



2016 Fundraising and Public Relations Plan

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.

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.

GardenShare Approved 2016 Budget				
		2015 Budget	2015 Projection	2016 Budget
Income				
4000 · Monetary Contributions		45,000.00	30000	31000
4200 · Grants				
	4205 · Federal Grants	41,500.00	0	28750
	4215 · Grants	0	2000	15310
	4216 · CSA Bonus Bucks Grants	2,500.00	2600	4500
	4220 · Foundation Grants	15,000.00	25955	20000
Total 4200 · Grants		59,000.00	30555	68560
4300 · Sponsorships		8,500.00	7825	9000
4400 · Fees		1,000.00	615	800
4500 · Special Events Income				
	4510 · Income	2,000.00	8500	13850
	4520 Sponsor		4100	5500
	4570 · Auction	400	1446	2500
Total 4500 · Special Events Income		2,400.00	14046	21850
4600 · Interest		450	400	450
Total Income		116,350.00	83441	131660
Expense				
	5040 · CSA Payments to Farms	2,500.00	2250	3880
	6000 · Salary & Wages	72,800.00	70000	95120
	6050 · Advertising Expenses	1,500.00	600	545
	6070 · Bank & Credit Card Fees	200	400	200
	6080 · Contract Labor	625	400	1600
	6090 · Dues and Subscriptions	350	235	250
	6130 · Insurance	2015	1865	1845
	6150 · Licenses, Permits & Other Fees	175	1485	1570
	6200 · Professional Fees	2000	1185	1200
	6220 · Postage	1610	2826	2510
	6230 · Printing & Copying	4,000.00	5500	5490
	6286 · Office Supplies	500	200	400
	6280 · Supplies - Other	3,000.00	2000	2070
	Total 6300 · Taxes	5,975.00	5325	6575
	6320 · Telephone & Internet	1,100.00	1000	2290
	Total 6340 · Travel and Meetings	18,000.00	10500	2065
	6400 · Special Events Expense	0	500	4050
Total Expense		116350	106271	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

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.

- Annual Dinner Goal: Gross of \$10,675 with expenses of \$3,675 for a net of \$7,000
- Trivia Night Goal: Gross of \$2,325 with expenses of \$325 for a net of \$2,000
- Fight Hunger 5K Goal: Gross of \$8,850 with expenses of \$1,850 for a net of \$7,000

Total event Goal: Net of \$16,000

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: \$3,275

Income: \$9,800

Net: \$6,525

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: \$68,560

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>	Outreach and Education Committee
<p><u>Newsletter</u> E-Newsletter is produced six times a year. 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>	Staff
<p><u>Website</u> The website will be updated regularly to keep it current and relevant and encourage repeat visits.</p>	Staff
<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>	Staff
<p><u>Community Meetings and events:</u></p> <ul style="list-style-type: none"> • Growing Community Social County Fair • Winterfest Film Screening Hunger Action Month • Dairy Princess Parade North Country Harvest festival • Potsdam Summer Fest • Ogdensburg Food and Wine Event 	Outreach and Education Committee
<i>?Build in something about 20th anniversary?</i>	

Action Plans

Calendar of Fundraising and Public Relations Activities

	Events	Mail or e-mail	Media and social media
January	Growing Community Award (January 23)	E-update with thanks for successful year, invites to Growing Community and Trivia Night	Growing Community Award Trivia Night Winterfest movie
February	Winterfest movie (February 9)	E-reminders for events Mail to growers and advertisers for Local Food Guide	Trivia Night CSA Bonus Bucks promotion
March	Trivia Night (March 3)	Paper newsletter with a fund appeal	Trivia Night
April		E-update - market season start, annual dinner, CSA bonus bucks	CSA Bonus Bucks promotion
May		Mail invitations to annual dinner (selected list) Mail Local Food Guide / Annual report	Markets open Annual dinner
June	Annual Dinner Dairy Princess Parade	E-reminder for dinner	Market promotion
July		E-update - markets and incentives, upcoming events, dinner thanks and results	
August	Sustainer thank you event	Paper newsletter - Hunger Action Month, Fight Hunger 5K	Hunger Action Month Fight Hunger 5K Cinema 10
September	Hunger Action Month Fight Hunger 5K Cinema 10	E-reminders for events	Hunger Action Month Fight Hunger 5K Cinema 10 Seeking Growing Community Award nominations
October		E-update	
November		Annual Fund Appeal	Giving Tuesday
December		Year-end e-appeal	Announcing Growing Community Award winner

