

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

Thought Leader

Nick D'Addezio Director, Marketing Longwood Gardens

P.O. Box 501 Kennett Square, PA 19348 610.388.5275 ndaddezio@longwoodgardens.org longwoodgardens.org



Karen Simmons
President/CEO
Chester County
Community Foundation
West Chester, PA 19382
610.696.8211
karen@chescocf.org
chescocf.org

Moderator



Presented by Nick D'Addezio, Director, Marketing

Learning from the Best Longwood Gardens' COVID Response



Shifting Gears to Engagement

LONGWOOD GARDENS

Our Gardens Your Home

Our Gardens Your Home is designed to keep you cor your favorite garden (and ours) in a different way th stunning imagery and video of what's in bloom, eng classes and activities for all ages, our legacy, and speexpressing our mission of horticulture, education, as Our desire to create beauty and offer you a world apa been more important. Stay connected with us and m 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.



Emails to Members



Published by Jennifer Fazekas [?] - March 16 - 3

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



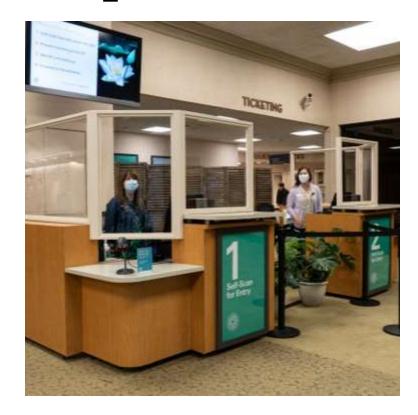




Preparing for Re-Opening

- 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











Narrow Path Ahead



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.

