



VINES 10TH ANNIVERSARY FUNDRAISER

PEER TO PEER FUNDRAISING GUIDE



PO BOX 3104 | BINGHAMTON, NEW YORK 13902 | 607.205.8108

Welcome!

In honor of VINES' 10th Anniversary, we are launching a fundraising campaign, **#VINESiversay**, with a goal to raise **\$15,000** between November 13th and December 17th! This fundraiser will make a big difference to our organization – allowing us to grow and have a greater impact on our community. These funds will be invested in our 20 Community Gardens by 2020 efforts and the 2-acre expansion of the Binghamton Urban Farm.

We are proud to report that our small staff and hardworking volunteers impact the lives of over 2,000 people per year through our programming. But this could not be done without donations and fundraising. In our tenth year, we'd like to rally together and spread awareness of the work we are doing in the community. Just like everything else we do, ***we need support from our volunteers to succeed with this fundraising campaign.***

We're looking for our friends to host their own fundraisers on Facebook or to spread the word the traditional way with donation packets to help us recruit new donors. We want to make this an easy and successful experience for you. Many people have never fundraised before or may be intimidated to ask for donations. Don't worry! ***The people who care about you will respond to a cause you care about. You just have to give them the opportunity.***

By fundraising on behalf of VINES, you'll be making it possible for VINES to continue to offer affordable programming that empowers residents to grow food and grow community. Every donation, no matter the size, makes a difference to the people we work with:

- \$10 enables a low-income family to purchase a week's worth of fresh, local vegetables
- \$25 pays for a community garden plot rental for a person in need.
- \$50 provides a week's worth of recipe demonstration and educational supplies to more than 130 Farm Share members.
- \$250 funds a field trip for Grow Binghamton youth to tour a rural farm.
- \$500 builds a handicap accessible garden bed
- \$1,500 pays a teenager for six weeks to work in VINES' summer youth program, Grow Binghamton.

Lets get started!

10TH ANNIVERSARY FUNDRAISING CAMPAIGN

INTRODUCTION

PEER TO PEER FUNDRAISING

Peer to Peer fundraising is a method of fundraising where an organization's champions and avid supporters fundraise on behalf of the organization. For VINES, this is incredibly valuable to increase our outreach and community awareness. VINES fundraisers year-long, and peer to peer campaigns allow us to grow our donor list to people in the community who may support our values, but do not yet know about VINES. There is no greater person in the community to explain and endorse our programs than those involved in, volunteering with, or already supporting them. Through this guide, we will give you Instructions for and Tools to fundraise on behalf of VINES.

IN THIS GUIDE

In this guide you will find all the resources you need to get started, including: Tips for fundraising (p4); How to fundraise on Facebook (p7); Sample social media posts (p9); Sample emails for email correspondence (p11); Program and organization highlights (p14). Additionally, weekly emails will be sent with new content for you to share with your network, and VINES is just a call or email away to help you through this campaign.

INCENTIVES

VINES wants to thank you for your support in this 10th Anniversary Fundraising Campaign. To do so, we will be having drawings throughout the 5 week campaign. Every time you recruit a donation, your name will be entered into a drawing to win a gift card to a local restaurant or business. Drawings will be on December 1st, December 8th, December 15th and December 22nd. It's also important to make sure you get credit for the donations you've collected. If you are fundraising on Facebook this is tracked digitally automatically. If you fundraise via email or in-person, you will need to remind your network to notate that they were referred by you, and submit a contact listing of your donations.

TIMELINE

This campaign will run from November 13th thru December 17th. VINES will be sending you weekly emails on Monday, so you can stay up to date on the campaign's progress, as well as receive new content and materials. As a general outline:

- Begin Asking between November 13th and November 28th
- #GivingTuesday is November 28th and a great time to increase your asking
- Check in with your peers at the half-way point, which is December 1st
- Our peer-to-peer campaign ends December 17th
- Fundraising is a year long project and donations can be made all year long

10TH ANNIVERSARY FUNDRAISING CAMPAIGN TIPS

MAKE IT PERSONAL

Personalize your fundraising page by uploading a profile picture or supporting cover photo. Be direct and honest. Don't disguise your ask or use vague language. Ask for what you need, as simply as possible. Tell your potential donors why you are getting involved and about your personal connection to VINES. Remember, your friends and family are interested in the cause, but they are primarily interested in you and your story.

BE YOURSELF

Fundraising campaigns can be overwhelming, but not if you try and be yourself. Don't force it. Avoid creating a false sense of urgency. If you need more substance, use your storytelling skills. People will care about the causes you hold near; share your stories and experiences and friends will support you.

