You guys are doing great with this. I'm commenting only on what I see in your drive folder: a file on email asks and a file on social media asks. SO good. I'm also super impressed that you have have a robust internal review/feedback system going. That's the right way to do this.

General Feedback, point 1:
The overall vision for this project JUST locked into place, thanks to your good work. Beth and I will present it in class today (10/27). The narrative is something like this: **BCCG and SNC are partnering to support the creation of a fund to support/maintain/grow community gardening in our area**. That fund is called the FCG Fund, which is curated/overseen by Greater Green Bay Community Foundation until FCG becomes its own 501c3. So the FUND is the cause; BCCG is our partner. That allows us to point givers to a vision of the world that supports food security and empowers people to take that security into their own hands. That makes the overall pitch something like this: "Waseda and Dales have already joined us in this project. Will you? Let's grow better together."

General Feedback, point 2:
Cut all mention of the $2135 goal. Now that we're working more closely with our community partner (thanks to the above), I think we can reasonably expect to pull in a LOT more than that. With a sponsorship packet, I trust Cheryl to raise that much in an hour. She's that good. If you need a number to point to, start with the $1,000,000 goal of the endowment that FCG is working toward. Show people we're serious. If and when we find a match donor, you can point to that as a lower level goal. For example: "Brian and Carol Bruess will match the first $1,000 that comes in from faculty and staff at SNC; let's get there!"

General Feedback, point 3:
I love how you have language and pitches instantiated into specific media, like email and FB. (For FB, be sure to run this by the Advertising team.) However I think this toolbox needs to begin with a couple general pieces of info:

- A one-paragraph vision statement for this fundraiser. This will make more sense after class today (10/27), now that the project vision is finalized. (Thanks again for your hard work on this)
- A short description of the different ways to give. I've given you branding starting points:
    - Skip a Bag Please Program at Waseda (has to be that)
    - Raffle Ticket (catchier title; Drawing at Dale's, live-streamed)
    - Snap-to-Give (directly to the Fund, which is housed at the Greater Green Bay Community Foundation; all graphic design will include a QR code)
- Our timeline is tight. However, you might consider adding a set of in-person pitches coming from different angles. (These can be pointed to as "general" pitches that don't live directly in an email or FB share). Diversity? Health Benefits? Economic Benefits? Student engagement and civic learning?

General Feedback, point 4:
People may or may not be compelled to give to community gardening. But we know that, at SNC at least, people will be motivated to give because they see our students taking an initiative and getting behind something. Further, faculty, staff, and even higher administration will be impressed to see this as integrated with our learning. Don't undersell that.

General Feedback, point 4
Give us all text. Leave the design to Beth. She's good.