



2017 Fundraising and Public Relations Plan

GardenShare's Mission

GardenShare's mission is to solve the problem of hunger in St. Lawrence County through policy advocacy work and by strengthening the food system to benefit all County residents.

Our vision:

- **Healthy Food** – The County has a vibrant, local food system where our food choices are healthy for us, for our communities, and for the environment.
- **Healthy Farms** – Farmers are able to make a living that supports their families, contributing to a robust local economy.
- **Everybody Eats** – Everyone in the County has access to enough nutritious and affordable food to sustain a healthy lifestyle. When food assistance is needed, whether from government or private sector programs, it is provided in dignified ways that respect both the receiver and the giver of assistance.

GardenShare has established a comprehensive fundraising and public relations program supporting these efforts to carry out its mission. Based upon the 2016 budget—and to meet the financial goals it presents—the current plan outlines fundraising components and respective strategies, including projected revenue.

Components of the fundraising plan

- Sustainers' Circle
- Direct Mail
- Online Donations
- Board Solicitation
- Events
 - Trivia Night
 - Annual Dinner
 - Fight Hunger 5K
- Local Food Guide
- Grants
- Donor recognition and cultivation

Components of public relations plan

- Speakers bureau
- Newsletter
- Website
- Media
- Community events

GardenShare Approved 2016 Budget				
			2016	2016
			Budget	Projection
				2017
				Budget
Income				
4000 · Monetary Contributions			31000	
4200 · Grants				
	4205 · Federal Grants		28750	
	4215 · Grants		15310	
	4216 · CSA Bonus Bucks Grants		4500	
	4220 · Foundation Grants		20000	
Total 4200 · Grants			68560	
4300 · Sponsorships			9000	
4400 · Fees			800	
4500 · Special Events Income				
	4510 · Income		13850	
	4520 Sponsor		5500	
	4570 · Auction		2500	
Total 4500 · Special Events Income			21850	
4600 · Interest			450	
Total Income			131660	
Expense				
	5040 · CSA Payments to Farms		3880	
	6000 · Salary & Wages		95120	
	6050 · Advertising Expenses		545	
	6070 · Bank & Credit Card Fees		200	
	6080 · Contract Labor		1600	
	6090 · Dues and Subscriptions		250	
	6130 · Insurance		1845	
	6150 · Licenses, Permits & Other Fees		1570	
	6200 · Professional Fees		1200	
	6220 · Postage		2510	
	6230 · Printing & Copying		5490	
	6286 · Office Supplies		400	
	6280 · Supplies - Other		2070	
	Total 6300 · Taxes		6575	
	6320 · Telephone & Internet		2290	
	Total 6340 · Travel and Meetings		2065	
	6400 · Special Events Expense		4050	
Total Expense			131660	

Components of the fundraising plan

Sustainers' Circle

In an attempt to increase the sustainability of GardenShare, the Sustainers' Circle was created to encourage donors to pledge a set donation for a minimum three years. The circle will have three levels of support: >\$1,000, \$500-\$1,000, <\$500.

Saffron (annual gift of \$1,000 or more) – Reception + GardenShare apron + Invitations to special access events

Savory (annual gift of \$500 - \$999) – Reception + GardenShare apron

Salt (annual gift of less than \$500) – Reception

Strategies:

- New prospects: Through contacts with current Sustainers, board contacts, and other means, the Board and the Development Committee should create a Sustainers' Circle *prospect* list to cultivate as we seek to broaden our base of support.
- Current sustainers - Implement a plan of personal and group visits by Board and staff to provide regular updates on GardenShare's work.
- Expiring pledges - Board and/or staff to meet individually with anyone who has completed their multi-year pledge to further engage them and ask them to renew.
- Stewardship: letter of welcome to newcomers, letters of thanks when pledges are paid and hard copy mailed invitations to all events.
- One Sustainer Circle recognition event, likely in August

Cost for stewardship: \$500

Goal: \$16,000 a year

Note: Current Sustainer Pledge total is \$13,000. This is down by about \$3,000 from our highest point

Direct Mail

Three appeals, coordinated with newsletters, one in spring, one in September, and one around Thanksgiving. Each appeal will highlight someone/group that benefits from GardenShare's work. Develop a stronger December honor gift solicitation. Add year-end e-solicitation

Cost: \$4,000 for printing and postage

Income: \$15,000

Net: \$11,000

Primary responsibility with the Executive Director with support from the Board of Directors in adding names to the list, writing personal notes, and thanking donors.

