



Cape Cod Hydrangea Festival

How Non-Profits can Bring in More Funds During the Festival.

Here are some of the ways that non-profits have made more money during the Cape Cod Hydrangea Festival.

- Have gardens open for two or more days instead of one. This way if the weather is bad on one day there is a second chance to draw people in.
- Hold a pre-tour or after hour event in the gardens that requires a separate ticket. Coffee in the garden with the gardener/landscaper, or a cocktail party or wine tasting the evening before or after the tour.
- Raffle off a donated prize such as a fancy birdhouse or garden bench.
- Sell special plants, crafts, baked goods, art or other items during the days when a garden is open.
- Ask your local Chamber of Commerce for help getting the word out about your tour.
- Print up large-size post cards about your tour and leave them at every inn, B&B, and hotel in the area. Ditto local restaurants or shops.
- Create a “dog-friendly” garden tour. Have water, biscuits and “poop bags” available at each garden. (Pets must be on leashes of course.)
- Ask a local artist to design note cards or other small mementoes that can be sold at the gardens.
- What’s good for your tour is beneficial for all: be sure to spread the word about the Cape Cod Hydrangea Festival to your out-of-town friends, family and through your social networks.

www.CapeCodHydrangeaFest.com