



Danielle Gardner <danielle.gardner@snc.edu>

## Giving Bracket Draft

7 messages

**Katie Hopkins (Google Docs)** <d+MTEwNzM3NDA3OTI5ODQyNjAyMDQz-MTEwOTgxODY3NDM3NDkyMTI4ODI5@docs.google.com>  
Reply-To: No Reply <d+noreply@docs.google.com>  
To: danielle.gardner@snc.edu

Tue, Oct 17, 2017 at 11:14 PM

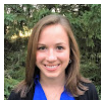
Katie Hopkins added comments to [Giving Bracket Draft](#)

New

3 comments

New

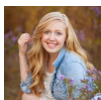
### Comments



**Danielle Gardner**

Donations of Goods or Services

what type of goods/services would be useful?



**Katie Hopkins**

I think we could keep this more general, like if a corporate sponsor is interested in donating goods instead of money, we will take it and still give them some incentives. I don't think we'll need to utilize this, but i thought it would be a good section to have for BCCG to use

Reply

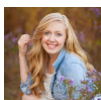
Open



**Danielle Gardner**

One-Time Donations

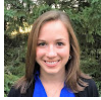
should we have levels of monetary donations here like they did in DM?



**Katie Hopkins**

Yes! I didn't get a chance to finish the draft because my brother came home to visit, but I have some time before class tomorrow. I wasn't sure what kind of levels we should have either...

Reply Open



**Danielle Gardner**

List Services they provide

were you thinking like:  
-affordable gardening plots  
-food stability  
etc.  
or like more concrete services?



**Katie Hopkins**

I guess a mixture?

Reply Open

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**Abigail McIntyre (Google Docs)** <d+MTEwNzM3NDA3OTI5ODQyNjAyMDQz-MTA4NjMyNzE0TEzODQ3NlxMTQz@docs.google.com>  
Reply-To: No Reply <d+noreply@docs.google.com>  
To: danielle.gardner@snc.edu

Wed, Oct 18, 2017 at 11:10 AM

Abigail McIntyre added comments to [Giving Bracket Draft](#)

New  
2 comments

New

Comments



**Danielle Gardner**

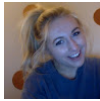
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**Abigail McIntyre**

do you know the logistics behind this/ where to find them? Like what the incentives are???

Reply

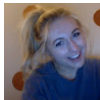
Open



**Danielle Gardner**

If you work for a company that offers to match the gifts that current or retired employees make to non-profit organizations, you could double, or in some cases, triple the amount of your contribution. Check with the human resources department at your company to determine if they have a gift matching program.

I grabbed this directly off of Botanical Gardens website



**Abigail McIntyre**

Awesome!

Reply

Open

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Reply-To: No Reply <d+noreply@docs.google.com>  
To: danielle.gardner@snc.edu

Wed, Oct 25, 2017 at 11:29 AM

Abigail McIntyre added comments to [Giving Bracket Draft](#)

New  
2 comments

Resolved  
2 comments

New

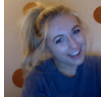
Comments



**Danielle Gardner**

The goal of this drive is to reach \$10,000, the amount needed to open up an endowment account.

added this-is it necessary? or should we talk about it somewhere else?

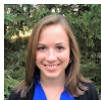


**Abigail McIntyre**

I think it fits here

Reply

Open



**Danielle Gardner**

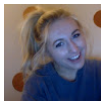
This Friends of the Community Garden Fund requires \$1,000,000. Lofty of a goal as this may be, we believe that with your help, we can reach this goal and continue to thrive

just added this. feel free to change wording, but i felt that we needed to say how much \$ we needed. does anyone have the statistic for how much money is left to be raised?



**Danielle Gardner**

Well i found the amount from the syllabus-\$7865-but that is towards the \$10,000. I added the \$10,000 goal below.



**Abigail McIntyre**

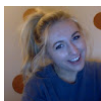
looks great

Reply

Open

Resolved

Comments



**Abigail McIntyre**

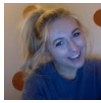
Brainstorming:

this is for the vision statement, right?



