

Tyler Radant

12/12/17

Cover Letter

To whom it may concern,

The ENGL 306 Professional Writing course honed my skills as a writer and valuable member of society by working in a community-engaged work environment. Partnering with the FCG, Friends of the Community Gardens to support the Brown County Community Gardens I was a part of a Marketing and Logistics team that publicized the fundraiser both on and off the St. Norbert College Campus.

By working to combat food security and advocating for food justice, the Brown County Community Gardens UW-Extension Program (BCCG), the FCG, and St. Norbert College came together to raise both awareness and monetary funds to support community gardens. With 10 total gardens needing to be maintained, it is imperative to have an endowment to support such endeavors. The Grow A Meal campaign leading up to Giving Tuesday in November helped to combat the financial struggles and to kickstart a program that would help Brown County community gardens to thrive.

My main job in this fundraising campaign was to work out the logistics of what audience would be most effective to target, optimizing how they should be able to donate, and obtaining sponsorships for printing funds that would allow us to spread the word not only about the fundraiser but community gardens and food justice as a whole.

As a result, I was able to write two successful sponsorship proposals to the Emmaus Center and Sturzl Center of St. Norbert College. By applying common themes in our campaign with the visions of the two centers, I was able to achieve \$150 in printing funds that would practically the entirety of our printing needs for the whole campaign and fundraiser.

Without the money from the sponsorships I was able to obtain the publicity that the campaign received and the people who have donated may not have been able to do so. It was through my work that I brought to attention of the Brown County community the need for community gardens and the positive impact they have here locally and around the world.