

Notes from Beth:

Hi Visioning Team! Here is an outline of some writing that I feel my team could use when making their asks out there in the community. This may look a little different than the Miracle Network Fundraising Toolbox, but that's ok because we are a different organization with different needs.

A couple of comments to explain what I need below.

- 1) We could use general email text. I have to write emails about this organization all the time to explain who we are and what we are doing. I can do that quickly because I'm mired in the details everyday. My whole team, however, is not and I'd like to make that job easier for them. **We could use a condensed two paragraph version of FCG's story.** This can be used to introduce our organization to potential donors and sponsors.*
- 2) **Pitches.** Pitches are an important part of creating any ask. They have to be memorable, easy to say, and diverse enough to fit a variety of needs. I sent along (to Drew) a [Forbes article](#) that outlined five different kinds of pitches. We would love to have one of each kind, if possible.*
- 3) Thank-you letter text. The thank you is so important as you know. We say thank you via emails and letters. It would be great to have a thank you for both.*

Thanks for your work!

Needs:

Two paragraph story about FCG. (Our introduction)

Pitches

Thank You letter text in email and letter formats

Notes from Drew:

Okay, so I've set up a template in the pages that follow to help organize the final document. I'd focus on each of the three items that Beth asked for above, with some prefatory material for each section.

So, in a roundabout way, your task is to do what we'd originally discussed: look around at your visioning, others' work, and the team's published materials. Find the gold in all that there. Make it easy for FCG to provide a concise set of easy materials for their people to integrate into their own asks.

There's a lot to work with. Here are some bits of text that I've settled on for my own use:

"Grow Better Together"

"...to protect, support, and grow community gardening in our area."

Reference to "Political budgets" as part of the problem (see the infographic)

Reference to "Owning land" as a part of FCG's solution (see the sponsor packet)

"Grow" is an action I find myself using a lot

But you—and your peers—have done SO much work exploring the range of things that could be said. Mine all that work for the gold, and put together in a coherent, three-page statement. If you think of another page that can complement this work, feel free to add it!

To help, I've lent structure and text for each of the three requests Beth outlines above!

The deadline for this is giving tuesday, 11/28. However, this is definitely the kind of thing that needs to go through AT LEAST one round of feedback. I don't think getting these materials together will take you all that long; however, I DO think that it'll take a little back-and-forth to polish this language up for FCG's use moving forward. Let me know asap when you have a complete draft together!

Page 1: Introduction

Using these materials:

[Disclaimer text]

Our Story:

[Two-paragraph email text]

Page 2: Various Pitches

[introductory text here]

One Word Pitch:

[Text]

The Question Pitch:

[Text]

The Rhyming Pitch:

Grow Better Together

The Subject-Line Pitch:

[Text]

The Pixar Pitch:

[Text]

The Twitter Pitch:

Let's protect, support, and grow our community gardens.

[Any other pitches you see?]

Page 3: Thank You Letters

[introductory text]

[short version for emails and small donations]

[long version for formal mail and big donations]