

Old Feedback:

This is great. I have a bunch of local comments for revision below. In general, I'd think about these things:

- 1) Remember that our overall narrative is this: SNC is partnering with BCCG to grow the FCG Fund. Your title and language at times suggest a different story. I'd take that story out of the title, though. Point to the cause in your title: "Grow Better Together: Donate on Giving Tuesday to Support Community Gardening". Then, after the fact, make sure that partnership is clear, naming both partners explicitly. But at all times make sure it's crystal clear that this partnership is aiming at a single, concrete cause: the FCG Fund. See my marginal comments below.*
- 2) You should work the Greater Green Bay Community Foundation into this. They're handling the fund for now, and it will be crucial to mention this organization. That mention will show people that their donations will be handled responsibly. Maybe point that out in your paragraph on Snap to Give?*
- 3) Speaking of... I'd reorganize your ways to donate. One short paragraph (1-3 sentences) for each way to donate. I'd start with Snap to give, since it's the most direct way, and allows you to mention the GGBCF. Then the raffle tickets across the community. Then Waseda as an afterthought. But I LOVE how your frame SNC meal swipes as a special form of donation, thanks to this partnership.. SNC will love to have that press. As I note below, though, make "swipe" make sense to the larger community: "They can swipe their meal card..." or something.*