SOCIAL MEDIA – WINTER/SPRING 2026

Keeping Our Messaging Clear: When We Teach vs. When We Ask

Clear separation between ***program education*** and ***foundation fundraising*** helps the public know when we're teaching and when we're asking for support, which builds trust and keeps our messaging consistent.

Educational posts should be published on Extension program pages. They may be shared to foundation pages, but the connection to the foundation's role in funding the program should be made clear.

Foundation pages should focus on fundraising. If a fundraising-related post is shared on a program page, be sure to explain why the foundation is raising funds—for example, to financially support events or educational activities like the one being highlighted.

Here are a few clean, ready-to-use examples you can drop directly into posts when sharing content from the program page to the foundation page or from the foundation page to the program page. Each one keeps the roles clear without sounding stiff or repetitive.

When sharing a program post to the foundation page

> "We're proud to support the educational work of the WSU Extension Master Gardener Program. Your gifts help make programs like this possible."
>
> "This is the kind of research-based education your generosity sustains. Thank you for helping the Master Gardener Program thrive."
>
> "Foundation support ensures volunteers can deliver education like this in communities across Washington."

When sharing a foundation post to the program page

> "The Foundation raises funds to support volunteer training and community education like this. Learn how your support strengthens our work."
>
> "Foundation fundraising helps cover the costs of training, materials, and community outreach that make programs like this possible."
>
> "Curious why the Foundation is raising funds? Donations directly support Master Gardener education, demonstration gardens, and community outreach."

Suggested themes for Winter/Spring 2026

Integrated Pest Management (IPM), Backyard fruit tree care, Northwest Flower & Garden Festival, Plant Sales, Foundations

PROGRAM PAGES

INTEGRATED PEST MANAGEMENT (IPM) - *Program*

Helpful links: IPM | Master Gardener Program | Washington State University

Hortsense | Washington State University

Northwest Flower & Garden Festival | February 18-22, 2026 | Seattle Convention Center

Resources | Master Gardener Program | Washington State University

Your local Extension website

🌿 **What Is IPM?**

What is Integrated Pest Management (IPM) — and why does it matter?
IPM helps home gardeners manage pests in ways that protect plants, people, pollinators, and the environment.

Learn how simple, science-based steps can make your garden healthier and more resilient.

🐞 **Start with the Basics**

Healthy gardens start with smart decisions.
Integrated Pest Management (IPM) begins with **correct diagnosis, monitoring, and knowing your thresholds** — so you only take action when it's truly needed.

🌱 **Cultural Controls**

Want fewer pests this season?

Try **cultural controls** — like choosing resistant varieties, rotating crops, improving soil health, and watering at the base of plants.

Small changes = big impact.

✂️ **Mechanical Controls**

Sometimes the simplest solutions are the most effective.

Hand-picking insects, pruning infested branches, using row covers, or placing sticky traps can stop pests without chemicals.

🦋 Biological Controls

Let nature help you garden!

Ladybugs, lacewings, parasitic wasps, beneficial nematodes, and microbial products like Bt all play a role in **biological pest control**.

🧴 Last Resort

Did you know?

Even organic pesticides can harm pollinators if misused.

Integrated Pest Management (IPM) recommends **least-toxic, targeted products only when other methods aren't enough** — and always following the label (it's the law!).

🐝 Protect Pollinators

Pollinators need our help.

Learn simple steps to reduce pesticide risks and keep bees safe while managing pests responsibly.

✨ Did you know? Choosing organic seeds means fewer hidden chemicals in your garden — and safer blooms for bees, butterflies, and other pollinators. 🐝💛 Organic seeds help you grow plants that thrive naturally, without coatings or treatments that can harm the helpers we depend on. 🌱🌸

🌸 Most flowering plants are more than willing to spread their pollen around. But some flowers hold out for just the right partner. Bumblebees and other buzz pollinators know just how to handle these stubborn flowers. They vibrate the blooms, shaking them until they give up the nutritious pollen.

🐝 See bumblebees in action! https://youtu.be/SZrTndD1H10?si=S0RcFpoxu2hq4ioS

NORTHWEST FLOWER & GARDEN FESTIVAL - Program

🌿 Heading to the **Northwest Flower & Garden Festival**?

Stop by the WSU Master Gardener booth and learn how **Integrated Pest Management (IPM)** practices can make your garden healthier and more sustainable.

Small changes, big impact.

🐞 Meet the Beneficials

At the Northwest Flower & Garden Festival, we're talking all things **beneficial insects**!
Ladybugs, lacewings, parasitic wasps — they're your garden's best allies.

