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

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.