

Let us know what works best! We look forward to hearing back from you. Thanks for your consideration!

Drew Scheler  
Director of Writing Across the Curriculum  
St. Norbert College

---

**Danielle Gardner** <danielle.gardner@snc.edu>

Wed, Oct 11, 2017 at 2:40 PM

To: Drew Scheler <drew.scheler@snc.edu>

Cc: Katie Hopkins <katie.hopkins@snc.edu>, Abigail McIntyre <abigail.mcintyre@snc.edu>

Hi Dr. Scheler!

Sounds great! Here is our attachment for the application for Save the Bag Program Please. We have the paper portion for Friday. We can bring a copy of the attachment on Friday.

Thank you for emailing Matt!

Danielle

Katie

Abigail

[Quoted text hidden]

--

Danielle Gardner

St. Norbert College '18

[danielle.gardner@snc.edu](mailto:danielle.gardner@snc.edu)

262-229-5257



**Skip the Bag Program Please Application.pdf**

278K

---

**Drew Scheler** <drew.scheler@snc.edu>

Wed, Oct 11, 2017 at 4:24 PM

To: Danielle Gardner <danielle.gardner@snc.edu>

Cc: Katie Hopkins <katie.hopkins@snc.edu>, Abigail McIntyre <abigail.mcintyre@snc.edu>

This is wonderful. Thanks for your great work!

I have a few points of feedback that would lend just a \*bit\* more polish to the document, if you have time to add them:

1) There are a couple different fonts/colors going on. We don't have a style sheet yet, but the what it will be for, when we have. If you can take a moment to make all the text black, helvetica neue (light). That would lend a bit of polish to the whole. I usually use Pages, so if you don't have Pages or can't do this in MS Word, let me know and I can fix it up quick.

1b) Also: the draft here seems to be missing a space between paragraphs.

2) The table here consolidates a good bit of information, which is economical. However, you might add a bit of text to clarify what it is we're looking at this is a survey from a sample of gardeners. It's also missing the prompt: "As a result of participating in this program, I..." Look again at the White Paper to consider how this framing might look, but don't be a slave to it.

3) You have some white space on the 2nd-page fact sheet. While you shouldn't be afraid of white space (in terms of design), you should be careful not to miss the opportunity to communicate something with that unused space. I'd flesh out that bulleted list with further facts. This work is crucially important: what facts would compel this organization to donate its hard-earned money to our endowment project?

4) Another thing you might consider adding to the letter (which we'll talk about in the next couple days): this endowment has a name: the "Friends of the Community Garden Fund." You may or may not want to include that. But probably more important for our purposes is this fact--that this endowment will be managed by the Greater Green Bay Community Foundation, who are well-known in the area for organizing and coordinating nonprofit work. Waseda will probably be happy to know that a trustworthy organization like this will ultimately be in charge of managing their donated money.

In general, though, this is great work--work, I hope, that's got your brains moving about the sponsorship packet. More to come on that.

Best,  
Drew

[Quoted text hidden]

---

**Drew Scheler** <drew.scheler@snc.edu>

Wed, Oct 11, 2017 at 5:17 PM

To: Danielle Gardner <danielle.gardner@snc.edu>

Cc: Katie Hopkins <katie.hopkins@snc.edu>, Abigail McIntyre <abigail.mcintyre@snc.edu>

Whoops. my grammar fell apart because I was writing in too much of a hurry. Corrections below.

-----  
1) There are a couple different fonts/colors going on. We don't have a style sheet **yet, but that's what it will be for, when we have it**. If you can take a moment to make all the text black, helvetica neue (light). That would lend a bit of polish to the whole. I usually use Pages, so if you don't have Pages or can't do this in MS Word, let me know and I can fix it up quick.

2) The table here consolidates a good bit of information, which is economical. However, you might add a bit of text to clarify what it is we're **looking at**. **This** is a survey from a sample of gardeners in 2016. It's also missing the prompt that makes sense of the agree/disagree choices: "As a result of participating in this program, I...." Look again at the White Paper to consider how this framing might look, but don't be a slave to it.

[Quoted text hidden]

---

**Danielle Gardner** <danielle.gardner@snc.edu>

Wed, Oct 11, 2017 at 6:23 PM

To: Drew Scheler <drew.scheler@snc.edu>

Cc: Katie Hopkins <katie.hopkins@snc.edu>, Abigail McIntyre <abigail.mcintyre@snc.edu>

Hi Dr. Scheler,

Here is the updated version. We decided to stick with Microsoft Word if that is ok. We exported it to a PDF because that ensures that it will print as it appears. However, if you feel that you would like to make your own revisions, we will attach the Microsoft document as well!

