# **Steps to Program Engagement for Garden Professionals**

Becoming a Go Beyond Beauty Partner is easy, voluntary, & FREE! (higher levels of achievement are available for a fee)

## **Launching Go Beyond Beauty (GBB) Partnership**

Take these simple steps to become a Go Beyond Beauty Garden Professional!

- Register your business and take the Go Beyond Beauty pledge
- Identify your *Go Beyond Beauty* leader(s)
  - o Consider your Customer Service, Buying, and Management Teams
- Remove Top 12 and Early Detection invasive species from inventory
  - o Must display Water Lettuce and Water Hyacinth warning signs, if in stock
- Review Go Beyond Beauty materials with your staff and include in your training

#### **Become a Garden Industry Role Model (Optional)**

Establish your business as a local leader

- Sell 20+ native plants (<u>not</u> cultivars/ "nativars")
- Inform your vendors and growers about your Go Beyond Beauty partnership, and share the "High Priority Invasive Ornamentals" List
- Add "High Priority Invasive Ornamentals" lists and Plan Before You Plant brochure to your Customer Service information
- Participate in *Go Beyond Beauty* Trade-Up Programs (when available)
- Display informational "Buyer Beware" signs next to potentially invasive ornamental species on the "High Priority Invasive Ornamentals" list
- Organize an Invasive Species Workshop for customers in your area
  - We'll provide our latest PowerPoint presentation, informational resources, and a Northwest Michigan Invasive Species Network (ISN) staff member to support your Go Beyond Beauty leader in facilitating an educational workshop at your business

## Raise Awareness of your Partnership (Optional)

Demonstrate your commitment to the prevention of invasive ornamentals

- Display your (free) Go Beyond Beauty Partner sign with pride!
- Feature the Go Beyond Beauty logo on your website and outreach materials
- Use the educational content that ISN has created just for you, found on our website, <u>HabitatMatters.org</u>, in your newsletters, social media, and on your website



## **Benefits to Go Beyond Beauty Participants**

## **Free Publicity**

We are here to support your business and help you gain new customers

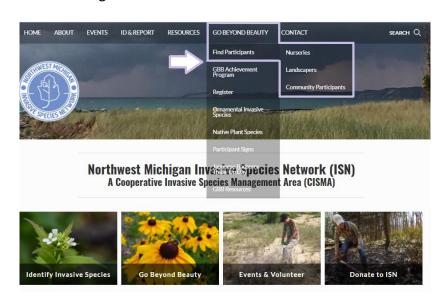
- Business logo in every Go Beyond Beauty presentation
  - o ISN made over 30 presentations in four counties in 2018
  - Over 3,600 potential customers were directly reached in 2018
- Business logo featured prominently on Plan Before You Plant brochure insert (below)



- Your business highlighted on ISN's social media
  - 1,600+ people following Northwest Michigan Invasive
    Species Network Facebook Page
  - 800+ pages following Northwest Michigan Invasive Species Network Instagram Page



- Logo on the Go Beyond Beauty banner in monthly ISN E-news
- ISN Partners Outreach more than 40 partners will promote *Go Beyond Beauty*
- Business logo, entire page and link to your website via the Go Beyond Beauty section on HabitatMatters.org



#### **Science-Based Educational Resources**

- Go Beyond Beauty Participant sign provided to you for FREE
- Water Lettuce and Water Hyacinth plant signs provided to you for FREE
- Native Plant Identification signs available to you at low-cost
  - o UV-resistant ink printed on sturdy aluminum
  - Also includes metal sign holder/stake
- Plan Before You Plant brochure available for distribution for FREE
  - Includes an insert with all Go Beyond Beauty participant logos
- Invasive Plant and Native Alternative lists
- Native plant wholesale sources list



## **Ongoing Consumer Education and Staff Training**

Invite the community into your business

- On-site presentations and workshops that will get potential customers in the door
- Staff Training on native and invasive plants to keep your staff knowledgeable and helpful (Available though expanded "Achievement Program". Contact ISN or visit www.HabitatMatters.org/go-beyond-beauty for more information.

