

Plant Pride with the America in Bloom National Awards Program

Your quarterly calendar and checklists

www.americainbloom.org



What AIB is doing for YOU.

- ★ Free AIB Startup Kits (ASK) are always available, just ask!



- ★ YouTube videos from AIB entrants will inspire you.

We'll send you a FREE *Ten Years of Best Ideas Book* when you register by December 31. (\$25 value).



- ★ After you register, you'll receive a media kit and a customized media list.
- ★ Free monthly e-newsletter.

On the website:

- ★ Free on-demand, online webinars tell you how to get started and much more.
- ★ Resources for all six AIB criteria.
- ★ Grant resources.
- ★ Free downloads of "Discover Plants - the Surprising Side of Plants" brochure and companion presentation.
- ★ Free customizable presentations to share the AIB message with your community.



Promotions:

- ★ Ads in major horticulture industry publications.
- ★ Garden exhibit at the Philadelphia Flower Show.
- ★ Presence at other major trade shows.
- ★ Nearly 100 press releases, articles, and blogs each year.

Who's Eligible to Participate?

Towns and cities of all sizes, even neighborhoods!
Business districts
Military installations
College and university campuses

What YOU can do in your town.

JANUARY - MARCH

Checklist:

- By February 28, register for the program.
- Meet monthly with your committee.
- Work with national AIB Program Chair on judging dates.
- Gather information for your Community Profile.
- Start planning your YouTube video.

APRIL - JUNE

Checklist:

- Continue meeting with your committee.
- Develop the itinerary for the judging visit.
- Make lodging arrangements for the judging visit.
- By May 1: finalize your Community Profile and email to AIB office.
- Enjoy the judges' visit (sometimes through early July).
- Start taking photos of your progress.

Recruit a new participant and save:

Recruit a new participant and save 25% off your registration fee. Recruit 2 participants, save 50%. Recruit 3 participants, save 75%. Recruit 4 participants, your registration is free.

Questions? Email us at aib@ofa.org.

JULY - SEPTEMBER

Checklist:

- Have a post-judging review meeting with your committee and start planning next year's entry.
- By July 1: Nominate your town for various awards (deadlines vary).
- By July 31: submit 10 hi-res photos of your town, representing the evaluated criteria. These will be used at the awards program to recognize your community.
- By August 1: Register for the AIB Symposium & Awards.
- Attend the AIB Symposium & Awards Program in the fall. Check website for dates!
- Recognize volunteers who helped make a difference with a community potluck, parade, etc. Maintain their excitement by starting new projects.

OCTOBER - DECEMBER

Checklist:

- Develop your America in Bloom Committee.
- Choose someone to communicate with the AIB office.
- Complete the AIB registration form.
- Meet monthly in October and November to strategize how to showcase your town.
- Read AIB materials and view free on-demand, online webinars at www.americainbloom.org.
- See the DVD in the ASK box for examples of past evaluations, itineraries, and community profiles.
- View short YouTube videos from AIB communities on the AIB website.
- Decide on projects to start or continue. If your projects include large plantings, work with your local garden centers and growers on plant selections so they can grow the quantities, species, and colors you want.
- Register by December 31 and get a free Best Ideas book!
- Arrange funding for the registration fee.