



## **Conference Attendee Fundraising Packet**

## **Fundraising Tips**

### **How does CFSC handle donations?**

#### Registration:

- All donations must be made out to CFSC.
- Checks made out to an individual cannot be processed in CFSC's system.
- When you receive a check from a sponsor, make sure that they write it to CFSC. Ask for a new check if they accidentally write it out to your name.
- Make sure that your donations do not exceed the cost of the event because CFSC is unable to grant refunds. In the event that you raise more money than the conference fee, it will be donated to the scholarship fund.

#### Travel:

- You are responsible for your travel expenses. Donations for travel should be made out to you or your organization.

### **How do you register for the conference with fundraising checks?**

- Register online at [www.farmtocafeteriaconference.org](http://www.farmtocafeteriaconference.org) and select the "Pay by Check" option at the end. Then mail your check(s) to CFSC, 3830 SE Division St, Portland, OR 97202. OR you can mail a paper registration with payment.

### **How do I go about fundraising?**

#### Letters

There are many ways to fundraise, but the process often includes a personal visit, a follow-up letter, and a thank you letter. First, prepare by writing a personal fundraising letter (see below). Then visit people or organizations who you are connected with to make a personalized appeal for financial support to attend the conference. Take your personal letter, the cover letter from CFSC, and be ready to promote your cause. A follow up letter is often delivered a short time later, thanking the potential donor for their time and consideration. A thank you letter is always sent to donors.

#### Events

Organizing an event before or after the conference is a great way to raise funds. Here are some ideas for events:

- Host an event to share information about your goals in attending the conference or do it post-conference and share what you learned. Ask for donations.
- Combine the above with a fundraising dinner in your dining room, school cafeteria, or community space. Seek out donations from stores and farmers to keep your costs down.
- Clean out your closets (and your friends' closets) and hold a garage sale.

- There is no end to the kind of events you can put on (Bake Sale, House party/show, Cake Walk, Car Wash, Cook-off, Movie showing, Raffle, Auction, etc). Remember that by hosting an event, you will not only raise funds for your trip to the conference but also awareness about Farm to Cafeteria issues.

#### Donations

- Ask your friends, family and relatives to donate their airline miles towards the cost of your flight.

#### **What are the most successful fundraising sources?**

Fundraising becomes much more successful when you contact people and groups who are in some way connected with you. These connections might include:

- Family members, friends, neighbors, employers, co-workers, religious leaders, etc.
- Current and/or past employers, including those of parents, grandparents, and close relatives.
- Customers/clients/associates of your or your parent's work
- Local civic organizations (Rotary Club, Lion's Club, Elk's Lodge, American Legion, etc.)
- Commercial Non-Profit organizations (Credit Unions, Hospitals, etc.- Inquire at your local Chamber of Commerce/United Way for a list of Non-Profit Organizations in your area)
- Friends of immediate and extended family
- Local businesses
- Be creative...who else can you think of?

#### **How can I use social media to fundraise?**

Many of us are connected through social networks such as Facebook, Twitter, Myspace and regional or local networks. You can use these forums to support your fundraising efforts.

- Post a condensed version of your fundraising letter.
- Update people on your fundraising goal and how close you are to reaching that goal.
- Share the impacts of your Farm to Cafeteria work (add photos and links).
- During the conference, post or tweet what you are doing and learning at the event.

#### **Suggestions for writing a good fundraising letter:**

- Include personal information about yourself: why you want to attend the National Farm to Cafeteria Conference, how attending will benefit you, and how you intend to share what you have learned with your community.

- Be specific about what you need. Outline the cost of the conference, including any optional pre-conference events that you want to attend. Give specific instructions about how they can contribute, and include contribution forms. It is also a good idea to include the deadline for registration (3/26 for discounted early registration, 4/30 for regular registration).
- Make the letter concise and to the point.
- If mailing the letter, include a smaller envelope addressed to make it easier for potential donors to respond. Write a personal note on the bottom of each letter, and put the name of the person you are writing to at the beginning of each letter. Hand address each letter.

**Do you have any “tips” on how to approach a potential donor?**

- Always speak to a “person,” even when you are approaching an organization. This person should be the decision-maker.
- For best results, make a personal visit rather than calling on the phone or sending a letter. A personal visit helps them listen to you and to what you are saying.
- If they tell you that they need time to “think about it,” ask them when a good time to return would be. Then be sure to be there when you say you will.
- Start TODAY! Some businesses need time to talk to supervisors or managers in order to fit your request into their budget. Sometimes they may need a month or more to receive permission for your request.
- Be ready to answer questions about the program. Read about the National Farm to Cafeteria Conference on the website ([www.farmtocafeteriaconference.org](http://www.farmtocafeteriaconference.org)) and about the National Farm to School Network ([www.farmtoschool.org](http://www.farmtoschool.org)).
- Be polite and express your thanks even when you are turned away.



February 24, 2010

Community Food Security Coalition  
3830 SE Division St  
Portland, OR 97202  
(503) 954 - 2970

Dear Potential Sponsor,

Farm to Cafeteria is TAKING ROOT all across the country. Entering its second decade, Farm to Cafeteria is becoming a permanent feature of school meals. It's now the subject of collaborations with community groups, of state policy, and even of a new national initiative within the US Department of Agriculture.

**What are Farm to Cafeteria projects?**

In Farm to Cafeteria programs, schools and colleges buy food directly from local and regional farmers, thus ensuring nutritious food choices for students and support for local farmers.

**Why are Farm to Cafeteria projects needed?**

In an increasing number of schools, colleges, universities, and other institutions, the food service department, with limited funds and facilities, is contracting meals out to fast food chains. Soft drink sales provide big money for school districts, with exclusive contracts often bringing millions of dollars into cash-strapped school coffers. When more nutritious school lunch fare has to compete with burgers and pizzas, soft drinks and junk food snacks, students' health suffers.

**What are the objectives of the conference?**

During the conference, attendees will have the opportunity to learn about initiatives involving pre-school, K-12, childcare facilities, hospitals, colleges, and prisons. Prospects for professional development will abound with short courses on media training, policy advocacy, and research and evaluation.

**How can I sponsor a conference attendee?**

Help sponsor a conference attendee by donating to help cover the conference fees:

- \$250 Standard Rate for Main Event
- \$45 Great Lakes Networking Session
- \$65 Field Trips or Short Courses

Write a check out to Community Food Security Coalition (CFSC) and give to the individual to send in with his or her registration.

Thank you!