



UC Master Gardener
University of California
Agriculture & Natural Resources



Greetings!

November is here, and we're ready to help you wrap up the year strong! As we head into the final stretch of 2025, this month's newsletter focuses on planning ahead and making sure your program is using our updated branding correctly. We know you've been working hard to adapt to the new logo, and we want to provide clarity and resources to make the transition as smooth as possible.

Here's everything you can find in this month's issue of *Rooted in Marketing*:

- December content inspirations
- Branding update
- Social media mark vs logo
- Upcoming and previous training

If you have any questions or need help with marketing, join our weekly office hours, ask questions in our private [Facebook group](#), or email us. We're here to support you.

Happy gardening! ☐

Melissa & Barbra

UC Master Gardener Program

Statewide Communications Team

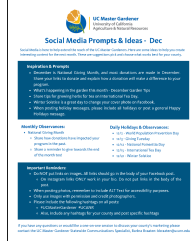
Content Inspiration - December

Here is your Content Inspiration and Content Calendar for December. The Content Calendar is set up for posting three times a week to social media using the buckets: education, inspiration, and promotion. As always, both of these documents are just suggestions! Please add or change the topic as needed. If you have questions, please email Barbra Braaten at bbraaten@ucanr.edu

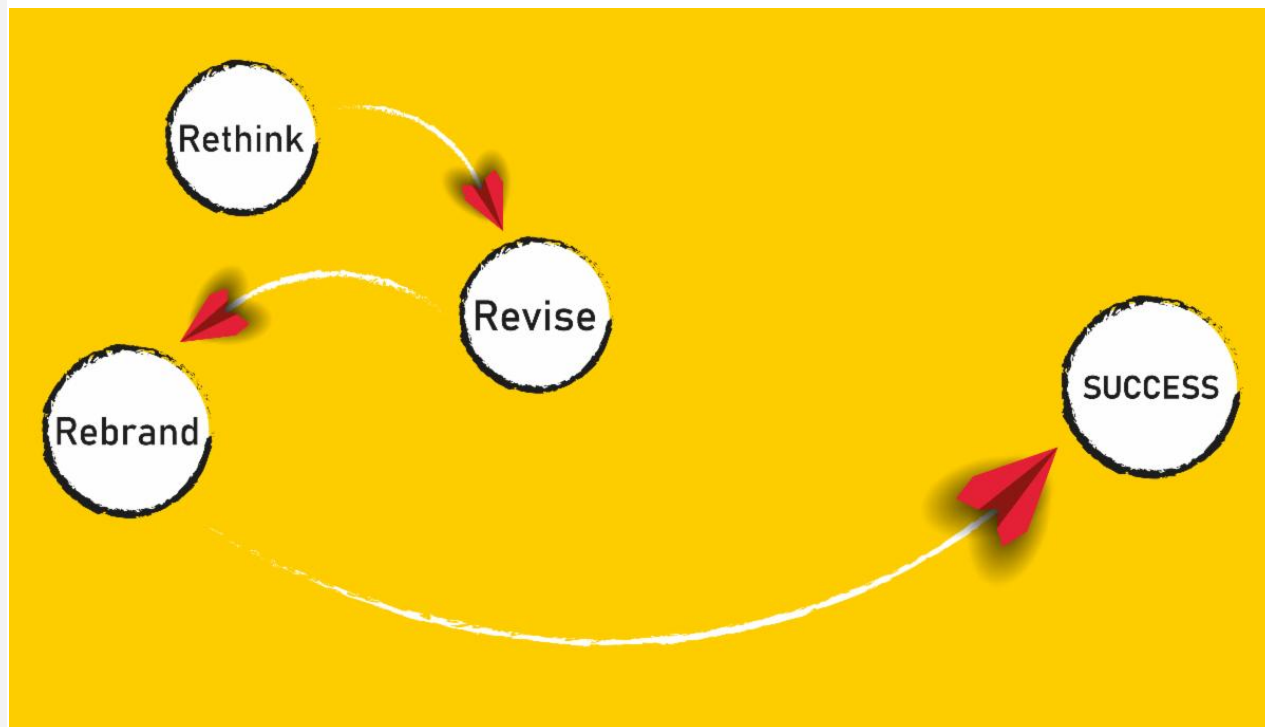
December Social Media Inspiration

Find inspiration for your December social media content, including Giving Tuesday and the Holidays.

- [Download the December Inspiration Guide](#)



- [Download the December Content Calendar](#)



Branding Update

Thank you for embracing our new UC Master Gardener logo and rebrand! The transition has been smooth thanks to your efforts, and we're seeing consistent, professional branding across the programs.

Action Items

If you haven't already, take a few minutes to:

- **Update your profile pictures.** Make sure all your social media profiles (Facebook, Instagram, X, YouTube, etc.) are using the new logo mark. This creates a consistent, recognizable presence across platforms. Download all logo variations and formats here: [UC Master Gardener logo files](#). *NOTE: Spanish Logos are now available in the folder!*
- **Download the new template files.** We've refreshed all templates with the new branding. Replace your old files with the updated versions to ensure everything you create aligns with our current branding. Find social media graphics, flyers, presentations, and more at: [UC Master Gardener Templates](#).
- **Read over the new brand guidelines.** UC ANR has released comprehensive brand guidelines that cover logo usage, colors, fonts, and best practices. Review the full guide here: [UCANR Brand Guide](#).

