

7. What is the role /importance of dealing with the public?



It is advisable to open the garden with a party. Friends, acquaintances, neighbors, media, local politicians and sponsors can be invited. A good relationship with the neighborhood is very important. You should really be making invitations not only to parties but also for gardening. Regular activities such as open days, harvest festivals, but also projects such as for children, women or seniors, are a good way to develop potential funding sources and draw attention.

Public relations

Public relations are important. Provide attractive and informative material, such as



information leaflets, posters and an internet presence. Create an archive of quality photos. (Caution: Observe copyright and privacy rights). The most important thing: Maintain contacts with the press from the beginning. Inform the local stations, the free newspapers in your neighborhood, the local editors of the daily press and the church newspapers. Call on them when you have some news and submit your information by writing.

Important: Ask all media contacts for links and copies or recordings - no matter whether it is radio, television, online and print media. You can use this material and links very good for your public relations – and of course for grant applications. And you have the opportunity to correct the situation, if something was rendered incorrectly or distorted.

Lobbying

For the success of a project political support can be very important. Lobbying is the everyday work of a project. It should be addressed at all levels of policy making. These are municipal, urban and rural councils and members of committees (e.g. for integration), integration and immigration officers and councils. Send them a letter with information (also press articles), speak of inviting them to ask for support for your project. Maintain these contacts. Continuously lobby but remain neutral and speak to as many groups as possible.