



# FARM Raiser

## Farm-based Fundraising

### Farmer Introduction- mixed box of veggies

*Use this letter as a script to write an email or call your potential farm partners on the phone.*

Hello (*Farmer*),

I am (*calling/writing*) to see if your farm would be interested in selling products for a fundraiser at our school. I'm sure you know about school fundraisers which raise money selling products such as chocolate or wrapping paper. We are doing a similar fundraiser, but with local farm products. With a FarmRaiser, families get healthy products, farms get sales and marketing opportunities, and money stays in the community. Last year 8 different in VT and NH raised money by selling local farm products at their schools. Everyone loved it.

We are planning a FarmRaiser at (*our school*) for the 2014/15 school year. This year, we are raising money for (*fundraising goal*).

Other schools have worked with CSA farms to set a price for a box of vegetables and arrange three deliveries of mixed boxes in the fall, one each month. This is what we would like to do. We would like to do (*number*) deliveries and have (*one or two sizes of box*).

We are thinking of holding our FarmRaiser around (*dates*). Brochures would go home with students on (*dates*) and we would be able to tell you the orders on (*dates*). Delivery and pickup would be on (*dates*).

Would your farm be able to do this with us?

What price per box would work for you?

How much notice would you need to prepare the boxes?

Would you be able to deliver or would we need to pick up the orders?

We encourage you to include promotional materials about your farm with the orders. We also encourage you to attend the pick-up day to meet the families who are buying your farm products.



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## VITAL COMMUNITIES

[www.VitalCommunities.org](http://www.VitalCommunities.org)

195 North Main Street  
White River Junction, VT 05001  
802-291-9100



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Once we get all the details worked out, we will be back in touch about how and when is the best time to reach you; and order and delivery details.

*If applicable:*

We will be combining our pick up with our Annual Harvest Dinner on *(dates)*. Would someone from your farm like to come and be part of the celebration?

*Or:*

Our FarmRaiser pick-up is designed to be a big community celebration. Would someone from your farm like to attend and sell additional products? You could meet some of the families and get the word out to more people about your farm.



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