

BWNC Calendar – Yearly Overview

<p>January</p>	<p><u>Weekdays</u> <i>Nature in the City</i> lessons take place Mon – Fri with the exception of; 1/2/17; 1/16/17 and 1/30/17.</p> <p><u>Important Dates</u> 14th: Winter Farmer’s Market at BWNC 10:00 AM – 1:00 PM 16th: MLK Day Vacation Camp 21st: Traditionally dates reserved for public programs 28th: Traditionally dates reserved for public program</p> <p><u>Programs and Events</u> NITC</p> <ul style="list-style-type: none"> • Sponsorships for 2017-2018 school year <p>Mother’s Day Garden Tour</p> <ul style="list-style-type: none"> • Event goes up on DoubleKnot; promote in e-blasts • Committee begins to meet <p>Plantasia</p> <ul style="list-style-type: none"> • Check-in with Sue Jones; committee may begin to meet. <p><u>Mailings/E-Blasts</u></p> <ul style="list-style-type: none"> • Thank you notes from annual appeal gifts • Camp, NITC, Program e-blasts • *Membership renewals should be phone calls and/or emails via DoubleKnot
<p>February</p>	<p><u>Weekdays</u> <i>Nature in the City</i> lessons take place Mon – Fri with the exception of; 2/20/17 – 2/24/17.</p> <p><u>Important Dates</u> 11th: Winter Farmer’s Market at BWNC 10:00 AM – 1:00 PM 18th: Traditionally dates reserved for public programs 20th – 24th: February Break Camp 25th: Traditionally dates reserved for public program</p>

	<p><u>Programs and Events</u></p> <p>NITC</p> <ul style="list-style-type: none"> • Sponsorships for 2017-2018 school year • Work with Becky Wilson to look at school/library/field trip/NITC programming and staffing for March - June <p>Mother's Day Garden Tour</p> <ul style="list-style-type: none"> • Event goes up on DoubleKnot; promote in e-blasts • Committee meets • Secure necessary insurance certificates from CH Insurance • Hand out Mother's day tix to board members to sell <p>Plantasia</p> <ul style="list-style-type: none"> • Check-in with Sue Jones; committee may begin to meet. <p><u>Mailings/E-Blasts/Marketing</u></p> <ul style="list-style-type: none"> • Thank you notes from annual appeal gifts • Camp e-blasts; prepare for Early Bird Registration for Summer Camp • Stacy to talk with TWC about tv psa's for Summer Camp • Membership renewals should be phone calls and/or emails via DoubleKnot
<p>March</p>	<p><u>Weekdays</u> <i>Nature in the City</i> lessons take place Mon – Fri</p> <p><u>Important Dates</u> 11th: Winter Farmer's Market at BWNC 10:00 AM – 1:00 PM 18th: Traditionally dates reserved for public program 25th: Traditionally dates reserved for public program</p> <p><u>Programs and Events</u></p> <p>NITC</p> <ul style="list-style-type: none"> • Sponsorships for 2017-2018 school year • Work with Becky Wilson to look at school/library/field trip/NITC programming and staffing for March - June • Becky, Stacy and new ED will need to schedule a meeting with Madison Quinn from Save The Rain to discuss programming, partnership and marketing. <p>Mother's Day Garden Tour</p>

	<ul style="list-style-type: none"> • Event goes up on DoubleKnot; promote in e-blasts • Committee begins to meet <p>Plantasia</p> <ul style="list-style-type: none"> • Check-in with Sue Jones; committee may begin to meet. <p><u>Mailings/E-Blasts/Marketing</u></p> <ul style="list-style-type: none"> • Thank you notes from annual appeal gifts • Camp, NITC, Program e-blasts; Early Bird Camp Registration for Summer Camp • Membership renewals should be phone calls and/or emails via DoubleKnot <p><i>**Overlook editorial meetings take place to plan programming from May – August 2017</i></p>
<p>April</p>	<p><u>Weekdays</u> <i>Nature in the City</i> lessons take place Mon – Fri with the exception of; 4/14/17 – 4/21/17.</p> <p><u>Important Dates</u> 8th: Winter Farmer’s Market at BWNC 10:00 AM – 1:00 PM 17th – 21st: Spring Break Camp 22nd: Traditionally dates reserved for public program 29th: Traditionally dates reserved for public program</p> <p><u>Programs and Events</u></p> <p>NITC</p> <ul style="list-style-type: none"> • Sponsorships for 2017-2018 school year • Work closely with Becky Wilson on tracking Save the Rain hours for staff so that BWNC can periodically invoice Onondaga County’s Dept. of WEP. • 3rd Grade Stream Exploration at Furnace Brook (City of Syracuse park) takes place <p>Mother’s Day Garden Tour</p> <ul style="list-style-type: none"> • Start to track Mother’s Day online ticket sales • Promote in e-blasts • Committee meets • Continue to secure volunteers <p>Plantasia</p> <ul style="list-style-type: none"> • Check-in with Sue Jones for committee updates.

