



FARM Raiser

Farm-based Fundraising

Farmer Introduction- multiple farms

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 and we would like your farm to be involved. This year, we are raising money for (*fundraising goal*).

We will be selling products from several farms, and the school will add a 30% mark-up on the items as the fundraiser. If farms can give us wholesale pricing that is helpful.

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*).

Do you think you might be able to participate?

What (*suggested number*) items do you think you would be able to offer at that time, and what would the prices be? (*Or, if you have a specific product in mind: would you have any x to sell at that time for this program?*) Is there any maximum order for any of the products?

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



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195 North Main Street
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802-291-9100



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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.

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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