**Danielle Gardner**

no



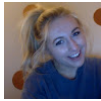
**Abigail McIntyre**  
*Marked as resolved*

Reply

Open



**Danielle Gardner**  
account with the Greater Green Bay Community Foundation  
added this from the syllabus



**Abigail McIntyre**  
*Marked as resolved*

Reply

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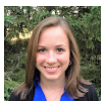
Wed, Oct 25, 2017 at 12:05 PM

Katie Hopkins resolved comments in [Giving Bracket Draft](#)

Resolved  
2 comments

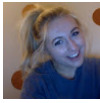
Resolved

Comments



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**Abigail McIntyre**

I think it fits here



**Katie Hopkins**

*Marked as resolved*

Reply

Open



**Danielle Gardner**

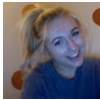
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**Abigail McIntyre**

looks great



**Katie Hopkins**

*Marked as resolved*

Reply

Open

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**Katie Hopkins (Google Docs)** <d+MTEwNzM3NDA3OTI5ODQyNjAyMDQz-MTEwOTgxODY3NDM3NDkyMTI4ODI5@docs.google.com>  
Reply-To: No Reply <d+noreply@docs.google.com>  
To: danielle.gardner@snc.edu

Sun, Oct 29, 2017 at  
10:38 PM

Katie Hopkins added comments to [Giving Bracket Draft](#)

New  
6 comments

New

## Comments



**Danielle Gardner**

Once-per-week social media shout-out via BCCG's Facebook and Twitter platforms through Giving Tuesday

is this even an incentive for individual donors?



**Katie Hopkins**

Hmm, I'm not sure that an individual would necessarily want that, but we could say that they will be mentioned in announcements for upcoming Giving Tuesday events (and then do it for the SNC ones)

Reply

Open



**Danielle Gardner**

Your name permanently placed on the BCCG website

is there a certain section we can say? Like "your name permanently placed in the thank you section of the BCCG website"



**Katie Hopkins**

Yeah we could say a "sponsors and major donors section" ?

Reply

Open



**Danielle Gardner**

You will be entered to win a raffle prize at FCG Giving Tuesday event

is this something we can promise?



**Katie Hopkins**

I would think so!

[Reply](#)[Open](#)**Danielle Gardner**

one

or more??

**Katie Hopkins**

True, I guess they could do In kind and monetary

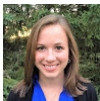
[Reply](#)[Open](#)**Danielle Gardner**

through Giving Tuesday

what do you mean by this phrase?

**Katie Hopkins**

One social media shout out per week through the week of Giving Tuesday. Is the wording too confusing?

[Reply](#)[Open](#)**Danielle Gardner**

Sponsorship Packages:

I have an idea...I don't know how feasible it is, but could we make another tier in this section, w/ a lot of money, and then make them a BCCG "partner?" I saw this section on BCCG's website, and I think it would be cool to incorporate that. This may not work, and that's fine!

**Danielle Gardner**+[katie.hopkins@snc.edu](mailto:katie.hopkins@snc.edu)**Katie Hopkins**

I like the idea, lets see what [drew.scheler@snc.edu](mailto:drew.scheler@snc.edu) thinks on monday. The problem would be coming up with more incentives.

[Reply](#)[Open](#)



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**Google Docs** <d+MTEwNzM3NDA3OTI5ODQyNjAyMDQz@docs.google.com>  
 Reply-To: No Reply <d+noreply@docs.google.com>  
 To: danielle.gardner@snc.edu

Mon, Oct 30, 2017 at 11:45 AM

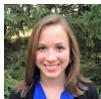
Drew Scheler and Abigail McIntyre added comments to [Giving Bracket Draft](#)

New

7 comments

New

### Comments



**Danielle Gardner**

one

or more??



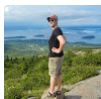
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True, I guess they could do In kind and monetary



**Danielle Gardner**

that's sort of what I was thinking, but that'd be unlikely, so we could leave it!

