

To: The Emmaus Center for Spiritual Life and Vocation

From: ENGL 306 Marketing and Logistics Team

### **Overview**

We write to request the Emmaus Center's sponsorship of \$200 to aid in the making of an 8' x 2' promotional banner with sponsor logo decals for our Giving Tuesday Fundraiser. Our ENGL 306 Professional Writing class is partnering with the Brown County UW-Extension Community Gardens Program (BCCG) to help fundraise for the non-profit Friends of the Community Garden Fund (FCGF)—an endowment whose goal is to "Grow Better Together" and to expand community gardens. We recognize your department's leadership in engaging with the student body and efforts to support local and national needs, and we seek your help in supporting our community.

### **Background**

By partnering with the BCCG, ENGL 306 wishes to raise money for FCGF. This organization's mission is to monetarily support the growth and expansion of community gardens in our area. In doing so, the FCGF aims to battle food insecurity and advocate for food justice by providing community gardeners the opportunity for a sustainable source of garden-fresh food year after year.

With this fundraiser we are launching the creation of FCGF and its endowment. Beginning on November 14th, the ENGL 306 class will be hosting a donation station each week of November leading up until its biggest fundraiser on the 28th for Giving Tuesday. The donation station will operate outside the cafeteria each Tuesday from 11:30am to 1:00pm and from 4:00pm to 6:30pm. Faculty and staff interested can "Grow-a-Meal" by donating a meal swipe. By donating a meal to FCGF, each dollar that is donated "grows" to an estimated \$5 in economic relief for the community. With a single swipe, that \$5 turns into \$25 of economic relief. If faculty or staff are unable to donate a swipe, they can also "Snap to Give" by snapping a picture of a QR code that takes you to the FCGF website where one can donate by credit or debit. Donors can also participate in Dale's Raffle on November 28th for a chance to win in-kind prizes from local sponsors. As sponsors donate raffle prizes, their logo will be placed on the banner.

This fundraiser will provide the entire class with an opportunity to link our academic work with service. We are all "called to do important work" and "to care for others." Thanks to a 2017 report on community gardening in our area, we know that the community gardeners most affected by our work come from low-to-moderate income families, many of whom are also Hmong.

The ENGL 306 class's care for others and call to work drives our passion for this fundraiser. We knew there was work to be done and people to care for in this community and it is was our responsibility to stand up to the challenge. We have been called upon to lead and to serve our community and we will, to the best of our ability, answer that call with the Emmaus Center whose passions for service are mutual.

### **Budget Request**

This banner will visually showcase our donation station, exactly who we are fundraising for, and our sponsors. We will have current sponsors printed on the banner directly, and later add decals of our future sponsors logos to show who has supported our efforts thus far. These decals will represent what brands and businesses support the FCG mission to “Grow Better Together” and promote community gardens. It is also our way of reciprocating that support by offering advertisement for each sponsor. Also, it will complement the posters that will be hanging across campus that will direct potential donors to our station, all they have to do is come to the cafeteria during the specified times and look for the banner. The breakdown of funds requested is as follows:

Banner: \$110

Decals: [\$30 for 3] up to 9 decals = \$90

Total: Banner [\$110] + Decals [\$150] = \$200

### **Assessment**

In order to showcase the effectiveness of this sponsorship, we will be actively keeping track of how much total money was raised as a result of the donation station, the total number of donations, and all the sponsors that have come on board to aid our mission. We already have four sponsors currently supporting us: Dale’s Sports Lounge, Waseda Farms, and the Connected Community Consulting Group, and the Sturzl Center. November 14th we will showcase our progress online through the FCG Facebook page. We also extend an invitation to the Emmaus Center to our check-signing where we will present our work and what we have raised thus far.

Commented [1]: Nice.