

## Fundraising Toolbox

### **Using this Toolbox**

This fundraising toolbox has taken lots of the information about the FCG and boiled it down to key facts, contains a wide assortment of pitches, and has email structures for thanking donors. This toolbox is not to be taken word for word. While it is a helpful device to use as a layout and guide for sending emails and contacting people for fundraising, certain sections must be adjusted in order for it to sound sincere and engage the reader. Switch the wording and add sentences of your own to incorporate your own personality into it. This toolbox is a way to state the methods of donating as well as explaining the mission and statement of the endowment and all the partners.

### **General Introduction to FCG:**

*The following information can be used as a quick introduction to FCG and it's mission. Pieces of this information can be pulled and incorporated into emails and communications to potential donors, family, friends, etc.*

The Friends of the Community Gardens is working to protect, support, and grow community gardens in Northeast Wisconsin because the Brown County Community Gardens is limited by government funding and cannot own land. The FCG wholeheartedly believes in the bettering of the community. The gardens are strengthening the bonds and camaraderie of the community members as well as decreasing the level of food insecurity.

The FCG was just recently founded in 2017. The main objective is to create a \$1,000,000 endowment --the FCG Fund. This fund is designed to stabilize and grow community gardening in our area. The FCG was established as an establishment that can go farther than the institutions already in place such as the BCCG. Unlike the BCCG, the FCG is not limited by the government budgets and is able to own land for even more gardens.

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## **Creative Fundraising Ideas**

**Awareness Bracelets:** Create and sell a unique one for the Friends of the Community Garden Fund (FCGF)! You can find a number of companies online that sell custom silicone and plastic bracelets, including Rapid Wrist Bands and Reminder Band.

**Babysit:** offer to babysit and use your payment for a donation

**Bake Sale:** use your talents in the kitchen to make and sell baked goods to friends, family members, or neighbors

**Bar Crawl:** Get the attention of your supporters and beer lovers in your community. Plan your route ahead of time, and consider matching t-shirts for participants. Take donation buckets along to encourage other bar patrons to join in on the fun and support the Friends of the Community Garden Fund (FCGF)

**Bingo:** Everyone loves a good old-fashioned game of Bingo! Host a Bingo Night with an general fee

**Birthday:** instead of asking for presents, ask for donations

**Board Game Tournament:** Nothing like some fun, friendly competition for friends to join in on! Have people form teams and charge a general admissions fee.

**Book Swap:** Hold a book swap and charge a small amount for entry and/or per book exchanged. Talk to a local library and see if they're willing to host!

**Cans:** Collect cans in bags and when the bag is full, take them to a local recycling plant to get 5 cents per can

**Change:** collect your spare change and donate it to the Friends of the Community Garden Fund (FCGF)

**Class:** make an announcement in your classes explaining the Friends of the Community Garden Fund (FCGF) and pass around a can

**Corn Hole Tournament:** Make friends and raise money while spending a spring afternoon in the sun playing cornhole. Host it at a farmer's market or in a community garden during a sunny weekend.

**Crafts:** if you're the creative type, offer to make canvases, use your photography skills, or paint for donations

**Dare or Odds Donations:** allow your friends to dare you to do something (within reason) if they make a significant donation to the Friends of the Community Garden Fund (FCGF)

**Facebook:** have your family and friends share your fundraising link on their Facebook pages

**Fantasy Football:** Start a fantasy football team. Bets can be placed throughout the season, each one contributing to the cause.

**FitBit Challenges:** Team members pledge to walk x-amount of steps a day over a certain time frame (often a week or month) in exchange for donations

**Game Night:** organize a buy-in tournament for your favorite game (Cards Against Humanity, video games, or other board games) with friends. Get a group of 10 people and charge each person \$1 for buy in!

**Host a Marathon:** Raise money by having your supporters run for your cause. Color Runs or Bubble Runs are very popular.

**Housework:** Who wants to do laundry? What about cleaning or doing yard work? Offer to take that burden off of your friends and family for a donation to the Friends of the Community Garden Fund (FCGF)

**Incentives:** create an incentive to entice people to donate. "If I raise \$\_\_\_\_ amount, I will \_\_\_\_." (ex: make a video of you dancing/singing/jump in a pool/shave your head)

**Letter Writing:** Send out a personalized letter to friends, family, and even old professors with your fundraising link telling them about the Friends of the Community Garden Fund (FCGF) and asking them to donate

**Matching Gifts:** ask your parents and their friends if the businesses they work for will match their donations. This is an easy way to double the amount of money you receive.