Sponsorship Plans

Event	Amt.	Sponsor Benefits	Sponsors 2015	2016 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 	ProAct		
Partnership	\$250	<ul style="list-style-type: none"> Name and logo on all materials related to the event A small banner or other display as agreed upon at the snack table or bar Name and logo displayed on the title slides on the screen, on the scoreboard and on the answer sheets A team of four may take part in the event 	Stauffer Farms		
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 fifteen team tables 			
Annual Dinner					
Presenting	\$500	<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 four tickets to the dinner 	Health Initiative St. Lawrence Health System		
Partnership	\$250	<ul style="list-style-type: none"> Name and logo on materials related to the event 	Green Hammer Construction		

		<ul style="list-style-type: none"> • A small banner or other display as agreed upon at the event • Up to two tickets to the dinner 	North Country Savings SeaComm Stauffer Farms		
Friend	\$100	<ul style="list-style-type: none"> • Name on all materials related to the event • One ticket to the dinner 	Sav-a-Lot		
Fight Hunger 5K					
Presenting	\$500	<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 start/finish line • If desired, a table or booth for your promotional materials or give-aways 	Canton-Potsdam Hospital 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 • If desired, a table or booth for your promotional materials or give-aways 			
Friend	\$100	<ul style="list-style-type: none"> • Name on all materials related to the event • A sign along the Walk/Run route 	Conboy, McKay, Bachman, & Kendall St. Lawrence FCU		
Other sponsorship opportunities					
Annual Report	\$500	<ul style="list-style-type: none"> • Featured on Annual Report 	NA		
Website	\$500	<ul style="list-style-type: none"> • Featured on website for three months 	NA		

Local Food Guide	2015 Advertisers	2016 price	Prospects	Assigned to:
Premium Full Page (3 only)	Canton-Potsdam Hospital DMT Foam North Country Savings	\$500		
Full Page	NCPR 1844 House Community Health Center Health Initiative	\$425		
Half Page	Green Hammer Construction Jake's Meadow Harvest SeaComm Fourth Coast Farm Credit East St. Lawrence FCU	\$250		
Quarter Page	Adirondack Fragrance Potsdam Food Co-op CCE St. Lawrence (2) Healthy Way Coakley County Seat Realty Canton Farmers Market Squeak Creek Apiaries Agway (Potsdam) Potsdam Farmers Market	\$175		
Business Card	Nature's Storehouse TAUNY Croghan Bologna Whitten Family Farm Moore's Hill Paula Youmell Classy Collectibles Food Bank of CNY Adirondack Harvest	\$100		

Sponsorship packages:

Package	Prospects:	Assigned to:
\$2,500 - (3 only) <ul style="list-style-type: none"> ○ Presenting sponsor on all three events ○ Website and Annual Report sponsorship ○ Premium (cover) ad in Local Food Guide Value \$2,500	Canton Potsdam Hospital North Country Savings Bank	CPH is committed!
\$2,000 - <ul style="list-style-type: none"> ○ Presenting sponsor on all three events ○ Website or Annual Report sponsorship ○ Full page Local Food Guide Value \$2,350		
\$1,500 - <ul style="list-style-type: none"> ○ Presenting sponsor for one event ○ Website or Annual Report sponsorship ○ Partnership sponsor for one event ○ Friend sponsor for one event ○ Half page Local Food Guide Value \$1,600		
\$1,000 - <ul style="list-style-type: none"> ○ Presenting sponsor for one events OR Website OR Annual Report sponsorship ○ Partnership sponsor for one event ○ Friend sponsor for one event ○ Half page Local Food Guide Value \$1,100		