FOOD FOR THOUGHT:
On-line Discussions for Nonprofit Board & Executive Staff Members

Tues., July 21, 2020 Zoom Call @1:15-2:15
Learning from the Best:
LONGWOOD GARDENS’ COVID RESPONSE
Personnel – Volunteers – Programs

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Learning from the Best
Longwood Gardens’ COVID Response

Presented by Nick D’Addezieo, Director, Marketing
March 14, 2020

Restricted Access
Strictly adhering to official CDC and State of Pennsylvania COVID-19 related mandates
Shifting Gears to Engagement

Our Gardens Your Home

Our Gardens Your Home is designed to keep you and 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 in 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

Longwood Gardens

Published by Jennifer Fazzalari • 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 impossible to obtain... See More

Emails to Members

Social Media
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.