Learn how you can help protect them while managing pests responsibly. 🦋

🌱 Smarter Pest Management

Spring is the perfect time to rethink your garden habits.
There are **science-based, pollinator-friendly** ways to handle pests without harming the environment. Visit us at the Northwest Flower & Garden Festival to learn more! 🌼

✂️ Simple Solutions First

Come see us at the Northwest Flower & Garden Festival and discover how **mechanical and cultural controls**—like pruning, hand-picking, and choosing the right plants—can reduce pests before chemicals are ever needed. 🌿

🐝 Protecting Pollinators

Pollinators need our help, and IPM offers practical ways to garden with them in mind.
Stop by the WSU Master Gardener booth at the Northwest Flower & Garden Festival to learn how to keep bees safe while managing pests effectively. 🌸

🍎 Fruit Tree Focus

Got backyard fruit trees?

We'll be sharing tips and WSU's year-round care schedules at the Northwest Flower & Garden Festival.

Healthy trees, better harvests. 🍏

🍒 **Backyard fruit trees** play a big role in Washington's tree fruit health.

Pests that start at home can spread to commercial orchards — but you can help!

Visit our booth at the **Northwest Flower & Garden Festival** to get WSU's spray schedules and home orchard resources.

🐛 Codling moth, apple maggot, and other pests don't stop at property lines.

Learn how simple seasonal care for your backyard fruit trees helps protect Washington growers.

Stop by our booth at the **Northwest Flower & Garden Festival** for WSU's trusted guides and spray schedules.

🌳 **Y**our backyard fruit trees are part of Washington's larger orchard community.

With the right care — pruning, monitoring, and following WSU spray schedules — you help keep our state's tree fruit industry strong.

Come chat with us at the **Northwest Flower & Garden Festival** to learn more!

🍏 Growing apples, pears, or cherries at home?

Visit the WSU Master Gardener booth at the **Northwest Flower & Garden Festival** to learn how proper care protects both your harvest *and* Washington's commercial orchards.

We'll point you to WSU spray schedules, pest ID tools, and home orchard resources.

🍎 Visiting the **Northwest Flower & Garden Festival**?

Stop by our booth to learn why caring for your backyard fruit trees helps protect **Washington's world-class tree fruit industry**.

Find WSU spray schedules, pest management tips, and home orchard guidance to keep your trees healthy all year.

🔍 Hortsense | Washington State University

🌿 **Win a Free Registration to Green School!**

Headed to the **Northwest Flower & Garden Festival**? Swing by the **WSU Master Gardener booth** for a chance to win a **FREE registration to Green School** — our premier statewide learning event for gardeners.

Don't miss your chance to grow your skills and connect with gardeners from across Washington. See you at the festival! WA Green School | Washington State University

BACKYARD TREE FRUIT CARE - Program

🍎 Backyard Trees Matter

Washington's tree fruit industry depends on all of us — even home gardeners.
Poorly managed backyard fruit trees can harbor pests that spread to commercial orchards.

Protect your harvest *and* your local growers by following WSU's science-based care guides and spray schedules.

🐛 Stop Pests Before They Spread

Did you know backyard fruit trees can be a major source of codling moth and other serious pests?

A little seasonal care goes a long way toward protecting Washington's world-class apple, pear, and cherry crops.

Check WSU's spray schedules and management tips to keep your trees healthy.

🌱 Hortsense for Home Gardeners: Hortsense | Washington State University

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🌳 Healthy Trees = Healthy Industry

Your backyard fruit trees are part of a much bigger picture.

By pruning, monitoring, and managing pests responsibly, you help safeguard the state's multi-billion-dollar tree fruit industry. Find trusted, research-based guidance from WSU.
🔍 Hortsense: Hortsense | Washington State University

🍒 Be a Good Neighbor to Growers

Caring for your backyard fruit trees isn't just about getting a good harvest — it's about protecting your neighbors' orchards too.

Use WSU's recommended practices to reduce pest pressure across the region. 📚 Hortsense: Hortsense | Washington State University

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🐝 Smart Pest Management Starts at Home

Integrated Pest Management (IPM) helps you manage pests while protecting pollinators and the environment.

Following WSU's IPM guidelines and spray schedules keeps your trees productive and reduces risks to commercial orchards.

🔍 Hortsense: Hortsense | Washington State University

FOUNDATION PAGES

PROGRAM SUPPORT - Foundations

Helpful links:

Educational Events – Master Gardener Foundation of Washington State

Plant Sales – Master Gardener Foundation of Washington State

Your local Foundation website

🌿 **Did you know?**
Master Gardener Foundations help fund the education that keeps our communities growing.

From free classes to research-based resources, your local foundation makes it all possible.

🌱 Thank you for supporting lifelong learning in our gardens and neighborhoods.

🌼 **Growing Gardeners, Growing Knowledge**

Behind many workshops, plant clinics, and demonstrations is a **Master Gardener Foundation** helping make it happen.

