

## **Organizing and Building Support for your garden to be transferred to NYC Parks**

### **Let all members know immediately of the issue.**

If your garden does not already have an email discussion list, establish one.

Communication is key to this process.

HPD and/or Greenthumb should notify you in advance of a community board meeting or city filing, but it is not always the case. We were alerted to the problem via a representative of the media.

**Create a core working group dedicated to creating an overall strategy, organizational plan and schedule of work to be done.** These members should have the time and energy to devote to this. We had about 8 people in this group. Tap other garden members as necessary.

**Start a petition and disseminate it widely.** Social media and email are great tools for this but taking paper petitions around your apartment building and local businesses is also extremely valuable.

Aim for at least 1,000 signatures.

Change.org allows users to create petitions that capture zip codes and comments.

Example of our petition is below. This can help show how many community members in your area support you. <http://bit.ly/saveSVG>

**Locate any official city filings related to the development from HPD and other city agencies.**

### **Rally support from local organizations**

We partnered very often with the synagogue across the street from us, Citizen's Committee and our local library. All three helped us get the word out. Create contact lists of all organizations in your area who you've developed relationships with, as well as others that might be sympathetic to you. Delegate responsibility to members to reach out to each of these organizations to ask for support, to sign petitions and to send out information to their members. They can also be asked to write letters of support for your garden. Be professional, polite and informative in your communications.

**Keep your garden looking great.** Make sure you keep your open hours going and that the garden is clean and looking as nice as it can during this time.

**Publicize any and all events during this time.** Make events an excuse to bring out your petitions and get people to sign.

**Send out press releases to all local media.**