	<p><u>Mailings/E-Blasts/Marketing</u></p> <ul style="list-style-type: none"> • Thank you notes from annual appeal gifts • Camp e-blasts – Early Bird Registration for Summer Camp ends on April 30th. • <i>Marketing is very heavy this time of year due to Save the Rain PR obligations, Camp, Mother’s Day and Plantasia</i> • <i>Marketing is also very heavy due to public programs needing to be added online, web updates and DoubleKnot.</i> • Membership renewals should be phone calls and/or emails via DoubleKnot
<p>May</p>	<p><u>Weekdays</u> <i>Nature in the City</i> lessons take place Mon – Fri</p> <p><u>Important Dates</u> 14th: Mother’s Day Garden Tour at Sycamore Hill Garden 20th: Traditionally dates reserved for public program 27th: Traditionally dates reserved for public program</p> <p><u>Programs and Events</u></p> <p>NITC</p> <ul style="list-style-type: none"> • Sponsorships for 2017-2018 school year • Work closely with Becky Wilson on tracking Save the Rain hours for staff so that BWNC can periodically invoice Onondaga County’s Dept. of WEP. • 3rd Grade Stream Exploration at Furnace Brook (City of Syracuse park) takes place • Billy B. Brennan, the Natural Science Song and Dance Man typically comes to BWNC the Thurs & Fri before Memorial Day. <ul style="list-style-type: none"> • Will rent a car to get from school to school. • In years past has stayed with Patty Weisse and George Thomas. • 1-2 BWNC staff members are usually with Billy B. for all 4 NITC concerts as he needs help setting up and taking down his equipment. • **Becky Wilson schedules all 4 of the Billy B. concerts with SCSD. <p>Mother’s Day Garden Tour</p> <ul style="list-style-type: none"> • Start to track Mother’s Day online ticket sales • Promote in e-blasts • Committee meets • Continue to secure volunteers

	<p>Plantasia</p> <ul style="list-style-type: none"> • Check-in with Sue Jones for committee updates. <p><u>Mailings/E-Blasts/Marketing</u></p> <ul style="list-style-type: none"> • Thank you notes from annual appeal gifts • E-Blasts • <i>Marketing is very heavy this time of year due to Save the Rain PR obligations, Summer Camp Marketing, Mother's Day and Plantasia</i> • Membership renewals should be phone calls and/or emails via DoubleKnot <p><u>Other</u></p> <ul style="list-style-type: none"> • Tom begins to line up Summer Camp counselors, Teen Volunteers and the necessary training sessions for camp • Field trips begin to be on-site at BWNC
<p>June</p>	<p><u>Weekdays</u> <i>Nature in the City</i> lessons take place Mon – Fri</p> <p><u>Important Dates</u> First weekend in June: Olde Home Days in Marcellus (BWNC typically has a booth for camp) First weekend in June may be the plant sale 17th: Traditionally dates reserved for public programs 24th: Traditionally dates reserved for public program</p> <p><u>Programs and Events</u> NITC</p> <ul style="list-style-type: none"> • Sponsorships for 2017-2018 school year • NITC contract typically come to BWNC at the end of June depending on the SCSD board meeting date • If there is funding available, start discussing which schools will be assessed for the following year • Start pulling together ROI packets for sponsors • Work closely with Becky Wilson on tracking Save the Rain hours for staff so that BWNC can periodically invoice Onondaga County's Dept. of WEP. • 3rd Grade Stream Exploration at Furnace Brook (City of Syracuse park) takes place <p>Mother's Day Garden Tour</p> <ul style="list-style-type: none"> • Wrap up any outstanding items from Mother's Day Garden Tour

