to support so many worthwhile community programs, delivering on our mission.

- 2. The Naples Flower Show™.** The Show is a spring-time tradition and part of our long-standing commitment to foster appreciation and understanding of horticulture, design, and the environment to the Greater Naples community, Collier County and Southwest Florida. The event that strengthens our community connections, promotes new discoveries, provides learning experiences, and encourages new endeavors. **The Naples Flower Show™** became a joint venture with the Naples Botanical Garden in 2004. In 2005 the Naples Garden Club™ office was moved from the Naples Depot, where it had been located since 1978, to the Naples Botanical Garden which further strengthened our partnership. This two-day event has received state and national recognition and is the largest juried flower show in Southwest Florida. Over 5,000 attendees enjoy floral designs, horticultural exhibits; photography, youth, educational displays and a Garden Market of invited local vendors displaying garden and botanically related products and a diverse array of tropical and specialty plants for home and garden. Visitors also enjoy the tropical gardens, walkways and views throughout the Naples Botanical Garden and shopping at the Jane and Chuck Berger Gift Shop.
- 3. Grants Program.** Some of the Club's first endeavors were plantings at the Naples Community Hospital, the new high school on Third Street (now the site of Gulf View

Middle School) and the new Western entrance to Everglades National Park. Over the decades the Naples Garden Club™ has funded beautification and educational efforts and partnered with more than 50 civic and non-profit institutions including: the Naples public schools, Big Cypress Nature Center (now the Conservancy of Southwest Florida), City of Naples, Palm Cottage, Naples Depot, Sugden Community Theater, Cambier Park, Gaudalupe Center, Gore Nature Center, Habitat for Humanity, Rookery Bay and many others. Grants have been awarded for one-time civic improvements which continue to benefit the community today such as the Gore Nature Education Center's indoor and outdoor classrooms, as well as supporting long-standing commitments. One of special note is our support of the Naples Botanical Garden. The Club has received several awards for their services including certificates of Merit from the Southwest Conservancy for Funding towards their Animal Rehabilitation Center and the City of Naples for Naplescapes 87 and another award in 1998 for the Club's support of the City's Diamond Jubilee "Commemorative Grove of Trees" and many years of community service and financial support.

**Grants are:**

- Directed by Naples Garden Club™ Grant Committee and Board of Directors
- Awarded once a year in April to non-profit (501(c)(3)) organizations
- Allocated for needs between \$2,500 to \$10,000
- Subject to a five month and a nine month review by the Grant Committee

- 4. Idea Garden.** In 2010 the Club partnered with the Naples Botanical Garden to develop the Idea Garden and continues to support its development and create learning opportunities for visitors. The Idea Garden is centrally located within the Naples Botanical Garden between the Asian Gardens and the Florida Garden and has welcomed thousands of visitors who have enjoyed a relaxing walk through a garden of "Ideas"! Members actively maintain and create "ideas" including container gardens, vertical gardening features, espaliered trees, and topiaries to inspire visitors and home gardeners. Members provide demonstrations in the **Idea Garden** and share their passion for gardening with visitors. Additional videos, information, and printed Idea Sheets on sustainable gardening in Southwest Florida are available on the Club's website: [www.naplesgardenclub.org](http://www.naplesgardenclub.org)
- 5. Endowment.** Since the Florida Gulf Coast University's Harvey Kapnick Research and Education Center opened in 2010 at the Naples Botanical Garden many FGCU's students have taken service-learning classes, completed undergraduate internships, graduate practicums and made career-starting connections. Garden staff estimates at least 20 of the 197 current employees are FGCU graduates. In 2010 the Naples Garden Club funded a \$100,000 FGCU Endowment and has awarded fellowships and scholarships every year since then in plant and environmental science to Florida Gulf Coast University students attending and working on research projects at the **Naples Botanical Garden's Kapnick Education and Research Center.**
- 6. Educational Programs.** In addition to presentations by members to **Idea Garden** visitors and members, the Club offers an intensive six-month **Provisional Member training** and instructional program to become active members. Active members participate in a **continuing education program** developed each year on a planned

schedule. The program includes workshops, field trips, demonstrations and lectures providing many opportunities for hands-on, in-depth experience to learn more about floral design, horticulture, and the environment. Workshops are held in the Garden Club's Office at the Naples Botanical Garden and are only open to members.

All members benefit from the **Club's General Meetings** featuring nationally and internationally-known speakers. These meetings are open to the general public that choose to attend. Many Naples Garden Club™ members hold **National Garden Club designations** in horticulture, design, and the environment and several are **Florida Federation of Garden Clubs Flower Show judges** with vast experience teaching and presenting programs and judging numerous Flower Shows throughout Florida. We are continually communicating through, and updating **our website's** information on public and grants programs and delivering announcements through this site, **social media** and local and state media outlets.

Naples Garden Club™ has a long tradition of working with **Junior Gardeners**. Since 1957 the Club worked with Lake Park and River Park schools planting trees on Arbor Day, exploring nature and our environment, and displaying students' work at our annual Naples Flower Shows. In 1998 the Naples Garden Club™ members continued this long tradition working as mentors in the **Avalon School's after school Global Gardeners program**. The program was established to give students a hands-on experience with all aspects and types of **sustainable gardening** such as *hydroponics, vertical gardening, urban gardening techniques, and gardening as it pertains to the climate/growing season in Florida*. Global Garden students learn how to grow vegetables, flowers, herbs, and edible plants. Lessons are developed and taught by two teachers assisted by 5-8 volunteers and incorporate **nutrition, sustainability, and environmental concerns**. The program starts in January and goes through April meeting once a week for two hours on Tuesday afternoons. Each session begins with a classroom introduction to the week's topic, such as alternative planting methods. The class then moves outside to work on the concept.

