

Jas-Project needs

Project Timeline-

Project Assessment-individual grades

Project vision and goals-Tyler & Charlotte

Where is donation station?

Reserve room or station: Cafe, Boyle 1st floor, GMS lounge, Campus Center Lounge, Library first floor near Ed's

What does donation station do?

- Marketing our table for people walking by?
- How do we draw people in?

Infographic would be huge here I think, bring to attention food insecurity/justice in the community

- Banners, posters, signs?

Theme Ideas:

- An investment in the BCCG, is an investment in the future.
- An investment in a community garden is an investment in a life.
- Helping Hands
- Empowering the Community Through Food Security
- "Food for the Future". Come up with possible slogan to go along with the theme?
- *Communio in the Community Gardens*

Mission statement (overall, 3-5 words or less, concise, clear cut): Empowering people to grow their own food and building the community through gardening

Vision statement (3 sentences that root us into the future):

Establishes a donor station on campus for #givingtuesday, and develops a marketing strategy for soliciting small donations on that day.

Showcase Donors: if they donate, ask if we can take their pictures and feature a short "Humans of New York" style bio

Fundraising Ideas for Donor Station

Raffle/ Auction:

- Donations from Luna, Green Bay Packers, SNC Bookstore, Parking office, Ace Hardware, Walmart, El Presidente, etc.
- \$1 per ticket

Plant sale: donations from greenhouse in gms?

Recipe book

Develop a blog or website for the community garden. Also include info about Giving Tuesday, info about food security/sovereignty, how the community garden impacts those who tend to it

Which is better donation?

- Donate your change to which option you like better

Bake Sale

-Who will make goods? Where do we get these resources?

People to fundraise at Wednesday and Saturday Farmer's market

- Hold buckets, ask for donations, anything helps

Delivery service:

- Write someone's name and campus address and we will deliver flowers, cookies, idk

***Fasting for Food Insecurity***

- Skip-a-Meal: Eight hundred and eighty students, approximately 11% of the regular diners, skipped a meal around the University of Massachusetts campus as a fundraiser to benefit the victims of the tsunami disaster in Southeast Asia. The event occurred at all UMass dining commons and local retail outlets. The price of the meal skipped along with the price of the food that was not produced because of the reduction in students eating at the dining halls, was donated to OxFam, who will use much of the money to provide vaccinations for tsunami victims.
- Fasting for Food Insecurity: Skip-a-Meal, Save a Community
- Instead of

Best seat in the House First, find a sofa to use.

- This fundraising raiser involves raffling off tickets for a student and two friends to win the best seat in the house. Tickets are sold throughout the week prior to a game. Before a volleyball, basketball, or football game announce the winner. The winner gets to sit on the sofa with two of his or her friends. Make sure the sofa is in an ideal spot to view the game. For halftime, order pizza and sodas for the winner and guests

Educating the SNC on Food Security & Empowering Food Sovereignty

- Bringing food in for a panel or talk and inviting ALL of campus to join in the conversation. Allowing them that luxury to know where their food comes from and how is it made? This combines with awareness and food sovereignty.