

Host a Plant Drop of Your Own!

1. Define your goals. What do you want to accomplish by hosting a Plant Drop? How will giving out plants help you achieve those goals?
2. Consider potential event dates and times. Do you want to pair the Plant Drop with a special event on campus? Or would you like the Plant Drop to be a special event on its own?
Consider planning the event for fall when students are returning to campus and growers are less busy. Students will be more willing to get a plant (since they are not about to move home for the summer), and growers will have more space available to grow plants. Consider choosing a time in between class periods, or later in the day when students are going to libraries, dorms, or dining halls.
3. Find a suitable location on campus. Would you like to reach students in your department, or do you want to reach the general student body? Is there enough space for many plants and students? Can it be reserved? Does your location have a nearby area suitable for a delivery truck? Here are some examples of locations to consider:
 - a. Plazas (examples include: Turlington Plaza at the University of Florida, Rudder Plaza at Texas A&M University, University Plaza/The Brickyard at North Carolina State University, Cox Plaza at Clemson University)
 - b. Outside of dining halls (example: Appel Commons outside of the North Star Dining Room at Cornell University)
 - c. Landmarks (example: The Rock at Michigan State University)
4. Choose and source plants. Most students living in dorms or apartments have a small windowsill with low to moderate light. Whenever possible, choose easy-to-care-for plants that can tolerate low light conditions. If seeking plant donations, consider asking for assistance from your university's foundation. They may know companies who would be interested in supporting an event. You can also find a list of the companies who have donated plants for previous Plant Drops by visiting event pages at:
www.plantdrop.org/pastevents
5. Promote your event. Each university has different preferences for social media and promotions that will be easier to identify with practice and time, but here are some strategies and platforms to consider:
 - a. If you do not have someone who makes graphics, consider using Canva.com. Canva is a free website for creating graphics and has templates you can easily customize.
 - b. Create an event on Facebook using your organization, department, or college page. This will alert those who already like your page and will allow students to RSVP and share details with their friends.
 - c. Share the event to "class pages" on Facebook. These are typically unaffiliated with the college/university but are frequent locations for students to share their thoughts and events.

- d. Post on Instagram using your organization, department, or college account and tag related student organizations and entities. Link to the event page in your bio.
 - e. Post on your college or university's subreddit. Reddit now allows posts to have multiple images, so you can share plenty of information.
 - f. Contact your student newspaper. Student newspapers are typically interested in covering Plant Drops and can provide free publicity before or even after the event.
 - g. Have contests before the event for small prizes. This could be as simple as having students tagging a friend who they think needs a plant to something more involved like sharing a picture of where their plant will live once they pick it up. Check with your college/university communications department beforehand, since there may be additional rules you need to follow.
 - h. Use humor and memes. Memes are very popular with Generation Z and tend to get the most engagement before and after events. Look at @CollegiatePlantInitiative on Facebook and Instagram for examples of ways to incorporate plants and Plant Drops into typical meme formats. Many universities have meme groups on Facebook that can serve as another unique outlet for promoting the event.
 - i. Flyers can be a great way to promote the event, depending on the university.
6. Create and print materials for the event. Students can be hesitant to hold flyers while waiting for their plants, but they love stickers and other "freebies"! Add your website or username to the item to encourage them to follow you after the event. Signs may be blocked by the crowd, but they can also be useful for getting students to visit your website or social media for things like plant care instructions.
 7. Follow up after the event. Post plant care instructions and pictures of the event on your social media. Encourage students to share pictures from the event or pictures of their new plants in class or in their dorms/apartments.

We hope you found this short guide helpful! Follow @CollegiatePlantInitiative on Facebook and Instagram to stay up-to-date on our events.