Online Donations

The GardenShare website is a valuable medium for sharing information and updates about our programs and opportunities, and can be a powerful tool for generating financial support from a worldwide audience. The website address should be included in every piece of publicity we have. Website to be updated and overhauled in 2016, if resources permit. When we update the website, we

should consider options to make donating as simple as possible for all concerned. Use our new peer-to-peer fundraising tool for the 5K and for other special promotions.

Board Solicitation

Our board members are asked to give to the best of their abilities and in a variety of ways. According to the GardenShare Board Manual, board members are expected to "Give a generous financial contribution to GardenShare each year, making it one of the top three charities you support." It is left to the individual board member to determine the level of that contribution.

Strategy: Board members will receive an annual appeal letter from the Board President reviewing board member responsibilities, including financial support. Goal is to have 100% board participation. Board members will also be asked to develop their own personal fundraising plan to outline how they plan to participate.

Events

The goals of our fundraising events are to generate revenue, to increase public awareness of our programs, and to meet new prospective donors. All of these are critically important to specific fundraising event success and to building a broad foundation of support as GardenShare continues to grow. This requires events targeting a variety of audiences, some of which may serve to complement other aspects of the fundraising plan (e.g. soliciting prospective major donors). A key goal for 2016 is an integrated approach to sponsorships through an annual plan, rather than individual solicitations for each event.

- Fundraising Dinner Goal: Gross of \$12,000 with expenses of \$3,565 for a net of \$8,435
- Trivia Night Goal: Gross of \$3,500 with expenses of \$165 for a net of \$3,335
- Fight Hunger 5K Goal: Gross of \$10,000 with expenses of \$1,040 for a net of \$8,960

Total event Goal: Net of \$20,730

Other events - primarily public relations events, organized by O & E, but can add small fundraising components as appropriate

Local Food Guide

Continue to increase the advertising for the guide and make it an income generating vehicle. Targeting organizations that are complementary to GardenShare's mission such as farms, sustainability-based businesses, health, etc. Ad sales in the first quarter of the year. Explore engaging Board and/or volunteers in this project to expand it.

Cost: \$3,130

Income: \$9,700

Net: \$6,570

Grants

Both Government and private foundation grants play a significant role in establishing new programs and covering the operating expenses that support them. Grants can play a vital role in maintaining and increasing existing programs designed to address food security issues. Primary responsibility is with the staff

Goal:	Federal grants:	\$30,950	(FMPP, already secured)
	State grants:	\$40,000	(Volunteer generation, already secured)
	Bonus bucks:	\$12,000	Expected, though not confirmed
	Foundation grants:	\$48,000	Sum of current applications

Total grants goal: \$130,950

Donor Recognition - Improve our donor recognition plan at all levels by adding new strategies including personal phone calls from Board members.

Public Relations Plan

The Public Relations plan supports both the program and fundraising goals of the organization by raising awareness of GardenShare and engaging people in the organization's mission.

Activity	Responsibility:
<p><u>Speakers Bureau</u> Maximize speaker's bureau to expand efforts to share the organization's message. Expand and develop a corps of trained volunteers and staff who can go out and capably deliver the organization's message. Of course, we also have to pursue the speaking engagements for these people!</p> <p><u>Action Steps:</u></p> <ul style="list-style-type: none"> • Update speaker's packet regularly. • Develop speech, tour, and handout materials geared to children. • Recruit speakers to participate in the speakers' bureau. • Conduct regular training for speakers • Promote the availability of speakers through all available means. • Track the number of speaking engagements and who speaks for evaluation purposes. <p>Evaluate the effort.</p>	<p>Outreach and Education Committee</p>
<p><u>Newsletter</u> Short E-Newsletter is produced on the first of each month. It is our most widely seen communication tool, e-mailed to about 2,000 constituents. Paper newsletter in spring and later summer to coordinate with direct mail fundraising.</p>	<p>Staff</p>
<p><u>Website</u> The website will be updated regularly to keep it current and relevant and encourage repeat visits. A 2017 goal, pending funding and personnel is a complete overhaul of the website.</p>	<p>Staff</p>
<p><u>Press Releases, Letters to the Editor, and Other Media Contacts</u> Press releases will be distributed on a regular basis to be all appropriate media outlets in our service area. We will work on improvement of the database of media outlets and better targeting of localized coverage in local outlets. We will submit "Letters to the Editor" when appropriate including thank you letters after events or promotions. We will submit photos, as appropriate, to print publications.</p>	<p>Staff</p>
<p><u>Community Meetings and events:</u></p> <ul style="list-style-type: none"> • Growing Community Social (January) • Winterfest Film Screening (February) • Dairy Princess Parade (June) • Potsdam Summer Fest (July) • Ogdensburg Food and Wine Event • County Fair • Hunger Action Month (September) • North Country Harvest festival (Honey Dew Acres fall event, if they do it) 	<p>Outreach and Education Committee</p>

