

## Funding Proposal: Promotional Banner

To: Sturzl Center for Community Service & Learning

### **Overview**

Considering your departments interest in engaging with the student body and efforts to support local and national needs, the Marketing and Logistics team of ENGL 306 is seeking the Sturzl Center's sponsorship of \$260 to aid in the making of an 8' x 2' promotional banner with sponsor logo decals for our Giving Tuesday Fundraiser. The 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) endowment whose mission it is to "Grow Better Together" and to grow and expand community gardens.

### **Background:**

Beginning on November 14th, the ENGL 306 class will be hosting a donation station each Tuesday 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. Students and faculty interested in donating can do so by being able to "Grow-a-meal" and donating a caf swipe. Each dollar that is donated equates to nearly \$5 in economic relief for the community. With a single caf swipe, that \$5 turns into \$25 of economic relief. If students or faculty are unable to donate a caf swipe, they can also "Snap to Give" by scanning a QR code and donating by credit or debit, or by participating in Dale's Raffle Fundraiser.

By partnering with the BCCG who provides gardening knowledge, an entire organization, and supplies the community with 300 garden plots, 10 community gardens, and 200 gardeners access to nutritious food for each family, the class of ENGL 306 wishes to raise money for the non-profit FCGF endowment fund whose mission it is to monetarily support the growth and expansion of community gardens. 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.

This fundraiser will provide the entire class with a phenomenal opportunity for community-engaged learning in addition to an academic learning already provided by a college credit writing course. This fundraiser allows us to use the skills we have learned thus far and put them to use in a real world community-involved engagement with FCGF. This collaboration of academic learning combined with solving a problem in the community can better be defined as Action Research. Action Research is research to solve an immediate problem in the community or an ongoing reflective process led by individuals working as a team to improve the way they address or solve issues. By coordinating this fundraiser we are doing just that. As a class, and in teams, we are researching and formulating the best possible solution to engage in a

problem, food insecurity, that the community is presented with and doing the best of our ability to solve that problem, growing and expanding community gardens. [cite Stoecker maybe?]

### **Budget Request:**

The reason for an 8' x 2' banner is so that we can visually showcase at our donation station exactly who we are fundraising for and our sponsors. In addition to the banner, we plan on adding decals of our sponsors logos to show who has supported our efforts thus far and it is also our way of reciprocating that support by offering advertisement for each sponsor. In addition, 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.

Cost Breakdown:

Banner: \$110

Decals: [\$30 for 3] up to 15 decals = \$150

Total: Banner [\$110] + Decals [\$150] = \$260

### **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 donation station, the total number of donations, and all the sponsors that have come on board to aid our mission. We already have six sponsors currently supporting us. After each Tuesday starting November 14th we will showcase our progress on our Facebook page [insert Facebook page here] and how much closer we are in reaching our \$2,000 goal. We will also be hosting a cheque-signing that the class of ENGL 306 in addition to the BCCG and FCGF would like to invite you to where we will also be presenting the aforementioned data.





