



ELDERGROW



EVENT &
TOUR TIPS



ATTRACT NEW RESIDENTS WITH OUR GARDENS

Eldergrow helps your competitive edge

You're competing for residents every day—to keep them, and attract new ones.

Enter Eldergrow.

As a partner with Eldergrow, you're showing families you're an innovator.

In this guide, you will learn four tips and how to host events with your garden that can help raise awareness about your community. You'll also learn how to show how Eldergrow helps reduce resident's depression, improve motor skills—and much more.

Did you know....We're in 20 states! We're proud of glowing testimonials from our current partnerships—including Merrill Gardens, Leisure Care, Integrated Senior Living, Quail Park Senior Living, Aegis Living, 12 Oaks, Touchmark, and Legend Senior Living.



4 WAYS TO LET PEOPLE KNOW ABOUT YOUR INNOVATIVE COMMUNITY

People love to experience Eldergrow

1. Invite local media to your Eldergrow launch where residents design their new garden or invite them to another fun class -ask to see our curriculum.
2. On a tour, do a sensory stimulation demo with the herbs in your garden - ask your Educator how! Or garnish a dining plate with a herb of your choice.
2. At holiday meals, let families know that the herb seasoning was grown by residents as part of your innovative therapeutic horticulture program
3. Serve mint lemonade (or something similar) at a professional networking event with a sign: “The mint in this lemonade was grown by our residents as part of innovative Therapeutic Horticulture Program”



TOUR TALKING POINTS

Therapeutic Horticulture:

Engages all of 5 Senses & Memory

**Reduces Depression, Improve Motor Skills,
Sleep, and Self-esteem**

Reduces Dementia Risk Factors By 36%

TOUR TALKING POINTS

ELDERGROW Program:

Endorsed by Teepa Snow

Our indoor gardens are handcrafted by our partners who train disabled veterans & people living with disabilities

We measure your residents' wellness goals (sensory stimulation, motor skills, cognitive stimulation, socialization, and more

“Eldergrow is a no brainer. The interactive garden provides engagement for the residents every day of the month.”

**-DAVID ESKENAZY,
PRESIDENT, MERRILL GARDENS**



“FROM A MARKETING STANDPOINT, THE GARDENS HAVE PROVIDED TREMENDOUS VALUE. ALL OF US HAVE A CONNECTION TO NATURE AND WHEN WE WALK BACK TO THE GARDEN & THE FIRST THING YOU SEE IS THE GARDEN, IT'S THE 'WOW FACTOR'! IT'S A WOW FACTOR WHEN OUR SALES TEAMS TALK ABOUT HOW WE CONNECT TO NATURE INDOORS, ALL YEAR LONG. FAMILIES ARE JUST BLOWN AWAY!”

**-MATT WEBSTER, LEISURE CARE
MEMORY CARE CORPORATE DIRECTOR,**





IDEAS FOR YOUR NEXT EVENT

**SHOW OFF WHAT YOUR
THERAPEUTIC GARDEN
CAN DO!**

The interactive, mobile Eldergrow garden heals—
it's more than a garden club!

Use this deck to help plan 12 months of marketing
events. Contact us if you need help with a press release!

206-512-3055 or info@eldergrow.org



Q2

SPRING EVENT IDEAS

SPRING EVENT

Invite a Master Gardener or well-known gardener to present on plants, such as native plants & pruning tips

Sponsor a community garden to support your food bank (use pics on media to show progression)

Work with a local nursery to purchase hanging baskets to sell to public or keep at your community

EARTH DAY & ARBOR DAY

Coordinate with residents & local garden club to plant and sponsor a tree to give back to the local community

Feature local speakers on how to compost at your community.

Coordinate with local students on what they're doing to "go green" and connect across generations.

MOTHER'S DAY TEA

Mother's Day Hanging Basket Sale (give a planting demo or have residents make baskets and sell them at event and donate proceeds to charity)

Make tea & scones using herbs from your Eldergrow garden

Mix & Match Ideas!

Q3

SUMMER ACTIVITIES

CHEF BBQ COOK-OFF

Host cook-off with nearby communities featuring herbs from your garden for a fun & friendly contest

Invite residents and families to taste test & vote on signature dishes

Feature winning chef or baker in paper and social media

Signature Tastes – Introduce a signature tasty treat to your community incorporating herb from garden

SIGNATURE TASTE OF SUMMER

Summer Drink Celebrations!
Blender Bash or Smoothie Party with fresh fruits & herbs from garden

Recipe Contest!
Start contest in Qtr 2— Residents submit their favorite recipe using an Eldergrow herb /edible floral garnish. In Q3, the culinary dept and/or community taste test—and the winner is announced (shares samples)!

FARM TO TABLE DINING EVENT

Invite your guests to a intimate meal where chef showcases new dishes featuring fresh herbs from the Eldergrow garden

Ask maintenance dept to help residents build a compost system

June Summer Solstice -
Create wearable head wreathes using pieces from garden

Mix & Match Ideas!

Q4

FALL ACTIVITIES

HARVEST PARTY

Utilize Eldergrow garden & your raised beds for a Chef demo on Healthy Harvest BBQ

911 Emergency Thank You – Host for local providers using herbs from garden, promoting good health through healthy eating

HOLIDAY WREATHS

Host an open house featuring holiday wreaths or holiday decorated tree for guests to purchase

Local businesses sponsor a tree/wreath that residents decorate with dried herbs & flowers during activity

Donate proceeds from garden art to local charity and submit photo to press

CRAFT FAIR

Feature resident-made crafts (some of the crafts or floral art can be made during Eldergrow classes).

Invite professional referral agencies and gift them with handmade garden art

Ask local business owners to provide craft demos for guests to create their own art. Enjoy snacks using flowers or herbs from Eldergrow garden

Mix & Match Ideas!

Q1

WINTER EVENT IDEAS

WELLNESS FAIR:

Invite speaker(s) to present on senior health & newest therapies, including nature, horticulture, music, etc

Host a professional network event & offer spa, reflexology, cranial sacral massages and tie in tactile sensory stimulation

Make reminiscing kits with scents from the Eldergrow garden, nature artifacts (beach glass, pine cones, shells, etc)

GARDEN CRAFT FAIR:

Use herbs to make dried sachets, wreaths, teas, soaps, candles

Invite local business owner(s) to demo craft ideas—and host a craft table with unique gifts for sale (residents can make)

Invite a chef to the event to give a demo with herbs from your Eldergrow garden—to season appetizer/dessert

VALENTINES DAY:

Create Valentine's cards with pressed flowers from Eldergrow garden

Add dried lavender, rosemary, thyme, or peppermint to jojoba oil or olive oil to make a wonderful massage oil!

Tie in Valentine's Day gifts, e.g. succulents with red bows