



## CA School Garden Coalition Communications Toolkit Amplify the Movement for School Gardens

### Communication Toolkit:

This toolkit is designed to help spread the word about the SB 341, the CA School Garden Coalition, and invite others to join our mission. Below are sample messages and resources to share with your network. Feel free to tailor them to fit your audience and communication style.

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### Talking Points for [SB 341](#)

1. **Expanding Hands-On Learning** – SB 341 lays the foundation for all students to benefit from instructional school gardens, [improving](#) academics, health and nutrition, career pathways, environmental literacy, and more.
  2. **Building a Plan for Sustainable Funding** – The bill restarts and begins the process to update California's [Instructional School Garden Program](#) (ISGP), which went unfunded and unused during the Great Recession and COVID-19 pandemic, creating a [phased-approach](#) for long-term funding and implementation.
  3. **Addressing Inequities** – Only about [9%](#) of school gardens are actively used, mostly in high-income districts with private funding. SB 341 sets the stage for equitable access statewide.
  4. **Cost-Effective First Step** – Requires only a 5% FTE workload from the California Department of Food and Agriculture to establish a working group and develop a plan, making it a low-cost, high-impact investment.
  5. **Bipartisan and Education Leadership Support** – Led by Senator Sasha Renée Pérez (D-Alhambra) with coauthors Senator Rosilicie Ochoa Bogh (R-Yucaipa) and Senator Susan Rubio (D-Baldwin Park). SB 341 is [1 of 41](#) California bills with bipartisan co-authors (of 2,278 bills introduced this session)
  6. **Statewide Benefits** – A phased approach could reach [1 million students](#) within three years for about [0.5%](#) of the state's per-student base funding.
  7. **Take Action** – Help pass SB 341! [Sign on](#), share, and join our movement for hands-on, outdoor learning in every California school.
  8. **Background** - The unused, unfunded ISGP [previously](#) issued some \$2,500 grants to schools for building school gardens. SB 341 calls for the inclusion of **instruction and maintenance** to ensure longevity of educational garden programs.
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## Email Templates

### Email Template: Request SB 341 **Letter of Support Sign on**

**Subject:** Support SB 341: 1st Step Toward School Garden-Based Education for All

Dear [Recipient's Name],

On behalf of the [CA School Garden Coalition](#), I am inviting you to sign on in support of [SB 341](#), a bill that takes a critical first step to update and expand California's [Instructional School Garden Program](#) (ISGP) to include instruction and maintenance so all California students can have ongoing access to garden-based learning.

#### Why SB 341 Matters:

- The unused, unfunded ISGP [previously](#) issued some \$2,500 grants to schools for building school gardens. SB 341 calls for the inclusion of **instruction and maintenance** to ensure longevity of educational garden programs.
- Despite broad [support](#) for garden-based education and proven academic, health, and environmental [benefits](#), the vast majority of **school gardens remain unused** due to a lack of dedicated funding for instructional programs and maintenance.
- Only about **9% of school gardens** are actively used for instruction, mostly in higher-income districts where parents typically raise private funds in addition to grants.
- SB 341 **does not provide direct funding** but **creates a [phased plan](#)** to bring instructional school gardens to more schools statewide.
- This bill is a **cost-effective first step** (5% FTE) toward long-term program sustainability and equitable access to hands-on learning.

✓ [Read and sign the letter](#)

✓ [Share this email](#) with your network and help grow support!

**Deadline: March 12, 2025**

Contact the coalition leadership team for questions:  
[ca-school-garden-leads@growingtogetherprojects.org](mailto:ca-school-garden-leads@growingtogetherprojects.org)

Thank you for your commitment to garden-based learning, environmental literacy, and student well-being!

All the best,

[Your Name]

[\[Attachment\]](#)

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## Email Template: Request **Advocacy Day Participation**

### **Subject: Join Us for Advocacy Day – Support School Gardens!**

Dear [Recipient's Name],

On April 9, 2025, the [CA School Garden Coalition](#) is hosting an [Advocacy Day](#) in Sacramento to bring together educators, students, and advocates from across California to meet with legislators to champion school gardens by raising awareness for [SB 341](#), in addition to other critical outdoor learning efforts!

#### **SB 341**

SB 341 takes a critical [first step](#) in restarting and expanding California's unused, unfunded [Instructional School Garden Program](#) (ISGP) to include instruction and maintenance, so when future funding is available, school districts can integrate garden-based learning into the curriculum, fostering the next generation of environmentally literate, engaged, and thriving students.

#### **Why Participate in the Advocacy Day?**



**Make Your Voice Heard:** Meet with your representatives to champion school garden programs.



**Connect with Advocates:** Join students, teachers, and supporters from across California.



**Be Part of the Movement:** Help build momentum for legislation that ensures all students have access to hands-on, outdoor learning opportunities.

