

Our Generous Garden[®]

Fundraising Sales Special-Event How-To Guide

Sales of ***Our Generous Garden*** provide the perfect opportunity to raise awareness and funds for your school garden project.

Hold your fundraising event in conjunction with school and community events like open houses, curriculum nights, book fairs, teacher orientations, local business group meetings and community festivals.

Connecting with Key Publics

Choose events that put you in touch with key publics: school administrators, educators, parents and business, government and community leaders. Networking with these groups will help you gain project support and “ownership,” volunteers, funding and in-kind donations of products and services.

Eye-Catching Display

Toward this end, create a display that catches event-goers' attention and draws them in to learn more. A banquet table decorated with

- Photos / Power Point presentation / Posters depicting students and your garden project
- Sample vegetables or flowers picked from your garden
- Graph of garden results: pounds of vegetables; number of students involved, etc.
- Laminated newspaper articles or clip binder about your garden
- Large sign with garden name attached to front of table
- Hand-out that briefly explains the garden's purpose and asks for support
- Anything that gives event-goers an idea of your project's purpose and results
- Classroom donations list: Identify teachers who'd love a copy for their classroom libraries
- Garden volunteer sign-up sheet and donor wish list
- Copies of ***Our Generous Garden*** for purchase
- Book advance order form - Don't miss the opportunity to sell more copies if you sell-out at the event. (Download sample you can customize at www.GardenABCs.com)
- Sandwich-board sign or homemade posters that students can hold to direct traffic to the display (Kids who work in the garden are its biggest advocates!)

Getting the Word Out

Let your publics know volunteers will be raising money for the school garden project. Write a news release (view sample you can customize at www.GardenABCs.com) and distribute it to

- Local newspapers (print and online versions)
- PTA newsletter (print and online versions)
- School public information officer (he or she often has “key communicator” email distribution lists)
- School administration office (principal, superintendent, curriculum advisor, grounds staff, etc.)
- School webmaster for posting on the school web site
- Festival or business group organizers who can use the information to promote their event

In advance, check with these groups to identify deadlines for submitting news items.

Don't Forget to Bring

A few other items you may need at your event or might want to consider:

- Calculator
- Money box
- Small denomination bills and coins for making change
- Pencils / pens
- Table easel
- Receipt book
- Tape, scissors
- Personal checks should be made out to your school or organization

Have more good ideas to share? Send them our way and we'll add them to this How-To Guide. Email ideas to learningbug@gardenabcs.com.