



## Booklet Editor, Dorset (Volunteer vacancy)

The National Garden Scheme, which raises funds for nursing and health related charities, is run by county teams supported by a national Head Office. One member of the Dorset County team is responsible for overseeing the creation and distribution of the county booklet and a new person is being sought for that role.

The annual booklet is key to the success of the county effort as it contains details of all garden openings as well as some advertisements and photographs.

The Booklet Editor is responsible for:-

**Covering the cost of production by the sale of advertising.** In 2021 fifteen advertisers supported our booklet. Each year we look for repeat advertising and new advertisers so that sales cover the cost of printing.

Advertising is undoubtedly good value because:-

- We are not looking to make a profit so the rates are lower than commercial advertising rates.
- No other Dorset Garden/ county magazine has a print run of over 50,000.
- No other publication is retained for an entire year.

### **Timing**

- Full guidance notes from National Garden Scheme Head Office end August. HO will be helpful throughout.
- Contacting advertisers mid-November.
- New artwork requested by mid-December.
- A rough plan of any layout requests to the National Garden Scheme graphic designer end Dec/early Jan.
- All the garden details and the map are provided by HO.
- Our graphic designer assembles advertisements, photos and advertisements.
- Check proofs with county organiser in early Jan.
- Printed copies by end January.

**Advertisers and prices.** A detailed list of advertisers and costs and other help will be provided by the retiring booklet coordinator.

**Sending material to the graphic designer.** Any means of indicating preferences is acceptable. It does not have to be a detailed page by page paste up.

**Other content.** Photographs for the cover and to fill the gaps within the text are provided by the county organiser and also snippets of text to act as fillers that highlight particular aspects of the National Garden Scheme's activities.

**Quantity.** This is reviewed with the county team every year. It currently stands at 50,000 which has proved to be just about right for the last few years. About two thirds of the booklets will reach all the important outlets by April. The balance will drift out through the summer as top ups.

**Invoices** to the advertisers are raised by the head office accountant to whom payments will be sent. So they just need a list when everything is complete.

**Distribution.** Currently booklets will be sent out by the printer's courier to about 6 people all over the county. They then look after distribution to garden centres, shops, caravan parks etc in their area. The county organiser will help with this. The booklet coordinator may occasionally be approached by an outlet requiring more copies. Pass the request to the local volunteer. If they no longer have copies then a courier may be necessary.

**Team meetings.** These are held once yearly pre-Christmas. In March there is a south west regional meeting in which national results and further updates are discussed.

Help will be available!

If you are interested, please contact Alison Wright, Dorset County Organiser, email: [alison.wright@ngs.org.uk](mailto:alison.wright@ngs.org.uk) or tel: 01935 83652 or 07538 385350.