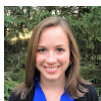


**Drew Scheler**

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Reply

Open



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**Katie Hopkins**

Yeah we could say a "sponsors and major donors section" ?



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**Drew Scheler**

AHA. Yes. But I'd say a permanent mention on the FGC website, which Beth will manage for the moment.

Reply

Open



**Danielle Gardner**

Sponsorship Packages:

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+[katie.hopkins@snc.edu](mailto:katie.hopkins@snc.edu)



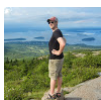
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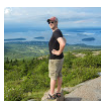
**Danielle Gardner**

true, we can see!



**Drew Scheler**

Okay, this is great. Yes. All sponsors will have their logo on the FCG website—not the BCCG website— through the fundraiser. All seed, sprout, and garden "major donors" will have the same. All Harvest and Cornucopia "major donors" will have permanent recognition on the FCG website.



**Drew Scheler**

Note, importantly, that BCCG will have its major sponsors/partners. What we're aiming to do is grow a new set for the cause: FCG,

Reply

Open



**Danielle Gardner**

[what is the growing season??

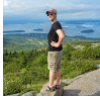
need info



**Danielle Gardner**



+[drew.scheler@snc.edu](mailto:drew.scheler@snc.edu)

**Drew Scheler**

We're actually thinking about fully donating property to the FCG—not just letting FCG use the space. The incentive here is to guarantee permanent community gardens in our area, which is something that BCCG is unable to do.

Reply

Open

**Danielle Gardner**

In return, if you would like, BCCG would promise to maintain your land during the off-season

can we promise this? if not, what can we promise these people?

**Danielle Gardner**

+[drew.scheler@snc.edu](mailto:drew.scheler@snc.edu)

**Drew Scheler**

We can't promise this. I'd actually cut the incentive down to naming the land as an "conversation." Not everyone will want their name attached to a garden, but we'd be happy to consider it!

Reply

Open

**Danielle Gardner**

through Giving Tuesday

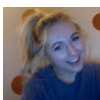
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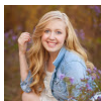
ooohhhh I see...could you maybe add through the week of Giving Tuesday?

**Abigail McIntyre**

good idea:)

Reply

Open



**Katie Hopkins**

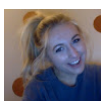
By donating to the Friends of the Community Gardens Fund, you will be aiding in the creation of a better world through a mutually beneficial partnership. With your support, not only will Brown County become a greener place, but you will also benefit from our many methods of gratitude. There are many options to donate, so please choose the method that best fits for you!–

could add that stat about 1 dollar turns into an output of around 5 when donated to the program.



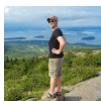
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true, but is [+abigail.mcintyre@snc.edu](mailto:abigail.mcintyre@snc.edu) including this in the cover letter? if so, should i repeat it?



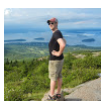
**Abigail McIntyre**

not in the cover letter. go for it



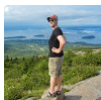
**Drew Scheler**

Could be in both! Be specific about the figure in the white paper. Also, make it clear that this is an "estimated" value in produce. It doesn't take into consideration the value of the property.



**Drew Scheler**

So, yes, put it here!



**Drew Scheler**

And in the cover letter!

Reply

Open

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**Google Docs** <d+MTEwNzM3NDA3OTI5ODQyNjAyMDQz@docs.google.com>  
Reply-To: No Reply <d+noreply@docs.google.com>  
To: danielle.gardner@snc.edu

Mon, Oct 30, 2017 at 2:18 PM

Abigail McIntyre and Katie Hopkins added comments to [Giving Bracket Draft](#)

New

Resolved

NEW

1 comment

RESOLVED

1 comment

New

Comments



**Katie Hopkins**

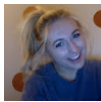
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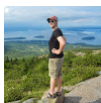
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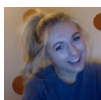
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**Abigail McIntyre**

kk

Reply

Open

Resolved

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one  
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