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Press Release

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St. Norbert College to Partner with Friends of the Community Gardens Fund for Local Fundraising Event

This fall, Dr. Drew Scheler's Professional Writing class at St. Norbert College (SNC) will be partnering with the Friends of the Community Gardens Fund (FCGF) in a fundraising effort that will culminate on Giving Tuesday. The goal of this partnership is to raise money for the endowment of the Brown County Community Gardens Program (BCCG). This program is able to empower all county residents to grow healthy food by providing resources and organizational capacity, and currently serves over 200 gardeners. However, due to the unreliability of the program's funding, this goal may not be able to be carried out in the future.

It is the joint goal of FCGF and the Professional Writing Class to raise a minimum of \$2,135. This monetary amount will add to FCGF's \$7,865 that it has already raised, therefore, amounting to a sum of \$10,000. With this money, FCGF will be able to support an endowment for BCCG. It is expected that the SNC community will contribute half of the expected amount (\$1,067), while providing FCGF with materials to raise the other half through a parallel fundraiser across the local community.

As stated, the main fundraising event will take place on Giving Tuesday (November 27th), but other opportunities to raise money for the program will be in effect before that date. One such effort will be Waseda Farm's Skip The Bag Please Program (STBP). This program allows Waseda Farms to donate \$1 to FCGF for every time that a customer chooses to "skip a bag" throughout the month of November.

Other, more local fundraising strategies will be implemented across the SNC Campus. The goal of these will be to raise awareness for BCCG while also encouraging members of the SNC community to donate.

In order to further broaden awareness of BCCG, members of the Professional Writing class will be working with members of FCGF to craft a social media campaign. This campaign will utilize several social media outlets (e.g. Facebook, Twitter, etc.) to update community members on various elements of BCCG and the development of the fundraiser.

The theme "Grow Better Together" will be used across all platforms of the fundraising campaign. This idea directly aligns with BCCG's goals of promoting community relationships and growing healthy produce.

For more information regarding the fundraiser and BCCG, visit

(don't know our media pages yet).