LEAD BY EXAMPLE

Start by making a donation to your own personal fundraiser. Other people are more likely to donate to your page when they see that someone has already contributed. Donating some of your own money also shows to potential supporters that you are serious about funding urban agriculture and sustainable food system developments in our community.

SPREAD THE WORD

Think of how you would ask for help from a friend or family member. Use this language and tone with your audience, and they will use it with their networks. Get the word out right away by emailing your closest contacts and asking them for donations. Getting your friends and family to donate to your page will help you build up some momentum. Use Social Media, text messages, personal calls and face-to-face interactions to reach an even broader audience. Social media is a great tool to update people on your progress and reminds them that they can still contribute.

EDUCATE

Don't assume that everyone knows about your VINES, its needs or why this is important to you. But don't talk down to people either. Strike a balance of sharing knowledge without being a know-it-all or boring. Engage your network with what makes VINES stand out to you! Care to Share a story? An anecdote may help your network understand why you are fundraising on behalf of VINES.

10TH ANNIVERSARY FUNDRAISING CAMPAIGN

TIPS (CONTINUED)

SET A GOAL

Goals lead to results - when your supporters see what you are striving for, they'll be motivated to help you get there. An average goal is \$250-\$500. Find something that is reasonable for you and your friends. Simply asking for \$10, \$1 for every year VINES has been around is a small ask, but can add up for an organization like VINES. You might also find that you've hit your goal quickly, in which case you can always increase your goal.

GIVE A DEADLINE

VINES' campaign will end on Monday, December 17th. Give your peers a deadline sooner than that, so you have time to follow up, if needed. They'll be motivated to act quickly if they must. For your friends that are slower to respond, follow up. Many people may want to donate but just forget because they are busy.

THANK YOUR DONORS

When the donations start pouring in, make sure you take time to thank each donor. Write a handwritten letter, send an email or make a personal phone call. It also helps to thank your donors publicly by tagging them on social media – it further encourages others to donate. Thank you's go a long way!

VINES WOULD ALSO LIKE TO THANK YOUR DONORS.

At the end of your campaign, please go through your list donors and submit to VINES their:

- Name
- Email
- Address

Fundraising can often take a little creativity and persistence. But it is important to our mission, and we know you can do it! Know that your effort will make a huge impact to VINES, our programming and our community. Thank you!

10TH ANNIVERSARY FUNDRAISING CAMPAIGN

UPDATE YOUR FACEBOOK

UPDATE YOUR PROFILE PICTURE

First things first, update your profile picture with VINES' fundraising frame. This will stand out to your friends and online network, to start the conversation. Be sure to add a description to your updated profile picture, including a link to your fundraising page or VINES' website.

To add a frame to your profile picture:

1. Go to www.facebook.com/profilepicframes
2. Select a frame by searching for "VINES" for the frame you want to use
3. Click *Use as Profile Picture* to save
4. You can also customize photos and videos that you take with the Facebook camera.

UPDATE YOUR COVER PHOTO

Creating a unique cover photo to educate your peers about what you're fundraising for will spark conversation. Be sure to add a description to your updated cover photo, including a link to your fundraising page or VINES' website.

To add or change your cover photo:

1. Go to your profile.
2. Hover over *Update Cover Photo* in the top-left of your current cover photo.
3. Click *Update Cover Photo*. If you don't currently have a cover photo, click *Add Cover Photo*.
4. Choose whether you want to upload a new photo or pick a photo from one of your existing photo albums.
5. Once you choose a photo, you can reposition it by clicking the image and dragging it up or down.
6. Click *Save Changes*.

10TH ANNIVERSARY FUNDRAISING CAMPAIGN

BEGIN FUNDRAISING

START FUNDRAISING

Using this guide, begin to target your audience and think about how you'd like to ask your network for donations. Sharing a story and explaining what VINES does will help educate your community on why this non-profit organization is important to you.

1. Click *+ Create Fundraiser* in the left menu of your News Feed
2. Search for *VINES: Volunteers Improving Neighborhood Environments*, then choose a cover photo and fill in the fundraiser details
3. Click *Create*
5. Note: All fundraisers are public, so anyone on or off of Facebook can see them.

POST/ASK CONSISTENTLY

At <https://vinesgardens.org/support-vines/peer-to-peer-fundraising> you will find fundraising resources such as social media posts and images.

Use these graphics to spark awareness online. Remember, not everyone in the community is familiar with VINES, so never assume that your network will just “know”. Education is the most important part here! ***We recommend posting 2 times a week***, to keep your network informed on your efforts and progress, and remind them to make their contribution. It is normal for friends and family to need several nudges of reminder. Find a balance that is comfortable for you before moving on to your next ask.

