

Growing Wild for Pollinators!

Nursery Toolkit



Growing Wild for
Pollinators



GROWING WILD

Growing Wild is a movement to help preserve and protect native pollinators in Massachusetts by enhancing our landscapes to benefit pollinators and the environment.

To celebrate the fourth season of the campaign, the Massachusetts DCR, MDAR & MNLA are distributing pollinator garden starter kits to teach Massachusetts residents about the vital role of pollinators in our ecosystem and how each resident can help by planting their own native plant gardens.

KEY MESSAGES FOR CUSTOMERS

- Growing Wild is about preserving and protecting native pollinators in Massachusetts
- Every Mass resident can help the environment and ecosystem by planting native plants
- It is FREE to participate and start a native pollinator garden at home
- The free starter kit includes which 2 native plants, 1 seed packet, and a yard sign
- Customers are encouraged to register their garden on the Growing Wild website at mnlacommunity.com/pollinator/growingwild/
- Customers are encouraged to post their plants and gardens on social media and tag the nursery, the DCR, MDAR & MNLA and use the hashtag #GrowingWildMA

SETTING UP THE DISPLAY

The kits and signage will be dropped off at the nursery. Feel free to add in additional information to the kit. **As a Growing Wild partner, we asked that you please direct customers to register at mnlacommunity.com/pollinator/growingwild/**

A few tips on setting up the display:

- Arrange the kits on a large table in a high-traffic location in the nursery
- Display a poster and signage around the tables that explain the kits and indicate that the kits are free
- Display the native plants alongside the kits and signage to show which plants are included













SUGGESTED SOCIAL CONTENT

We'd love for you to help spread the word about this great opportunity and highlight our partnership! We encourage you to share pictures of Growing Wild 2024 along with the hashtag #GrowingWildMA and tag DCR, MDAR & MNLA on social media.

Please visit mnlacommunity.com/pollinator/growingwild/ to add your own city/town to the map.

Below we have included some photo content ideas for your social channels.

Content ideas

-  Kit display with signage
-  Kit elements laid out
-  Customer testimonials
-  Action shots of planting
-  Tips to take care of native plants
-  Nursery walk-through and kit display
-  Unboxing of the kit elements
-  Customers taking home the free kits
-  Tips on planting
-  Blooming perennials

HANDLES & HASHTAGS



Instagram/Twitter:
@massdcr



Facebook/Twitter:
@MassDeptAgr

Instagram:
@MassGrown



Facebook/Twitter:
@mnlaooffice

Instagram:
@mnlagreen

HASHTAG: #GrowingWildMA