Thank you for your input,

Danielle

Katie

Abigail

[Quoted text hidden]

---

## 2 attachments



**Skip the Bag Program Please Application.docx**

1165K



**Skip the Bag Program Please Application.pdf**

284K

---

**Drew Scheler** <drew.scheler@snc.edu>

Thu, Oct 12, 2017 at 8:36 AM

To: Danielle Gardner <danielle.gardner@snc.edu>

Cc: Katie Hopkins <katie.hopkins@snc.edu>, Abigail McIntyre <abigail.mcintyre@snc.edu>

Be still my beating heart. This is great work. Two small comments for your consideration:

-I see you added some more facts to the second page, which is great. However, one of those might not be very compelling: the "I spent less money on food" survey response. Remember: Waseda has an (admirable) local food mission, but it's still a business. It wants people to spend MORE money on food at the end of the day, not less. The stat you included suggests that BCCG is working AGAINST Waseda's interests, not FOR them. This is untrue, of course. Any local investment in local food systems benefits everyone involved with local food.

-I think there's potential to grow this relationship/partnership beyond the Skip the Bag Please program. I might add a bit of language at the end that suggests that we'd be excited to partner with Waseda as part of a larger Giving Tuesday donation drive.

If you want to revise any further, send along a new copy by tomorrow morning. I'll see if I can't get it all into the same font and print out a nice copy for class on Friday. I plan to go over to Waseda after class tomorrow to drop off the letter. One or all of you are welcome to join me. I can't guarantee that Matt will be there (I haven't heard back from him), but I think a face-to-face meeting might help us build a relationship with Waseda that would extend beyond this first request.

Oh, and someone might start thinking about a thank-you letter if/when Waseda accepts our application (which sounds likely!)

Finally: I don't want to sound nit-picky with my layers and layers of comments. But professional writing, because it's usually short, needs to be tight as possible.

Great work!  
Drew

[Quoted text hidden]

---

**Danielle Gardner** <danielle.gardner@snc.edu>  
To: Drew Scheler <drew.scheler@snc.edu>  
Cc: Katie Hopkins <katie.hopkins@snc.edu>, Abigail McIntyre <abigail.mcintyre@snc.edu>

Fri, Oct 13, 2017 at 10:25 AM

Dr. Scheler,  
So you don't have to search the document again, I only made 2 revisions. I took out the "...spent less money on food" stat, but I left in the "found it easier to provide food for their family" stat. Is that ok, or should we find a different stat? Also, I added a sentence before our thank you sentence that says "We anticipate with excitement future collaborations between our similarly oriented programs." Is that ok?  
Thank you for your help!

[Quoted text hidden]

---

## 2 attachments

 **Skip the Bag Program Please Application.docx**  
1166K

 **Skip the Bag Program Please Application.pdf**  
282K

---

**Drew Scheler** <drew.scheler@snc.edu>  
To: Danielle Gardner <danielle.gardner@snc.edu>  
Cc: Katie Hopkins <katie.hopkins@snc.edu>, Abigail McIntyre <abigail.mcintyre@snc.edu>

Fri, Oct 13, 2017 at 10:30 AM

This is great!!!! I'm really impressed with all your work on this.

I let Matt know that I will be dropping off these materials directly after class. I'd love to have one/some/all of you join me!

One last detail: We'll still need to fill out the form that they have, which I passed along to you. Do you still have that? If not, I'll try to grab another copy before class. Filling that out shouldn't take long. For the long part, we can just write "see attached."

[Quoted text hidden]

---

**Danielle Gardner** <danielle.gardner@snc.edu>  
To: Drew Scheler <drew.scheler@snc.edu>

Fri, Oct 13, 2017 at 10:33 AM

Ok great! I'm glad you like the changes. I do still have the sheet, and it's mostly filled out, I just have a couple questions on a few of the blanks. I was just going to clarify before class!

[Quoted text hidden]

[Quoted text hidden]

---

**Drew Scheler** <drew.scheler@snc.edu>  
To: Danielle Gardner <danielle.gardner@snc.edu>

Fri, Oct 13, 2017 at 10:35 AM

Perfect! You rock.

[Quoted text hidden]

---

**Katie Hopkins** <katie.hopkins@snc.edu> Fri, Oct 13, 2017 at 10:44 AM  
To: Drew Scheler <drew.scheler@snc.edu>  
Cc: Danielle Gardner <danielle.gardner@snc.edu>, Abigail McIntyre <abigail.mcintyre@snc.edu>

We still have the form! Danielle held onto it for us.

[Quoted text hidden]

---

**Drew Scheler** <drew.scheler@snc.edu> Fri, Oct 13, 2017 at 11:46 AM  
To: Katie Hopkins <katie.hopkins@snc.edu>  
Cc: Danielle Gardner <danielle.gardner@snc.edu>, Abigail McIntyre <abigail.mcintyre@snc.edu>

Just a very quick fyi:

In the process of sending this over to the print center, I made a couple VERY minor edits, just for accuracy.

-I replaced "impacts" with "programs," where it was appropriate on the second page..

-I changed ' Low-to-Middle with "low-to-moderate," which was the technical term

-I added white people to the factoid on diversity.

Thanks so much for this! I just got an email from Matt, who can only meet after 3. I have another meeting (with Margaret) that runs until 4:30 or so, which is when I'll be bringing the document over to Waseda. Thanks so much for your work on this!

[Quoted text hidden]