	<ul style="list-style-type: none"> • Hold wrap up meeting • Pull together financial report for board scorecard (money from Mother’s Day should be moved over for June) <p>Plantasia</p> <ul style="list-style-type: none"> • Event is held in either May or June. If held in May, pull together financial report for board scorecard. • Check with Sue Jones on the Plant Sale date <p><u>Grants</u></p> <ul style="list-style-type: none"> • CNY Community Foundation traditionally has a grant application for Community Grants due the last Friday in June. • Begin to work on the County Funding application at the beginning of June. This will take time! <p><u>Mailings/E-Blasts/Marketing</u></p> <ul style="list-style-type: none"> • Thank you notes from donations • Camp, NITC, Program e-blasts • Membership renewals should be phone calls and/or emails via DoubleKnot <p><u>Other</u></p> <ul style="list-style-type: none"> • BWNC typically has many field trips scheduled in May and June on-site at BWNC • Mid-Year reviews for staff (goal to schedule them in June) • Tom is lining up camp counselors and teen volunteers for Summer Camp • CPR/First Aid & AED training is scheduled for all staff and camp counselors
<p>July</p>	<p><u>Summer Camp</u> July 10th, 2017 – September 1, 2017</p> <ul style="list-style-type: none"> • Camp is Monday – Friday from 10:00 AM – 3:00 PM • Before Care starts at 8:00 AM and runs until the beginning of camp • After Care starts at 3:00 PM and runs until 5:00 PM • **Tom and at least 1 other BWNC employee needs to be on-site for both before and after care <p><u>Programs and Events</u> NITC</p> <ul style="list-style-type: none"> • Sponsorships for 2017-2018 school year • Review NITC contract if it has been sent to BWNC • If there is funding available, start discussing which schools will be assessed for the following year • Continue pulling together ROI packets for sponsors

	<ul style="list-style-type: none"> • Start planning the NITC Kick-Off Breakfast with SCSD and NITC staff <p><u>Grants</u> County Funding Application</p> <ul style="list-style-type: none"> • Is always due right before 4th of July weekend. • This application always takes at least 24 hours to put together (24hrs of focused grant time, not 1 day) <p><u>Mailings/E-Blasts/Marketing</u></p> <ul style="list-style-type: none"> • Thank you notes from donations • Camp, NITC, Program e-blasts • Editorial meeting for the Overlook happens in either July or August to begin building programming and events for September – December • Membership renewals should be phone calls and/or emails via DoubleKnot
August	<p><u>Summer Camp</u> July 10th, 2017 – September 1, 2017</p> <ul style="list-style-type: none"> • Camp is Monday – Friday from 10:00 AM – 3:00 PM • Before Care starts at 8:00 AM and runs until the beginning of camp • After Care starts at 3:00 PM and runs until 5:00 PM • **Tom and at least 1 other BWNC employee needs to be on-site for both before and after care <p><u>Programs and Events</u> NITC</p> <ul style="list-style-type: none"> • Sponsorships for 2017-2018 school year • Review NITC contract if it has been sent to BWNC • If there is funding available, start discussing which schools will be assessed for the following year • Continue pulling together ROI packets for sponsors • Start planning the NITC Kick-Off Breakfast with SCSD and NITC staff <p><u>Mailings/E-Blasts/Marketing</u></p> <ul style="list-style-type: none"> • Thank you notes from donations • Camp, NITC, Program e-blasts

	<ul style="list-style-type: none"> • Editorial meeting for the Overlook happens in either July or August to begin building programming and events for September – December. If the editorial meeting happens in July, August will be spent building the newsletter and scheduling programs • Membership renewals should be phone calls and/or emails via DoubleKnot
September	<p><u>Weekdays</u> <i>Nature in the City</i> lessons start back up towards the end of the month</p> <p><u>Important Dates</u> 23rd: Traditionally dates reserved for public programs 30th: Traditionally dates reserved for public program</p> <p><u>Fundraising</u></p> <ul style="list-style-type: none"> • A very strong push is needed to secure NITC funding. Much of it always comes at the end of the summer/early fall • Begin working with Stacy and Tom on BWNC’s Annual Appeal <p><u>Other</u></p> <ul style="list-style-type: none"> • Many members of the education team take week long vacations in September as it is the only down time many of them will have between the end of Summer Camp and beginning of NITC • Overlook will be mailed out in September with Sept – December programming
October	<p><u>Weekdays</u> <i>Nature in the City</i> lessons take place Mon – Fri</p> <p><u>Important Dates</u> 21st: Traditionally dates reserved for public programs 28th: Traditionally dates reserved for public program</p>
November	<p><u>Weekdays</u> <i>Nature in the City</i> lessons take place Mon – Fri</p> <p><u>Important Dates</u> 18th: Traditionally dates reserved for public programs 25th: Traditionally dates reserved for public program</p>
December	<ul style="list-style-type: none"> • Typically a very slow month at BWNC, especially due to weather and NITC scheduling • Annual appeal money tends to come in along with year-end giving