



Emily Boland <emily.boland@snc.edu>

Fundraising Toolbox

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To: Katherine de Guia <katherine.deguia@snc.edu>, Emily Boland <emily.boland@snc.edu>

Cc: Bethany Thier <beth.thier@gmail.com>

Hi Kathy and Emily:

I want to thank you both AGAIN (!) for your visioning leadership, and for turning our attention to the ways we can plug into co-curricular opportunities here at SNC. As a result, we quickly conceptualized a ed-and-service event combo that can immediately turn into a strong promotion for Grow a Meal initiative. (See Jasmine's letter, which just went out to student orgs, attached here).

I'm also finalizing logistics for Dale's--which is literally doing everything for the student end of the raffle. Great get for the project! Nick is an excellent sponsor.

Here, however, I'm looking to you to show the overall project vision formally in the [Fundraising toolbox](#). I haven't seen a lot of movement on that since my feedback and workshopping—which is totally fine. But I'd love to be able to link student orgs to this at the ed event on Nov 19th. In terms of timeline/deadlines, that means the following:

- A complete draft/package to me no later than Monday 11/13. Earlier better.
- All Revisions to Beth by Wednesday 11/15 for design.**
- Design complete by the end of the day on Friday 11/17.
- PDF in student orgs hands on Sunday 11/19.

ONE MAJOR CHANGE:

I consulted with Beth and Cheryl, and they insisted that the fundraising toolbox be workable for the indefinite future. That's actually the opposite of what I advised in person, so be careful here. I think a reasonable compromise is to consolidate all #GivingTuesday-specific ideas materials you have onto one single page (or a 2-sided page) that can be pulled out of the packet after this November. Think in terms of helping ALL people raising funds for for FCG—not just SNC students. That means focusing on selling community gardening more broadly.

Let me know where you're at, if you need any other help/guidance, or if you want to pull in someone else to help with this work (since you lost Sierra). You've got a great body of research and ideas to work from in pitching community gardening. If you're looking for inspiration, I'd start by looking at the [final documents](#) we already have out there. And I'd take a look at [the work the research team is doing](#), as well as the [white paper](#).

Finally, to assist this process, I'll ask that everyone (finally) follow up on your initial ask for pitches. I'll do that in-meeting tomorrow.

Thanks!

Drew

**Letter to Student Orgs.pdf**

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