



UC Master Gardener
University of California
Agriculture & Natural Resources



Greetings!

As we close out another year, it's time to reflect on everything you've accomplished. Your dedication to telling our story matters. Every post, newsletter, and event you've shared has helped extend our reach and strengthen connections in your communities. Thank you.

As we enter the busiest month for charitable giving, this issue provides tools to help you share your program's impact and invite year-end support.

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

- December content inspirations
- Holiday messaging best practices
- Sharing your impact for year-end giving
- Upcoming & 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 Holidays! ☐

Melissa & Barbra

UC Master Gardener Program

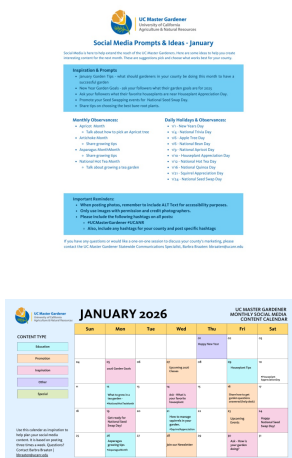
Statewide Communications Team

Content Inspiration - January

Here is your content inspiration and Content Calendar for January 2026. 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

January Social Media Inspiration

Find inspiration for your January social media content, including the start of the New Year, seed starting day, and more.



- [Download the January Inspiration Guide](#)
- [Download the January Content Calendar](#)



Holiday Messages

The winter season brings multiple holidays and celebrations that matter deeply to different members of our community. As UC Master Gardeners, we want our social media presence to be welcoming to everyone. Here are some thoughtful approaches to holiday posting:

Keep it garden-focused

Consider messages that connect holidays to gardening themes:

- "Wishing you bright winter days in the garden"
- "May your garden bring you joy this season"
- "Celebrating winter's gifts in our gardens"

Embrace inclusivity

If you mention specific holidays, consider acknowledging multiple celebrations. For example: "Whether you're decorating with poinsettias for Christmas, lighting candles for Hanukkah or celebrating Kwanzaa, winter gardens bring communities together."

When in doubt, stay seasonal

It's always appropriate to focus on the season itself:

- "Celebrating winter gardens"
- "Wishing you peace and joy this season"
- "Happy winter solstice from our garden to yours"

Remember your goal

Our goal is to make everyone feel welcome while sharing our love of gardening. Simple, seasonal messages help us connect with all members of our diverse community.



End of Year Giving

December is National Giving Month. Use the [UC Master Gardener Impact Report](#) to show supporters how their donations make a difference.

The numbers

This year, UC Master Gardeners logged 514,730 volunteer hours across California. Over 6,300 volunteers reached more than 910,000 people through thousands of workshops, classes, and community events. Add your county's numbers to make it personal. How many pounds of produce did you donate? How many school gardens did you support? How many people did you train?

Survey data shows your work changes behavior. After attending workshops, 68% of participants adopted right-plant, right-place practices, 78% started monitoring for pests and 72% began using plants that support pollinators.

Be specific

Tell donors what their money buys. \$50 provides supplies for a school garden workshop. \$100 helps train new volunteers. \$250 supports the demonstration garden for a month.

When to post

Share your impact early in December. Highlight specific programs mid-month. Remind donors about the Dec. 31 tax deadline the week of Dec. 20. Post final reminders Dec. 30-31. Most donations to non-profits come in the last 24-72 hours of the year!

Add donation links to your social media bios and Facebook posts. Remember that Instagram links only work in the bio.

Find the Impact Report at <https://ucanr.edu/program/uc-master-gardener-program/impact-report>. After your campaign ends, thank donors publicly by sharing the total raised.

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=WQxlXS1c5jg> (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

Subscribe to get the monthly issues of "Rooted in Marketing"

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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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