

Materials for FCG's Fundraising Toolbox

Using this Toolbox

This fundraising toolbox contains an assortment of pitches to support FCG's fundraising efforts. It also provides email language, for approaching and thanking donors. Importantly, however, this writing is not to be taken word for word. While it provides helpful language to use as a layout and guide for sending emails and contacting people for fundraising, its language should be adjusted in order for it to sound sincere and engaging to a given reader. Use your best judgment to write and speak directly and meaningfully to your audience. Boilerplate language doesn't motivate giving!

General Introduction to FCG:

The following information can be used as a quick introduction to FCG and it's mission. This information can be pulled and incorporated into emails and communications to potential donors, family, friends, etc.

The Friends of the Community Gardens (FCG) is working to protect, support, and grow community gardens in Northeast Wisconsin. Currently, FCG is partnering with the Brown County UW-Extension Community Gardens Program (BCCG) to create a \$1,000,000 endowment to stabilize and expand community gardening in our area.

This endowment will provide a much-needed service to our community. While BCCG has done impressive work to ensure access to food security locally, there are limitations to what it can achieve. Gardeners are consistently asking for more space to grow. Because the Extension does not own the land, gardens are limited in size and periodically forced to relocate. BCCG's administration is also affected regularly by political budget negotiations, which can limit and change BCCG's overall capacity from year to year. FCG's endowment intends to address these issues by supporting program administration, securing additional gardening space, and providing new services for our gardeners. Our culturally and economically diverse gardening community stands to benefit significantly from such a service.

Short Pitches

The following pitches can be used as touchstones while campaigning for FCG. They can be used face to face, in writing, or over social media accounts such as Instagram, Facebook, and Twitter. They are meant to be catchy, enticing potential donors to ask for more information.

One-Word Pitch:

Grow.

Rhyming Pitch:

Grow Better Together.

Subject Line Pitch:

Protect, Support, and Grow Community Gardening

Question Pitch:

Do you know where your food comes from?

Twitter Versions:

Protect our Gardens. Support our Gardeners. Grow our Community. #growbettertogether

Protect and support community gardening by donating to the Friends of the Community Garden Fund. With your generosity, you can help the community grow better together!
#growbettertogether

Email to Potential Corporate Sponsors:

The following email can be used to send the sponsorship packet to potential sponsors.

Dear [CEO/Manager/Owner, etc.]

We write to provide you with an opportunity to sponsor Community Gardens (FCG), an organization dedicated to protecting, supporting, and growing community gardening in our area. Our goal is to create a \$1,000,000 endowment overseen by Greater Green Bay Community Foundation. By becoming one of our corporate sponsors, you will be able help provide food security to those in our community who use and depend on its community gardens. We would love publicize your support of our our community in any way we can.

For your convenience, please find attached a packet of information that details our mission, which includes a list of incentives for your organization to sponsor this project.

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!

Thank you for helping our community grow better together,

[Name]

[Title]

Thank You Text:

The following texts are formats and outlines in order to say "Thank you" to donors. The first is to be used for smaller donations and represents a quicker way to acknowledge a donor's support. The second is a version that can be used for more formal letters/emails and for larger donations.

Small Donation Text:

Dear DONOR,

Thank you so much for your recent donation to the Friends of the Community Gardens. This valuable gift will help us protect, support, and grow the community gardens within our local area. This gift will, in turn, grow the community itself by fostering relationships, generating trustworthiness, and building food security. In fact, your donation will grow directly when put into the hands of community gardeners. We estimate that every \$1 spent on community gardening will grow into \$4.74 in produce value for our community.

If you want to stay updated about our work, you can follow us on Facebook. If you would like to get in touch with us about anything, please do not hesitate to reach out at freindsofthecommunitygardens@gmail.com. Thanks for growing better together with us!

Sincerely,

NAME

Large Donation Text:

Dear DONOR,

We at the Friends of the Community Gardens would love to take the time to express our gratitude for your generous donation of [AMOUNT]. This valuable gift will help us protect, support, and grow the community gardens within the Brown County. We estimate that every \$1 spent on community gardening will grow into \$4.74 in produce value for the community. That means your donation will benefit the community to the tune of [AMOUNT x \$4.74]!

[Paragraph detailing what specifically their money has been put towards.]

Despite this good work we still have much to do. Your donations will incentivize other donors that can help us facilitate important initiatives such as [FUTURE IDEAS].

Once again, we admire your dedication to helping us grow our community gardens. If you would like to get in touch with questions or concerns, please do not hesitate to reach out at freindsofthecommunitygardens@gmail.com. Thank you for growing better together with us!

Sincerely,

NAME