

Project Planning: Participation in Action

Giving Tuesday

Initial Goal: Raise \$2,135

Action Research (sporadic application in class)

- sees knowledge as instantiated in action and critical reflection
- aims to affect and improve the situation of a specific community

Participation

- values the expertise and experience of all stakeholders
- values cogeneration, co-analysis

Writing Partnerships: For, About, With

Writing **WITH** the Community.

Giving Tuesday Goal: Raise \$2,135

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English 306 Class Goal: \$1,067.50 BCCG Endowment Goal: \$1,067.50

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Small Donor Goal: \$567.50

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Single/Match Donor Goal: \$500

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Project Goals

- Raise \$567.50 from individual donors on campus
 - Students, Staff, Faculty
- Raise \$500.00 from one major donor on campus
 - Health and Wellness, Campus Catering, **Dale's**, Ruth's Marketplace, **Brian Briess**, Office of Admission
- Produce documents to help BCCG fundraise

Course Goals

- Produce documents that showcase our professional skills
 - Reflect critically and academically on our writing practice
 - Determine how the quality of our work can be measured
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Drew will provide:

- Targeted writing strategies to help you with your work
- Connections between us and the Endowment Team
- Feedback in the development of your work

BCCG Endowment Team will provide:

- A webpage for online donations
 - Limited funding for printing and expenses (if possible)
 - Graphic design for documents that they will also use
 - Collaboration on brand development
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Resources:

Print Center - Foot printing costs

Eco Club - Garden on campus, Go Green Initiative

Struzel Center - Advertising and Hosting

Student Body - Potential Donors

SNC News - Free Advertising to the SNC Community

Theta Phi Alpha - Homelessness/Poverty Philanthropy (Manpower)

Delta Phi Epsilon - Body Health and Image

Other Greek Life Groups - Manpower

Brian Briess - SNC President (Alumni but still establishing himself)

Dales - Hosting a fundraiser (DU raise \$425 at half strength)

Visioning and Editing Team

- Oversee the quality of important outgoing material
- Ensures a coherent brand across teams
- Revises extant materials for web publication

= Vision Statement

= Style Sheet

= Web Content

= Thank You Letters

BCCG Aesthetic

- BCCG Logo : already provided

- Endowment Logo : in development

- Friends of the Community Garden Fund

- Blues, Browns, Greens : Earth Tones : Mother Earth

- Changes to make it more College Friendly?

Web Content

Greater Green Bay Community Foundation Page - Donate Button works

- Needs to be Reviewed
- Button will be embedded on the main website
- Facebook has a donate button for immediate funds
 - Can it support another button for the endowment?

Vision Statement : Bring Communio to Community Gardens

Missions Statement: Roots you in the “now”

- Stays at the heart of what we’re doing
- SNC Missions should be different that BCCG mission?

Vision Statement: Tells you where you’re going

- Can evolve with what you’re doing
- Still being formed by BCCG

Vision for the Project versus Vision for BCCG

Mission for the Project versus Mission for BCCG