The program has won several awards over the past 25 years. **Naples Garden Club™** has provided over \$33,000, as of 2023, in financial support through our grant program during this time. Avalon students continue to participate in our annual **Naples Flower Show™**.

**Boilerplate** is standardized text. **The following two clauses MUST be conspicuously used (printed or displayed) at the bottom of all external publications including printed solicitations, written confirmations, receipts, reminders of contributions, and press releases. The Florida Department of Agriculture and Consumer Services disclosure MUST be in all capitals.**

- Naples Garden Club™ is a nonprofit community oriented charitable and educational organization fostering appreciation of horticulture, floral design and the environment.

- NAPLES GARDEN CLUB™, INC. IS A 501 (C)(3) ORGANIZATION. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLLFREE (800) 435-7532 WITHIN THE STATE AND REFERENCING (CH18112). REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE



The following clause may be used as needed on any publication:

- Naples Garden Club™ is a member of the Florida Federation of Garden Clubs, Inc and National Garden Clubs, Inc.


## TRADEMARKS FOR NAPLES GARDEN CLUB, INC.

Trademarks should be used for all **external** publications. They are listed in the table below and renewed every 5 years with the Florida Department of State, Division of Corporations- Trademark Registration and must include one copy of actual use during the five-year renewal period. In order for the **Naples Garden Club™** to be in compliance members should use the trademark in connection with the goods and services for which the mark is registered. You should always affix the trademark symbol **TM** on the right-hand shoulder of the Mark in reduced type. Use of this designation serves to put others on notice that trademark rights are being claimed in the Mark.

Please be aware that the trademark rights are not merely retained through ownership of a trademark registration. The trademark **must be used with sufficient frequency** and in such a manner as to evidence an intention to use the mark.

MARK NAME	REGISTRATION#	FILING DATE	EXP. DATE	IMAGE
<b>NAPLES GARDEN CLUB (The Mark)</b>	T13000001198	12/2/2013	12/2/2028	<b>Naples Garden Club™</b>
<b>NAPLES GARDEN CLUB AND DESIGN (The Mark)</b> (Naples Garden Club and Design to the right of 2 Bird of Paradise Flowers in a Rectangle)	T13000001199	12/2/2013	12/2/2028	
<b>NAPLES GARDEN CLUB HOUSE &amp; GARDEN TOUR AND DESIGN (The Mark)</b> (Design of Birds of Paradise Flowers in a Square which is divided into 4 smaller squares)	T13000001201	12/2/2013	12/2/2028	
<b>THE NAPLES FLOWER SHOW™. (The Mark)</b>	T14000000201	2/24/2014	12/24/29	<b>Naples Flower Show™</b>



<b>NAPLES FLOWER SHOW AND DESIGN OF VARIOUS PLANTS AND FLOWERS ON THE WORD "FLOWER" (The Mark)</b>	T1400000020 0	2/24/2014	12/24/29	
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**LOGOS**

**Naples Garden Club™** uses logos that are not trademarked and have been approved by the President and/or the Board. These are used for *internal* publications or in conjunction with one of our trademarked logos. In most instances these are used less frequently than trademarked logos, and unlike trademarked logos, they can be amended. New NGC logos for a particular project or event must be approved by the President. Images of current approved logos are shown below.



**Social Media Communications (SMC).** All SMC must follow the Club’s social media policy to highlight its own material, including programs, new content to the Website, reports and other **Naples Garden Club™** resources.

Posts from **Naples Garden Club™** may include content from trusted sources that promote outside resources. These include Florida Federated Garden Clubs, Naples Botanical Garden and National Garden Club.

**Confidentiality:** Authorized members who act as administrators shall not post confidential information on **Naples Garden Club’s** public social media accounts. This includes financial information, legal matters, organizational internal strategies, campaign



benchmarks, unreleased advertising or promotions, internal processes or methodologies, circulating rumors, colleagues or members' personal information.

Members posting on behalf of **Naples Garden Club™** are to respectfully and professionally represent the organization, adhere to the terms and conditions of any third-party sites, and assume full responsibility for their communication.

**Respect copyright laws:** Members should show proper respect for the laws governing copyright, and fair use or fair dealing of copyrighted material owned by others, including **Naples Garden Club's** own copyrights and brands.

SMC platforms include YouTube, Instagram, Facebook, X, and Pinterest which are used to disseminate information in a variety of formats including, but not limited to, photos, graphics, videos, and audios pertaining to Naples Garden Club's mission **only**. The Club's social media policy follows the same content guidelines as our publication policy, to use this form of communication to deliver on our mission: ***"Fostering appreciation and understanding of horticulture, design and the environment by providing opportunities for learning and sharing."***

Opening an official account must be approved by the President who must be kept apprised of log-in and passwords. All SMCs will be operated through our official website, [www.naplesgardenclub.org](http://www.naplesgardenclub.org). The Club follows SMC best practices guidelines, in order to protect the Club's social presence brand: the brand voice, brand visuals, and other important educational elements. These guidelines include: approval of content on Naples Garden Club™ announcements through appropriate channels; clarify that information shared is not a violation of privacy or confidentiality or lack of permission to use; clarify information that is unclear or incomplete with the appropriate Board member, report questionable comments to the Naples Garden Club's President; and respond to questions and comments in a timely manner.

*Original "Messaging Platform" by NGC Communications Task Force April 2, 2012 and Social Media Policy February 29, 2016. Both incorporated in Revised Drafts in "Communications Platform" proposed to the NGC Board for discussion November 10, 2023 and January 29, 2024*