

FOOD FOR THOUGHT:

On-line Discussions for Nonprofit Board & Executive Staff Members



Thought Leader

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Tues., July 21, 2020 Zoom Call @1:15-2:15

Learning from the Best:

LONGWOOD GARDENS' COVID RESPONSE

Personnel – Volunteers – Programs



Moderator

Karen Simmons

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LONGWOOD
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Presented by Nick D'Addezio, Director, Marketing

Learning from the Best Longwood Gardens' COVID Response



LONGWOOD
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Restricted Access

Strictly adhering to
official CDC and
State of Pennsylvania
COVID-19 related
mandates

March 14, 2020



Shifting Gears to Engagement

LONGWOOD
GARDENS

Our Gardens Your Home

Our Gardens Your Home is designed to keep you connected to your favorite garden (and ours) in a different way through stunning imagery and video of what's in bloom, engaging classes and activities for all ages, our legacy, and special events expressing our mission of horticulture, education, and conservation. Our desire to create beauty and offer you a world apart has never been more important. Stay connected with us and make Longwood Gardens your home.

Website Content



Longwood from Home

Spring is a season of new beginnings and promises of more beauty to come. While we are temporarily closed, it is important to us to keep you, our valued Members, connected to all that our Gardens offer. In that spirit, we are launching Longwood from Home, a new weekly email through which we will share moments of beauty and inspiration and offer insight into our rich legacy and mission.

Thank you for your ongoing support. To ensure you can take full advantage of your Membership when we open, we will extend the expiration date to cover the length of the closure. We can't wait to be back in the Gardens with you.

Discover What's in Bloom



Emails to Members



Longwood Gardens

Published by Jennifer Fazekas [?] · March 16 · 🌐

Few things rival the anticipation of spring here at Longwood Gardens, but there is one annual event that inspires an equal measure of excitement: the arrival of the blue-poppies. Longwood is one of the very few places in the US where blue-poppies can actually be seen. This year, we bring you a retrospective of the best and bluest photographs of previous dazzling displays.

Aside from their unique cerulean petals, their allure is also due to the fact that they are nearly imposs... [See More](#)



Social Media

A woman with blonde hair, wearing a maroon t-shirt, blue jeans, a white face mask, and green gloves, is using a long-handled tool to work on plants in a greenhouse. She is standing on a concrete path with a yellow hose on the ground. The greenhouse is filled with various types of ferns and other green plants. The text "Utilizing Staff" is written in a white, italicized font on the right side of the image.

*Utilizing
Staff*





Preparing for Re-Opening

- **Cross departmental task force**
- **Timeline & regulations**
- **Phased approach**
- **Staff & volunteers**
- **Capacities 35%**
- **Reservations**
- **Contactless**



Preparations



Re-outfit Visitor Center &
other areas to be
contactless



Determine what is
available based on
high touch points &
cleaning protocols



Develop cleaning plan &
schedule

Admission Considerations

- **Capacities**
- **The Process**
 - Members
 - Ticket buyers
 - Other groups
- **The Experience**
 - Indoors
 - Outdoors
 - Dining
 - Retail



Reopening Signage



Back to Beauty, Back to Us

Setting Expectations

- **A World Apart:** Reminder to Members & Guests that the Gardens are a place of wellness, safety, respite, & beauty.
- **Follow the Dots/We're Here for You:** Establish a friendly, helpful tone of voice, using gentle persuasion to communicate amenities, safety guidelines for masks, social distancing, one-way paths, & hygiene while in the Gardens.
- **Applications:** Gardens'-wide signage interventions, website, eBlasts, mobile map, and a postcard invite.
- **Focused at Members** for Phase 1; campaign to extend as we expand opening to single-ticket buyers.





Feedback and Results