Action Plans

Calendar of Fundraising and Public Relations Activities

	Events	Mail or e-mail	Media and social media	Development Committee Tasks
January	Growing Community Award	E-news with thanks for successful year, invites to Growing Community and Trivia Night, MLK event Final e-reminder for Growing Community	Growing Community Award Trivia Night Winterfest movie	Trivia Night committee planning stage Dinner/Auction committee recruited
February	Winterfest movie Trivia Night	E-news with events Mail to growers and advertisers for Local Food Guide	Trivia Night Bonus Bucks promotion	Trivia Night committee final planning stages Trivia Night team recruitment Dinner/Auction committee starts work Support staff/provide input for newsletter and fund appeal
March		E-news (brief due to paper news) Paper newsletter with a fund appeal	Bonus Bucks promotion	Attend Trivia Night Provide input to Trivia Night debrief Assist with newsletter mailing Dinner/Auction Committee working
April	Local Living Festival (April 29)	E-news - market season start, bonus bucks	Bonus Bucks promotion	Dinner/Auction Committee working 5K Committee recruited
May	Love Your Park Day (May 6, 2017)	E-news - market season start, annual dinner, bonus bucks Mail invitations to annual dinner (selected list) Mail Local Food Guide / Annual report	Markets open Annual dinner	Dinner/Auction Committee final planning Invite people to dinner 5K committee starts work - finalize date and location
June	Annual Dinner Dairy Princess Parade	E-news E-reminder for dinner	Market promotion	Attend dinner Dinner debrief Assist with thank you's for dinner 5K committee working
July	Potsdam Summer Fest	E-news - markets and incentives, upcoming events, dinner thanks and results		5K committee working Support staff/provide input for newsletter and fund appeal

August	Sustainer thank you event	E-news (brief due to paper news) Paper newsletter - Hunger Action Month, Fight Hunger 5K	Hunger Action Month Fight Hunger 5K Cinema 10	5K committee final planning stages Recruit teams and individuals for 5K
September	Hunger Action Month Fight Hunger 5K Cinema 10	E-news - Hunger Action Month E-reminders for events	Hunger Action Month Fight Hunger 5K Cinema 10 Seeking Growing Community Award nominations	5K committee final planning stages Recruit teams and individuals for 5K Take part in 5K 5K debrief 5K acknowledgements Work on next year's budget and plan
October		E-news		Recruit Trivia Night committee Support staff/provide input for annual fund appeal Support staff/provide input for annual business sponsorship packages and solicitation
November		E-news Annual Fund Appeal E-Thanksgiving card	Giving Tuesday	Finalize next year's budget and plan Assist with mailing of fund appeal, including personalization Trivia night committee starts work - date and place established
December		E-news Year-end e-appeal	Announcing Growing Community Award winner	Trivia Night Committee working Volunteer driven peer-to-peer year end fundraising effort

Sponsorship Plans

Event	Amt.	Sponsor Benefits	Sponsors 2016	2017 Prospects	Assigned to / Current status:
Trivia Night					
Presenting	\$500	<ul style="list-style-type: none"> Prominent placement on all materials related to the event A banner or other display as agreed upon at the snack table or bar Name and logo prominently displayed on every slide on the screen, the scoreboard and the answer sheets A team of four may take part in the event 	Stauffer Farms St. Lawrence Health System North Country Savings Bank	ProAct (sponsored in 2015)	
Partnership	\$250	<ul style="list-style-type: none"> Name and logo on all materials related to the event A small banner or other display at the snack table or bar Name and logo displayed on the scoreboard, and on the answer sheets A team of four may take part in the event 			
Friend	\$100	<ul style="list-style-type: none"> Name on all materials related to the event A table display (3 1/4 X 8 1/2) on one of the twenty team tables 	Green Hammer Construction Save-a-Lot Seacomm		
Annual Dinner - June date TBD at Jake's on the Water, Hannawa Falls <i>(for max publicity, sign up by 4/15/17)</i>					
Presenting	\$1,000	<ul style="list-style-type: none"> Prominent placement on materials related to the event A banner or other display as agreed upon at the event Up to six tickets to the dinner and an opportunity to speak 	Stauffer Farms St. Lawrence Health System		
Partnership	\$500	<ul style="list-style-type: none"> Name and logo on materials related to the 	County Seat Realty		

