



The Garden Conservancy's OPEN DAYS PROGRAM

Brush Hill Gardens—Charles Raskob Robinson & Barbara Paul Robinson
Photo by Richard Pomerantz

SHARING YOUR GARDEN

Welcome to Open Days! Each year, hundreds of America's private gardens open their gates for what is the only national garden visiting program of its kind in this country, Open Days. Through Open Days, the Garden Conservancy provides easy access for garden-lovers to visit outstanding examples of design and horticultural practice—proving that there is no better way to learn about gardens than by spending time in them.

As a Garden Host, you have the unique opportunity to share the garden you've worked so hard to create with other gardeners and garden-lovers from all across America. Open Days features a wide variety of private gardens across the country that range in style and size. For some Hosts, this is their twentieth year of participating. For others like yourself, this will be the first of what we hope is many years of your involvement with Open Days.

"I absolutely love the Open Days Program. Most of the gardens take my breath away and I take home all these wonderful ideas that I dream about for my own garden. Thank you for this terrific program!"

BE INSPIRED! We encourage you to visit and explore Open Days gardens near you as you look forward to opening your garden next season. Call us for complimentary admission tickets and visit us online for this season's schedule at opendaysprogram.org.

OPEN DAYS 101

We are so happy you have decided to share your garden. This document will give you a general idea of what is involved in opening your garden to the public. More information is available on our website, and we encourage you to contact us if you have any questions or comments about your participation (toll-free 1-888-842-2442).

YOUR GARDEN LISTING

Each garden in Open Days is represented to visitors with an online listing. Your listing will include your garden's name, street address, a brief description, open hours, driving directions, and photographs. You provide us with this information by completing the Garden Information Form. This information will also be used to promote your participation in Open Days.

Please put modesty aside when writing your garden description—make it inviting! Your description should be brief but informative. Be sure to include any interesting features, plant collections, buildings, etc.

Here is an example:

We've planned this naturalistic garden to attract all types of local fauna, from salamanders to wood ducks. A delightful pond thrives with every type of water plant. There is an orchard, a shade garden with bat boxes, and formal plantings around the swimming pool. A striking feature is a border of flowering shrubs and plants that attract butterflies. Added interest is provided by dividing the garden with hedges, fences, sheds, and ironwork to provide surprising new vistas at every turn. The garden also includes a large-scale organic vegetable garden and a giant pumpkin patch. (65 words)

more →

OPENDAYSPROGRAM.ORG

Your garden's listing will be made available to our visitors through our website opendaysprogram.org. You may note your preferences as to how we share your information in the "Promoting Your Open Day" section of the Garden Information Form.

SELECTING A DATE FOR YOUR OPEN DAY

Please use the space/s in the first section of the Garden Information Form to list your date preferences. Some Garden Hosts choose to open their gardens more than once to showcase different bloom periods in their gardens.

Once we have your selection/s we will coordinate the dates with gardens nearby and get back to you with some options. Your final listing and confirmation of your date will be sent to you for approval prior to sharing your listing with the public.

MARKETING & PUBLICITY

We work hard to secure press coverage for each Open Day. If you are interested in assisting with publicity for your garden, please let us know. The press typically wants to interview a garden owner to learn more about their garden. Please be sure to indicate your willingness to be contacted by the press on the Garden Information Form.



We encourage you to send us photographs and any additional information about your garden that we may use to publicize your Open Day. High-quality digital images of Open Days gardens are always in demand. Image files may be e-mailed or attached to the digital version of the Garden Information Form. Contact our office for more detailed instructions on how to submit images.

We also produce beautiful promotional posters and postcards for each Open Day. These items are customized with your Open Day information and you may request them directly from our office (toll-free 1-888-842-2442).

THAT'S IT!

Have more questions? Send us an e-mail at opendays@gardenconservancy.org or call us toll-free at 1-888-842-2442, 9 a.m. to 5 p.m., EST. You may also learn more about the Open Days Program and about the Garden Conservancy's preservation work online at gardenconservancy.org.

SEE YOU IN THE GARDENS!**GARDEN WELCOME KIT**

Two weeks prior to your Open Day, we will send you a Garden Welcome Kit that includes an admission box, name tags, signs to place at major intersections, parking signs, a guest register, Garden Conservancy information, and an admission report form. Volunteer and Garden Host Instructions are also included.

**MAKING YOUR GARDEN SAFE**

Please prepare for your Open Day with safety in mind. Tools, hoses, and other obstacles should be stored away. Dangerous and/or slippery areas and rough terrain should

be roped off or marked with signs to alert visitors to potential hazards.

LIABILITY INSURANCE

The Garden Conservancy does have a liability policy in place that covers all of the private gardens that participate in the Open Days Program during the dates and times they are open. Please contact us for details or to receive a copy of the insurance certificate.

WELCOMING VISITORS

Many garden owners find meeting visitors to be the most rewarding part of their Open Day. We encourage you to be at your garden on the day/s it is open. However, if you are unable to be there, please enlist the help of friends or family to act as host or hostess for the day. We are currently not able to provide volunteers for every garden. In some cases your Regional Representative may be able to help you find a volunteer.

**COLLECTING ADMISSIONS**

You are responsible for collecting admissions at your garden. Visitors will pay a cash admission fee or provide you with a pre-paid ticket for admission to your garden. The Garden Conservancy cannot provide staff or volunteers for this purpose.

**The Garden Conservancy's Open Days Program**

P.O. Box 219, Cold Spring, New York, 10516 / T: (845) 424-6502 / F: (845) 424-6501 / Toll-free: 1 (888) 842-2442
E: opendays@gardenconservancy.org / www.opendaysprogram.org