10TH ANNIVERSARY FUNDRAISING CAMPAIGN

DONATION BUTTONS

ADD A DONATE BUTTON TO YOUR POST

To add a donate button to your post, click *What's on your mind?* on your News Feed or timeline and then follow one of these options:

1. Tag the nonprofit, click *Post* and then click *Add Button* to confirm that you want to add a donate button.
2. Click *Feeling/Activity* and scroll down to click *Supporting*.
3. Select *VINES: Volunteers Improving Neighborhood Environments*, click *Post* and then click *Add Button* to confirm that you want to add the donate button to your post.

ADD A DONATE BUTTON TO YOUR LIVE VIDEO

You can add a donate button to your live video using the Facebook for iOS app or Facebook for Android app.

Facebook for iOS

To add a donate button to your live video using the Facebook for iOS app:

1. Tap *Live* at the top of the News Feed of your profile or verified Page
2. Tap “...”
3. Tap *Add Donate Button*
4. Select a nonprofit (*VINES: Volunteers Improving Neighborhood Environments*) or fundraiser you created
5. Tap *Go Live*

Facebook for Android

To add a donate button to your live video using the Facebook for Android app:

1. Create a fundraiser
2. Tap *Live* at the top of your News Feed or timeline
3. Tap in bottom left-hand corner and then select your fundraiser
4. Tap *Go Live*

10TH ANNIVERSARY FUNDRAISING CAMPAIGN

UPDATE POSTS

We will email you every Monday during the campaign to support you through this process and provide content you can use. For graphics and additional content, we encourage you to use the example posts below, share VINES' Facebook posts.

VINES' Facebook page will contain original content that will help you stir interest within your network, but ultimately – sharing **your** story of why you're supporting VINES will mean the most to your friends and family.

WHAT TO POST: "I'M FUNDRAISING FOR"

- I'm fundraising for #VINESiversary to empower our youth.
- I'm fundraising for #VINESiversary to beautify our neighborhoods.
- I'm fundraising for #VINESiversary to grow community.
- I'm fundraising for #VINESiversary to enable people to grow food for themselves and their families.
- I'm fundraising for #VINESiversary to make fresh, healthy food accessible to all.
- I'm fundraising for #VINESiversary to support the next generation of farmers.
- I'm fundraising for #VINESiversary to provide job-training to our youth.
- I'm fundraising for #VINESiversary to support urban agriculture.
- I'm fundraising for #VINESiversary to support our environment.

10TH ANNIVERSARY FUNDRAISING CAMPAIGN UPDATE POSTS (CONTINUED)

WHAT TO POST: "MY GOAL"

- Every \$10 towards my goal helps a low-income family to purchase a week's worth of fresh, local vegetables.
- For every \$25 raised, together, we can sponsor a community garden plot rental for a person in need.
- If we reach \$500, VINES will have funds to incorporate more handicap accessible garden beds in their upcoming build projects, giving EVERYONE access to gardens.
- My goal of \$1,500 will pay for a youth to learn about farming and other life skills during the summer program, Grow Binghamton.

WHAT TO POST: "RECRUITING"

- I volunteer with VINES because I believe in growing food & growing community. Would you support my fundraiser and support #VINESiversary ?
- I am looking for 10 friends that want to support my efforts with #VINESiversary. If just 10 friends commit \$100, we improve our community by fighting urban blight and building community spaces for our neighbors and youth to grow food & grow community.
- This year, for my birthday, please make donations to support #VINESiversary in lieu of gifts.

TAG US AT: @VINES: Volunteers Improving Neighborhood Environments
USE OUR HASHTAG: #VINESiversary

FREQUENCY

It's helpful to post consistently as a method to remind your network of the value and urgency of supporting VINES' Anniversary campaign. ***We recommend posting at least 2 times a week, but ultimately it is what you are most comfortable with!***

10TH ANNIVERSARY FUNDRAISING CAMPAIGN

EMAILING YOUR PEERS

SAMPLE INITIAL EMAIL:

SUBJECT: Let's celebrate VINES' 10th Anniversary- Can you help me do something special?

BODY: If you don't already know, VINES is a Binghamton nonprofit that empowers people of all incomes to "grow food and grow community". They do this mostly through their urban farming and community garden initiatives. But they also have a veggie subscription program called Farm Share, and do an extensive summer employment program for our area's youth.

I am writing to ask you to support this cause with me, by donating to their 10th anniversary fundraiser.