		<ul style="list-style-type: none"> event • Signage at the event • Up to four tickets to the dinner 	Green Hammer Construction North Country Savings Bank		
Friend	\$250	<ul style="list-style-type: none"> • Name and logo on materials related to the event • Signage at the event • Up to two tickets to the dinner 	Coakley Ace Hardware Community Bank CMB&K Glow Save-a-Lot		
Fight Hunger 5K - September date TBD, (for maximum publicity, sign up by 6/30/17)					
Presenting	\$500	<ul style="list-style-type: none"> • Prominent placement on materials related to the event • A banner or other display at the event start/finish line • If desired, a table or booth for your promotional materials 	St. Lawrence Health System Stauffer Farms		
Partnership	\$250	<ul style="list-style-type: none"> • Name and logo on materials related to the event • A small banner or other display as agreed upon at the event 			
Friend	\$100	<ul style="list-style-type: none"> • Name on all materials related to the event • A sign along the Walk/Run route 	Curran Renewable Energy Hyde-Stone Mechanical Contractors North Country Savings Bank St. Lawrence Federal Credit Union Save-a-Lot		
Other sponsorship opportunities					
Annual Report	\$500	<ul style="list-style-type: none"> • Featured on Annual Report 			
Website	\$500	<ul style="list-style-type: none"> • Featured on website for three months 			
Newsletter	\$300	<ul style="list-style-type: none"> • Ad, coupon, or other insert in a GardenShare newsletter 	Adirondack Fragrance		

Local Food Guide	2015 Advertisers	2016 price	Prospects	Assigned to:
Back cover (1 only)	St. Lawrence Health System	\$600		
Premium Full Page (2 only)	Stauffer Farms Sparx	\$500		
Full Page	DMT Foam NCPR Squeak Creek Apiaries	\$425		
Half Page	Adirondack Smoked Meats CCE Green Hammer Construction Jake's Farm Credit East Health Initiative Nature's Storehouse North Country Savings Bank Seacomm Squeak Creek Apiaries	\$250		
Quarter Page	Coller's Maple Coakley Canton Farmers Market NOEP Potsdam Agway Guest House at 1844 Potsdam Food Coop Adirondack Fragrance	\$175		
Business Card	Deep Root TAUNY Paula Youmell Yoga Loft Maple Run Emporium CCE Day Camp Penski Food Bank of CNY St. Lawrence FCU	\$100		

Sponsorship packages:

Package	Prospects:	Assigned to:
Platinum - \$3,500 - (1 only) Value \$3,900 <ul style="list-style-type: none"> ○ Presenting sponsor on all three events ○ Website sponsor ○ Annual Report sponsor ○ Ad or coupon in one newsletter ○ Back cover ad in Local Food Guide 	St. Lawrence Health System	
Diamond - \$2,500 - (2 only) Value \$2,900 <ul style="list-style-type: none"> ○ Presenting sponsor on all three events ○ Website sponsor or Annual Report sponsor ○ Inside cover ad in Local Food Guide 	North Country Savings Bank	
Gold - \$2,000 - Value \$2,350 <ul style="list-style-type: none"> ○ Presenting sponsor for Annual Dinner and one other event ○ Website or Annual Report sponsor ○ Full page Local Food Guide 		
Silver - \$1,500 - Value \$1,750 <ul style="list-style-type: none"> ○ Presenting sponsor for Annual Dinner or for other two events ○ Website or Annual Report sponsor ○ Half page Local Food Guide 		

Background Information

Since its inception in 1996, GardenShare has worked to end hunger and strengthen food security in northern New York State, a remote agricultural region known as the North Country. The levels of poverty and food insecurity in the counties of the North Country are among the highest in New York State, behind only the Bronx, Kings and Manhattan. In St. Lawrence County, where GardenShare is headquartered, 17.8 percent of the population lives in poverty, including 22.9 percent of our children. One study estimates that 1,800 children are hungry here, with 6,800 more at risk of hunger. Our county’s food pantries distribute nearly 800,000 meals each year. Meanwhile, our state’s farmers are twice as likely to qualify for food assistance programs as the average low-income New Yorker.

In 2001, GardenShare incorporated as a 501(c)(3) nonprofit organization. In the years since then, our work to end hunger has opened our eyes to the broader issues of food and farming. We have come to realize that America’s system for producing and consuming food has some troubling weaknesses. For example, the food delivered to us from across the country wastes fuel and often arrives lacking full flavor and nutrition. Moreover, industrial agriculture is driving out family farmers, including many in the North Country, and people living here on limited incomes are often excluded from the benefits of eating nutritious, fresh food. At GardenShare, we believe that strengthening our regional food system is one way to address these problems. A strong regional food system would cut out the wasteful long-distance travel, pay farmers what they deserve, and build food security in our communities. Today GardenShare’s work embraces this vision of a sustainable and fair food system.