**Mini Garage Sale:** host a mini garage sale and sell some items you no longer use (i.e. old speakers, a fan, etc.)

**Plato's Closet:** Clean out your closet by selling your old clothes to Plato's Closet and donating the money to the Friends of the Community Garden Fund (FCGF)

**Raffle:** Host a raffle and gain Sponsorships, In-Kind Donation, and General Sales. You can ask local businesses such as restaurants, boutiques, and salons for a venue or to donate items for the raffle.

**Skip Meals:** Use this symbolic fundraiser, "Skip a Meal," to raise funds and awareness for the Friends of the Community Garden Fund (FCGF). To amp up the funds collected, ask participants to gather sponsorships in addition to paying a small entry fee.

**Tips:** if you work at a restaurant or a bar, make the decision to donate your tips for the night to the Friends of the Community Garden Fund (FCGF)

**Twitter:** ask someone if they would sponsor you for every RT you get on a tweet for a certain period of time

**Parents Social Media Accounts:** ask your parents if they would post about the Friends of the Community Garden Fund (FCGF) or ask their friends to donate to you

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## **FCG Pitches**

*The following pitches can be used while campaigning for FCG. They can be used while speaking to people face to face or utilized over social media accounts such as Instagram, Facebook, and Twitter. They are meant to be catchy and catch the eye, enticing the audience to ask for more information.*

### **One Word Pitch:**

Grow.

### **Rhyming Pitch: (Catch Phrase)**

Grow Better Together.

If we want to grow, first we must sow.

Don't let your heart harden, support your community gardens!

Community Gardens: Knowing its worth within the earth

### **Subject Line Pitch:**

Protect, Support, and Grow Community Gardening

### **Twitter Pitch:**

Protect the Gardens. Support the Gardeners. Grow the Community. #growbettertogether

Protect and support community gardening by donating to the Friends of the Community Garden Fund. With your generosity, you can help the community grow better together!

### **Question Pitch:**

Do you know the costs of growing food?

Do you know where your food comes from?

### **Pixar Pitch:**

1. Once upon a time there was ... the Brown County Community Gardens who relied on inconsistent funding and temporary garden space, which limits their growth.
2. Every day ... BCCG would max out all of their resources to help keep the gardens open in order to empower the county residents to grow their own foods.
3. One day ... the Friends of the Community Gardens Fund was created outside of the BCCG.
4. Because of that ... FCG is not limited to changing government budgets.

5. Because of that ... FCG is able to provide food security and economic relief to families in Brown County.
  6. Until finally ... FCG will own land for permanent gardens, provide long-term funding, and increase food security for low-income individuals.
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## Email Thank You

### Thank You Text:

*The following texts are formats and outlines in order to say "Thank you" to donors. The first is to be used for smaller donations and quicker ways to acknowledge a donor's support. The second is a version that can be used for more formal letters/emails and for larger donations.*

### Informal Version

Dear **DONOR**,

Thank you so much for your recent donation of **AMOUNT** to the Friends of the Community Gardens. This valuable gift will help us protect, support, and grow the community gardens within our local area which will, in turn, grow the community itself by fostering relationships, generating trustworthiness, and building food security. Your donation will grow when put into the hands of community gardeners. We estimate that, for every \$1 spent, it will grow into \$4.74 in the community.

If you want to stay updated about our work, you can follow us on **FACEBOOK+ (provide links)**. If you would like to get in touch with us about anything, please do not hesitate to reach out at **EMAIL ADDRESS, PHONE NUMBER, ETC.** Thanks for growing better together with us!

Sincerely,

**NAME**

### Formal Version

Dear **DONOR**,

We at the Friends of the Community Gardens would love to take the time to express our gratitude for your generous donation of **AMOUNT**. This valuable gift will help us protect, support, and grow the community gardens within the Brown County. In the community, your donation will multiply by \$4.74 which means your donation will grow to **AMOUNT x \$4.74!**

\*Paragraph for specifics about what their money will be put towards or anything related to their donation and the FCG's relationship with the donor.\*

Since that beginning of the FCG, we have **RECENT ACCOMPLISHMENTS** but we still have much to do. Your donations will serve to not only provide more funding towards the gardens and the community but will help us facilitate important programs such as **PROGRAM**. \*Talk about recent plans, new programs, gardens, etc.\*

Once again, we greatly appreciate your donation and wholeheartedly admire your passion and dedication to helping us grow the community gardens. If you would like to get in touch with us about anything, please do not hesitate to reach out at **EMAIL ADDRESS, PHONE NUMBER, ETC**. For future updates on how we are growing as a result of your donations and the donations of others, follow us on **FACEBOOK+ (provide links)**. Thank you for growing better together with us!

Sincerely,  
**NAME**