

Fundraising Toolbox

Social Media (Sierra)

Facebook

Option 1: Help out your community and come donate on #GivingTuesday, November 28th to help out the Friends of the Community Fund! This is a great program that helps your community Members get together and create better produce.

Option 2: The Brown County Community Gardens is a great place to learn how to grow your veggies, and provides a space to do so! If you to believe this is great thing to have for our community, donate to help keep the program going.

Option 3: Fellow SNC students! On November 28th The FCG is having a #GivingTuesday fundraiser! Come out and donate to help your community. - @sncseniors or @sncpage

Option 4: Waseda Farms is donating a dollar to the Brown County Community Gardens every time someone skips a bag when checking out. Head on over to Waseda Farms and skip a bag to help out your community! #GiveToGrow

Option 5: If you love helping your Community, head on over to Waseda Farms throughout November and skip a bag to help fundraise the Endowment. Every time someone skips a bag at checkout, Waseda Farms will donate one dollar to the Brown County Community Gardens to help with their Endowment to keep the program going.

[...and then tag two family members]

Option 6: SNC and The Brown County Community Garden is partnering with The UW-Extension to help raise money for the start of an Endowment to continue this program. November 28, 2017 is their Giving Tuesday where they use this day to try and raise as much money as they can. They have also partnered with Waseda Farms with their Skip-a-Bag program that raises a dollar every time you skip a bag at check out. This a great way to help out your community and keep a great program going.

Twitter

Option 1: November 28th, Donate to BCCG to help your community. #GivingTuesday #GrowBetterTogether #GiveToGrow (veggie emojis)

Option 2: Head on over to Waseda Farms during the month of November and #SkipABag at checkout to donate a dollar to the Brown County Community Gardens. #GiveToGrow

Emails to Businesses (Kathy)

Small Business Email Draft:

Dear [Potential Sponsor/Donor],

As [a member/small business member owner/other official title], you may be aware that there are community gardens around the area that benefit many people within the Brown County community. As such I would like to direct your attention to the Friends of the Community Gardens (FCG).

Friends of the Community Gardens is partnered with the Brown County UW-Extension Community Gardens Program (BCCG), a nonprofit organization that works towards the creation and upkeep of community gardening. The goal of FCG is to create an endowment fund so we, as a community, can “grow better together.”

[That is why a class at St. Norbert College (SNC) has partnered with BCCG to help raise money for an endowment fund.] This fund falls under FCG. The Friends of the Community Gardens Fund’s goal is raise enough money to help the fund the continuous use and growth of the gardens.

We are currently underway with fundraising and will be hosting a fundraiser at SNC on Giving Tuesday, November 28th. I would love to further discuss the possibility of you being a potential donor and/sponsor. I can be reached directly at [phone number] or at [email addresses.]

I look forward to hearing from you soon and thank you in advance for your generosity and support for the community.

Sincerely,

[Signature]

Big Business Email Draft:

Dear [CEO/Manager/Owner, etc.]

I am emailing you on behalf of the Brown County UW-Extension Community Gardens Program (BCCG), an organization dedicated to protecting, supporting, and growing our community gardens. In order to do so, Friends of the Community Gardens (FCG) was formed. FCG is on track to become a nonprofit organization and is currently overseen by Greater Green Bay Community Foundation, a nationally accredited community foundation. The goal of FCG is to create an endowment fund to stabilize the funding needed to upkeep community gardens.

[In order to do so, students of St. Norbert College (SNC) have partnered with BCCG to host a Giving Tuesday Fundraiser on November 28th, 2017. This fundraising effort includes continuous fundraising in the days leading up to Giving Tuesday.]

As of right now, we have Waseda Farms and SNC Dale's Sports Lounge joining us as sponsors in our efforts to grow the Friends of the Community Gardens Fund (FCGF).

We are hoping that you will join us too.

By becoming one of our corporate sponsors, you will be able to provide stability to a community within Wisconsin that depends on community gardens to survive. [Insert facts about the benefits of community gardens. Include how THEY could benefit.]

For your convenience, I have attached a pdf file of the FCG Sponsorship Packet. The packet goes into further detail about our mission and includes a list of incentives and perks that your company can enjoy should you decide to become a corporate sponsor.

Thank you in advance for your time and generosity. Please don't hesitate to contact me directly at [phone number] or [email address] if you have any questions!

All the best,

[Signature]

[Printed Name]

[Other Title]

Emails to Friends and Family (Emily)

Friends

Dear FRIEND'S NAME,

My Professional Writing English class has partnered up with our local community gardens program in order to raise money for the Friends of the Community Gardens Fund. Access to healthy food is important for everybody to have and community gardens like the BCCG support and empower people to grow their own food as well as grow and maintain community gardening in our area. **[Insert a sentence about your personal connection]** Unfortunately, the funds for the gardens are unstable, which is why we are helping them meet their goal of 1 million dollars.

I know, **as college students (change)**, finding the time or money to donate can be difficult. However, we have come up with easy ways to donate through Waseda Farms' Skip-A-Bag Program. Getting groceries is a regular, if not tedious, part of most of our lives. With the Waseda Program, you will have the chance to not only check grocery shopping off your list but will also have the opportunity to donate to the gardening community! All you have to do is shop at Waseda Farms during November, choose to not use a bag for your groceries (you can bring your own extra if you want), and Waseda will donate \$1 for a bag skipped to the community gardens. **[Paragraph will have to be altered for different events after November and Giving Tuesday]**

You can also support the BCCG by donating on the Greater Green Bay Community Foundation's [website](#); even a dollar or two will help! I want to thank you so much, in advance, if you do decide to support this incredibly important cause for our local community. I appreciate the time you have taken to read this and welcome you to "Grow Better Together" with our class and community partners.

Have a wonderful day,

NAME

Family

Dear FAMILY MEMBER,

My Professional Writing English class has partnered up with our local community garden program in order to raise money for the Friends of the Community Gardens Fund. Access to healthy food is important for everybody to have and community gardens like the BCCG support and empower people to grow their own food as well as grow and maintain community gardening in our area. Unfortunately, the funds for the gardens are unstable, which is why we are helping them meet their goal of 1 millions dollars. We are setting up a variety of ways to support this important cause, culminating on Giving Tuesday, November 28th.

[Couple sentence paragraph about personal connection since family members often want to hear about why you think it is special]

In addition to Giving Tuesday, we have partnered with Waseda Farms to participate in their Skip-A-Bag Program throughout the month of November. If you are like me, finding the time to donate to a charity can be difficult. Luckily, with Waseda's program, you have the opportunity to check off your grocery shopping as well as help contribute to the BCCG! All you have to do is shop at Waseda Farms during November, choose to not use a bag for your groceries (you can bring your own if wanted), and Waseda will donate \$1 for every bag skipped to the BCCG. **[Paragraph will have to be altered for different events after November and Giving Tuesday]**

In addition to Waseda, you can also donate at the Greater Green Bay Community Foundation's [website](#); any dollar amount will help! I want to thank you so much, in advance, if you do decide to support this incredibly important cause for our local community. I am excited for you to "Grow Better Together" with our class and community partners.

Love (or something casual),

NAME