Your support strengthens science-based gardening education across Washington.

Together, we're cultivating healthier gardens and informed gardeners.

📚 **Education at the Heart of Our Mission**

Master Gardener Foundations provide essential funding that helps make research-based gardening education possible. Your support strengthens the WSU Extension Master Gardener Program, ensuring communities have access to trusted gardening information. From youth programs to community classes, your generosity helps us teach, inspire, and empower.

🌱 **Community Support Makes It Possible**

The WSU Extension Master Gardener Program delivers research-based education across Washington, and Master Gardener Foundations help make that work possible.

When you support your local **Master Gardener Foundation**, you're supporting:
• Free plant clinics
• Community workshops
• School garden programs
• Research-based resources for all

You help us share knowledge that grows healthier gardens statewide.

🌷 At the Festival? Come Learn More!

Stopping by the **Northwest Flower & Garden Festival**?

Visit the Master Gardener booth to see how Foundations help the Extension Master Gardener Program bring gardening education to every corner of Washington.

Your support keeps these programs thriving — thank you for helping us grow gardeners.

🍃 Investing in Education, One Garden at a Time

Master Gardener Foundations provide the funding that keeps our educational mission strong.

Every donation supports science-based gardening outreach that benefits families, schools, and communities across the state.

🌿 Quiet Heroes of Garden Education

The Master Gardener Program provides the education; Foundations help fund the work that makes it possible.

Your support helps make classes, clinics, and hands-on learning that strengthen our communities from the ground up possible.

🌼 Growing Knowledge Statewide

Master Gardener Foundations help the Extension Master Gardener Program, bringing **research-based gardening education** to every corner of Washington.

From urban balconies to rural orchards, your support ensures everyone has access to trusted information that helps gardens — and gardeners — thrive.

📘 Funding the Future of Gardening

Workshops, youth programs, plant clinics, demonstration gardens — they all rely on Foundation support.

When you give to your local Master Gardener Foundation, you’re supporting the Extension Master Gardener Program and investing in the next generation of gardeners and environmental stewards.

🌱 Education That Blossoms

Master Gardener Foundations turn community support into real learning opportunities by helping fund the Extension Master Gardener Program:
• Free or low-cost classes
• Science-based resources
• Public demonstrations

• Garden problem-solving clinics
Your contribution helps these programs bloom year after year.

🌷 Stopping by the **Northwest Flower & Garden Festival**?

Ask us how Master Gardener Foundations help keep gardening education strong across Washington.

Your support helps keep the Extension Master Gardener Program mission growing — one gardener, one class, one community at a time.

🍃 Community-Powered Learning

Every time you support a Master Gardener Foundation, you help bring practical, research-backed gardening education to your neighbors.

It's community support that grows community knowledge — and we're grateful for it.

PLANT SALES - Foundations

🌿 Plants with a Purpose

Looking for healthy, region-ready plants this spring?

Shop your local **Master Gardener Plant Sale**!

Every purchase supports gardening education, plant clinics, youth programs, and community projects.

Grow your garden *and* your community.

🌸 Grown by Gardeners You Trust

Master Gardener plants are **locally grown, carefully selected, and ready to thrive** in our climate.

Find perennials, veggies, natives, pollinator favorites, and more at your local MG Plant Sale.

Come early for the best selection!

🌱 Support Education While You Shop

When you buy from a **Master Gardener Plant Sale**, you're supporting science-based gardening education across Washington.

Your purchase helps fund workshops, demonstration gardens, and free plant clinics.

Beautiful plants, powerful impact.

🐝 Pollinator-Friendly Picks

Want to support bees, butterflies, and beneficial insects?

Master Gardener Plant Sales offer **pollinator-approved plants** chosen for our region.

Grow a garden that buzzes with life this spring.

🌼 Festival-Friendly Invite

Heading to the **Northwest Flower & Garden Festival**?

Ask us about upcoming **Master Gardener Plant Sales** in your area!

It's the perfect place to find healthy plants, expert advice, and great deals — all while supporting community education.

🍅 Veggies That Thrive

Start your edible garden strong with **Master Gardener-grown vegetable starts**.

Tomatoes, peppers, herbs, greens — all selected for local success.

Find them at your MG Plant Sale this spring.

🌳 Shop Local, Grow Local

Master Gardener Plant Sales are packed with plants grown right here in our region.

No mystery varieties, no stressed-out imports — just healthy, well-loved plants ready for your garden.

Support local growers and local education.

🌷 A Gardeners' Favorite Day

Mark your calendar — **Master Gardener Plant Sale season is coming!** Bring a friend, grab a wagon, and enjoy a morning of plant shopping, expert advice, and community fun.