#### **What to Expect**

We'll support you every step of the way! Once you sign up, we'll provide:

1. Guidance on scheduling your legislative meetings
2. Talking points, advocacy packets, and a short training as needed
3. Regional cohorts for small-group meetings
4. A fundraising [toolkit](#) for travel support

[Register today](#) and help shape the future of garden-based education!

Best,

[Your Name]

[\[Attachment\]](#)

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## Email Template: Request **Both** SB 341 Letter of Support Sign on & Advocacy Day Participation

### Subject: Support SB 341 & Join Us for Advocacy Day!

Dear [Recipient's Name],

The [CA School Garden Coalition](#) invites you to take action in two key ways to support garden-based education:




**1. Sign on to support SB 341** – This bill is the first step toward expanding California's [Instructional School Garden Program](#) (ISGP) to ensure all students have access to hands-on, outdoor learning. Despite broad [support](#) and proven [benefits](#), most school gardens remain [unused](#) due to a lack of dedicated funding for instruction and maintenance. [SB 341](#) creates a [phased plan](#) to change that.

✓ [Read and sign the SB 341 Letter of Support](#)

**Deadline: March 12, 2025**

**2. Join us for [Advocacy Day](#) on April 9, 2025** – We're bringing together educators, students, and advocates in Sacramento to meet with legislators and champion [SB 341](#) alongside other key outdoor learning initiatives. This is an incredible opportunity for students to experience civic engagement firsthand and for advocates to help shape policy. We'll provide everything you need, including meeting guidance, talking points, advocacy packets, and a fundraising toolkit for travel support (see [resource](#)).

### Why Get Involved?

-  Ensure all students have access to school garden programs
-  Connect with fellow advocates and educators across California
-  Make a lasting impact on outdoor learning policies

✓ [Register for Advocacy Day](#)

Please share this with your networks to help grow our movement! For questions, contact the coalition: [ca-school-garden-leads@growingtogetherprojects.org](mailto:ca-school-garden-leads@growingtogetherprojects.org).

Thank you for your commitment to garden-based learning, environmental literacy, and student well-being!

Best,

[Your Name]

[\[Attachment 1\]](#)

[\[Attachment 2\]](#)

## Social Media Toolkit for SB 341

Use these **sample posts** to raise awareness and encourage sign-ons! Feel free to customize for your audience.

### Twitter/X

✓ **Support hands-on learning!** SB 341 lays the groundwork for **equitable garden-based education** in CA schools. Sign on to support today! [rb.gy/1llv4q](https://rb.gy/1llv4q) #SB341 #CASchoolGardens #EnvironmentalEducation 🌱

### Instagram/Facebook/LinkedIn

📣 **CALL TO ACTION: SUPPORT SB 341!** 🌱

SB 341 takes a critical first step in reviving and expanding California's **Instructional School Garden Program** to ensure **all students** can access garden-based learning. **SB 341 creates the framework for future investments** in garden-based education. With **equitable access, hands-on learning, and a plan for sustainable funding**, we can build a future where every student benefits from outdoor learning! 🌍🍏

✓ Sign on to our **Letter of Support**: [rb.gy/1llv4q](https://rb.gy/1llv4q)  
#SB341 #CASchoolGardens #EnvironmentalLiteracy

### Senator Sasha Renée Pérez (D-Alhambra):

- **Twitter/X:** @SashaReneePerez
- **Instagram:** @senatorsrp
- **Facebook:** [Sasha Renée Pérez](#)

### Senator Rosilicie Ochoa Bogh (R-Yucaipa):

- **Twitter/X:** @Rosilicie

### Senator Susan Rubio (D-Baldwin Park):

- **Twitter/X:** @SenSusanRubio
- **Instagram:** [@sensusanrubio](#)

### Infographics:

1. SB341 Flier: download [here](#)
2. SB 341 Shortened Flier for social: [download here](#)

### Final Notes

THANK YOU for being part of this movement!

## Support SB 341!

A First Step for School Garden-Based Education



### Problem

- 91% of school gardens remain unused due to lack of funding for instruction & maintenance.
- Most active school gardens are in higher-income districts with private fundraising.
- California's Instructional School Garden Program (ISGP), which went unfunded and unused during the Great Recession and COVID-19 pandemic.
- Kids and teachers are not accessing the many academic, health, & developmental benefits of garden-based learning



### Solution: SB 341

- Creates a statewide plan for expanding instructional school gardens.
- Lays the foundation for sustainable funding.
- Ensures equitable access to garden-based education for all students.
- Supports Career Technical Education (CTE), preparing students for careers in agriculture, environmental sciences, and nutrition.


### How You Can Help!

- ✂ Sign the SB 341 Letter of Support: [rb.gy/1llv4q](https://rb.gy/1llv4q)
- ✂ Share this with your network



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A First Step for School Garden-Based Education



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