

Keys to Fundraising Success

- Be thoroughly familiar with your group and the project, its goals and objectives, the benefits to the members and to the community, the organizational structure, activity time lines, etc.
- Research potential sources of funding thoroughly. Keep track of the information you find in a spreadsheet or other document.
- Develop a strategy and write it out.
- Prepare a well thought-out, thorough budget, but don't box yourself into a corner by excessive itemization.
- Use letters of endorsement from community partners, well-known people or groups active in the community gardening field, community leaders and activists, and politicians who are supportive of your project and its goals.
- Ask an experienced fundraiser or someone with similar skills to read and comment on your proposal before submitting it.
- Timing is important – willingness to contribute may depend upon the ups and downs of business. Don't be afraid to check in with your potential funder as to a good time to submit your proposal.
- Spread out your request over several donors
- Make sure to thank your donors, both privately by letter and publicly.
- Take before and after photos of the site. Write a final report on your project to keep your funder up to date on the project's progress.
- If your proposal is not approved, ask the funder how the proposal could have been better and try again.

Adapted from Food Share's, Keys to Fundraising Success.



Make Money from your Garden:

- Grow extra seedlings from good seeds (i.e., organic, heirloom, open pollinated, local etc.), then have a big plant sale in May or June.
- Start a worm farm and make worm starter kits as the worms reproduce to sell to interested vermicomposters.
- Build a farm stand to sell produce at the garden site, or take them to market, or a local food store.
- Grow luxury crops such as salad mixes or herbs that take up little space and sell well.
- Produce homemade herbal teas or organic fertilizers from plants in your garden.
- Grow a cut flower garden and sell fresh bouquets.
- Consider making jams, salsa, or canned goods to take to market or a local foods store. (You may need to make these in a certified kitchen.)
- Host a local foods BBQ, and consider inviting local musicians to create a larger event.
- Save your seeds, package them nicely and sell them the following season.
- Create a cookbook or run cooking classes to teach others about using local and seasonal foods.