

## Tribe Building 101

### Debra Prinzing

#### **What is Your Mission? What is Essential to You and Your Brand?**

*In order to find the single thing where we can make our absolutely highest point of contribution to the world, Greg McKeown, author of the NYT bestselling book Essentialism: The Disciplined Pursuit of Less, suggests asking ourselves three questions:*

#### ***What am I deeply passionate about?***

#### ***What taps my talent?***

*and*

#### ***What meets a significant need in the world?***

*We aren't looking for a plethora of good things to do. We are looking for **the one** where we can make our absolutely highest point of contribution.*

For me the answers are simple:

- I am deeply passionate about promoting and saving American flowers.
- I believe this cause meets a significant need that impacts the lives and livelihoods of tens of thousands of flower farmers, their families and their employees, not to mention tens of thousands of professional floral designers whose work and success relies on American grown flowers.
- And I believe that this Slow Flowers Movement taps my talent for advocacy, education, communication and motivation. It is an honor and a privilege to undertake this cause.

**Who else Cares? That's Your Tribe.** Who are they? What is their lifestyle? Where do they live? What are they passionate about?

**Narrow and Focused:** The more boxes checked, the more loyal and engaged a Tribe member is.

#### **What is your Call to Action?**

- Take a Pledge
- Join the Community
- Promote the Cause
- Use the logo, graphics and collateral to self-promote
- Hashtag engagement = Metrics

**Ways to Engage and Enliven the Tribe:**

- Membership Web site
- Join a Community on FB
- Be a Hub for Networking and Connections
- Participate in Events and Campaigns
- PR Opportunities
- Highlight their stories (Localize/Regionalize) \*People want to be recognized

**Monetize It!**

- Access. Slow Flowers LLC is a multimedia company with 2 web sites, an online directory, a weekly Podcast, an online magazine and a national consumer campaign.
- Subscription Fee/Dues (NPR model!)
- Participation Incentives (ie, *member discounts; exclusive first-chance tickets or opportunities*)
- Sponsors and Advertisers (those Metrics again – know your numbers)

**What is YOUR Essential? And How can you deploy it to make the world a better place?****Resources:**

Slowflowers.com

DebraPrinzing.com (Podcast resides here)

Americanflowersweek.com

Slowflowersjournal.com

**Tools I use:**

Word Press for web sites

EDirectory for Slowflowers.com

Robly.com for digital newsletters

Event Bright for event management/registration

Survey Monkey for post-event and annual surveys

Keyhole.co for Twitter/Instagram Metrics

Libsyn.com for Podcasting

**Social Media:**

Facebook: You can now LINK Pages & Groups [ie, Slow Flowers (Page) with The Slow Flowers Community (Group)]

Twitter & Instagram:

@dkprinzing for personal/garden

@myslowflowers for floral/Slow Flowers





## **Tribe-Building 101**

### ***The Power of Community***

#### **Nan Sterman**

In October 2015, I founded San Diego Gardener Facebook page to create a space for gardeners, newbie gardeners, and everyone else to ask questions about gardening in San Diego's unusual Mediterranean climate. As of mid July 2017, the group was nearly 3,000 people with a constant chatter. We receive between 10 and 20 join requests from potential members daily. Today's talk covers lessons learned about creating a strong community on Facebook.

- Personal mission drives the community mission
- Define the target audience
- Small group vs. large group
- Clear criteria for membership, with the opportunity for interesting exceptions
- Attract the target audience
- Outreach and promotion
- Management – the need for a deputy (or two)
- Keep the discussion “real” and keep it interesting
- Group resources
- Going beyond the virtual – making real connections
- Demographics
- Community connections

- Group unity and loyalty
- Metrics and measurements of success
- Monetizing the group?
- Tangible and intangible benefits.

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**About Nan Serman:**

California native Nan Serman produces and hosts *A Growing Passion*, the award-winning TV show that airs on public television in San Diego and is posted online at [AGrowingPassion.com](http://AGrowingPassion.com). Find Nan's how-to garden videos on YouTube at [bit.ly/1RE3dC2](http://bit.ly/1RE3dC2).

Nan's books include *California Gardener's Guide vol II*, *Waterwise Plants for the Southwest* and the upcoming *Hot Colors, Dry Garden* (Spring 2018).

Nan has written for publications such as *Better Homes and Gardens*, *Sunset*, *Organic Gardening*, *the Los Angeles Times*. She has a monthly column in the San Diego Union Tribune.

Nan writes, speaks, and teaches about low water, sustainable, and edible gardening, especially for arid and Mediterranean climates. She designs gardens, too.

**Social media:**

Facebook: Nan Serman, A Growing Passion, and San Diego Gardener pages

Instagram: @AGrowingPassion

Twitter: @NanGrowsGardens

Blog: [www.AGrowingPassion.com](http://www.AGrowingPassion.com)

*Visit the World's Gardens with Nan Serman  
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For information, contact Nan at [info@PlantSoup.com](mailto:info@PlantSoup.com)