Need Help?

Questions about logo usage, template customization, or branding guidelines? Join our weekly office hours, every Tuesday at 11 a.m. We're here to help you navigate the new branding and make sure you have what you need to create great materials for your program.

Thanks again for your flexibility and commitment to presenting a unified and consistent UC Master Gardener identity across California.



Social Media Mark Vs Logo

If you've been creating content for UC Master Gardeners, you've probably noticed our new branding guidelines handle the logo mark differently than before.

The New Guideline

The logo mark (the graphic element without text) should be used only for profile images, social media avatars and account pictures. For everything else, use the full logo with text. This includes social media posts, graphics, flyers, presentations, and educational materials.

When Can You Use Just the Mark?

There's one exception: if the full logo already appears prominently somewhere in your material, you can include the mark sparingly as a supporting visual element. Think of it like a watermark or subtle branding touch. But even then, use it carefully.

Making the Switch

Good news: we've already updated all our templates with the new branding. [Download the latest versions](#) and you're set.

Going forward:

- Reserve the mark for your profile pictures
- Use the full logo for all other materials
- When designing new content, start with the full logo as your default

Questions?

Branding guidelines exist to help us present a consistent, professional image across all our programs. If you're unsure whether your specific situation calls for the mark or the full logo, reach out to your program coordinator. They can help you make the right choice. Thanks for your flexibility as we all adapt to our new visual identity together.



Giving Tuesday 2025

Giving Tuesday has become the largest philanthropic day of the year for nonprofits nationwide. In 2023, individuals contributed more than \$3.1 billion to support causes they care about. Thanks to the generosity of our community, the UC Master Gardener Program raised over \$60,000 last Giving Tuesday, directly benefiting local county programs and expanding our impact across California.

Mark your calendar: **Giving Tuesday is December 2, 2025.**

Let people know their support matters

People can't support their local UC Master Gardener Program if they don't know we need their help. Research from the NonProfit Times shows that organizations posting consistently about Giving Tuesday for at least two weeks before the event raised 3-5 times more than those who only posted on the day itself.

Your regular content builds the foundation for successful fundraising

Before people give, they need to know us. 84% of donors say they're more likely to give if they're familiar with an organization's impact before being asked. Your posts about our program, projects, partners, and volunteers create that familiarity.

Specific stories outperform general appeals

When you share photos of community gardens, post about teaching kids to grow vegetables, or highlight water-wise gardening tips, you're building connection. Network for Good found that donations increase by 100-200% when organizations share specific impact stories versus general appeals.

Social proof drives giving

When people see others supporting a cause on social media, they're more likely to give themselves. The 2023 Giving Tuesday Impact Report found that social sharing increased donation likelihood by 350%. Even volunteers who can't donate can help by sharing your posts.

What to share

You don't need to create anything special. Simply share:

- Photos of our gardens and projects
- Stories about people we've helped
- Updates about our educational programs
- Examples of our community impact

Every post you create between now and December 3 helps build momentum for Giving Tuesday. If we don't tell our story, no one else will.

Your role matters

Your communication skills turn community interest into community support. As we approach Giving Tuesday, what you share in the coming weeks will directly impact how many people choose to give on December 3.

If you have questions or would like to brainstorm how to personalize your content for Giving Day 2025 in your county, please join our weekly office hours or contact Barbra Braaten at bbraaten@ucanr.edu.

Upcoming Marketing Training & Events:

Office Hours: UC Master Gardener Communications

Every Tuesday, 11 am -12 pm

Zoom link:

<https://ucanr.zoom.us/j/96405979243?pwd=F6p7QLOzFIlgPZQlq1hbsdoXZwmHI9.1>

Previous Recordings

From Spreadsheet to Spotlight in One Sheet

<https://youtu.be/Apx1WFCO60A> (June 2025)

National Volunteer Appreciation Month

<https://www.youtube.com/watch?v=WQxIxS1c5jg> (April 2025)

Volunteer Communicator Orientation

<https://www.youtube.com/watch?v=XutHQatDGmg> (Oct. 2024)

Newsletter Best Practices

<https://youtu.be/9uEOFPc2WvU> (Jul. 2024)

Social Media Accessibility Guidelines

<https://youtu.be/d1XAnZCcHyU> (Aug. 2024)

Rooted in Marketing Past Issues: <https://link.ucanr.edu/rooted>

Private Facebook Group for UC Master Gardener Communicators

Join

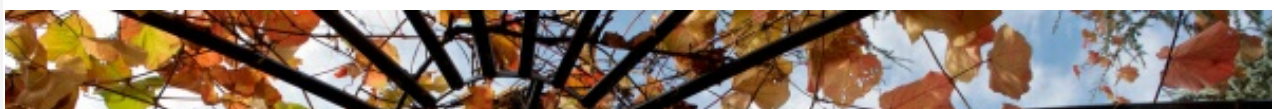
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Thanks for reading this month's issue! To submit questions, topic suggestions, or feedback, email Statewide Communications Specialist Barbra Braaten at bbraaten@ucanr.edu.

Our Mission

"To extend research-based knowledge and information on home horticulture, pest management, and sustainable landscape practices to the residents of California."



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