Personally, I enjoy supporting VINES through (volunteering, attending programs and workshops, purchasing produce through Binghamton Farm Share, etc.)_____. **Add details, of what VINES means to you**

Everything VINES does is for the community, with their services offered on sliding scale or free to the public. I'd like to support VINES by fundraising for their 10th anniversary. I'm participating in their peer-to-peer fundraiser with the goal to raise \$____ on their behalf. While this is a large goal, the impact will be even greater. All of VINES' programs support underserved populations.

But to help change our community, I need your help. I hope you would please donate to VINES this year, to support their triumph of ten years of positive community work. You can donate online or mail in a donation following the instructions at: www.vinesgardens.org/support-vines/donate/. Please let VINES know I referred you, by notating it on your donation slip or in the "Add Special Comments" Section of the Paypal checkout screen.

Thanks for your support of an organization that means so much to me.

-Sign Name

10TH ANNIVERSARY FUNDRAISING CAMPAIGN

EMAILING YOUR PEERS

FOLLOW UP EMAIL:

SUBJECT: Time to celebrate! 10 years of Community Gardening in Binghamton

BODY:

As you already know I'm participating in their peer-to-peer fundraiser for VINES, with the goal to raise \$___ on their behalf. I'd love your support. This holiday season, consider giving to an organization that gives back to the community all year long. VINES is building a sustainable and just food system in our own community through Community Gardens, Urban Farming in downtown Binghamton, Farm Share and Youth Programming. VINES' programs are special because they empower people to improve their own lives and our community by providing the support and resources needed for people to grow and access healthy, fresh foods.

As you can tell, this organization pulls at my heart strings. I have been involved with VINES for ___years/since ____.

VINES is celebrating their tenth year, and I'd like to support their growth and help them continue to grow for another ten years. This is something that means a lot to me. Would you make a donation to VINES this year and help me reach my goal?

You can donate online or mail a donation by following the instructions at: www.vinesgardens.org/support-vines/donate/. Please let VINES know I referred you, by notating it on your donation slip or in the "Add Special Comments " Section of the checkout screen.

Thanks for your support of an organization that means so much to me.

-Sign Name

10TH ANNIVERSARY FUNDRAISING CAMPAIGN

EMAILING YOUR PEERS

THANK YOU EMAIL:

SUBJECT: Thank you!

BODY:

Thank you to all my friends for supporting me in fundraising on behalf of VINES this fall. I have reached my goal of \$____/ I have raised a total of \$____ on their behalf. There is still time to donate to VINES, if you haven't had a chance to do so. This organization continues to grow their programming, and every bit helps.

I hope that you continue to watch VINES transform our communities and find a way to get involved. They are a small staff, and you make it possible for their continued efforts of developing a just and sustainable food system in our own community. It's never too late to make a difference in our own back yards, and I'm so appreciative of your support during this campaign. We couldn't have raised this money without your support and dedication to building our community through the hard work of our local non-profits.

If you haven't yet, you can donate online or mail in a donation following the instructions at: www.vinesgardens.org/support-vines/donate/. Please let VINES know I referred you, by notating it on your donation slip or in the "Add Special Comments" Section of the Paypal checkout screen.

Thanks for your support of an organization that means so much to me.

-Sign Name

10TH ANNIVERSARY FUNDRAISING CAMPAIGN

VINES PROGRAMMING



Community Gardens

- VINES started with community gardens in an effort to empower our community to grow their own food to increase accessibility, but also build community. Garden beds are rented for a nominal fee (with scholarships available) where members can grow food for themselves and their families.
- A garden bed can feed 2-2.5 people, and with over 200 garden beds in the Greater Binghamton area, we are helping bring fresh food and community to hundreds of our neighbors. VINES has 12 community gardens today and plans to have 20 Gardens by 2020.



Grow Binghamton

- Grow Binghamton provides meaningful summer employment for youth, promoting skill building and empowerment. Youth learn about our food system first-hand and help grow food for our community. Other life and job readiness skills like financial literacy, resume writing and more are also taught.
- This program started in 2010 with just 10 youth. In 2017, we hired 17 youth and plan to have 20 youth in our crew for the summer of 2018.



Farm Share

- Our Veggie Subscription program, where you can receive a weekly box of fresh wholesome vegetables. These are delivered to community centers to ensure access regardless of transportation barriers.
- More than 50% of our participants are able to receive a discount on fresh vegetables through our “All Income” model CSA program – making fresh vegetables affordable! Over 150 people took part in Farm Share in 2017, up from just 30 in our 2013 pilot.

10TH ANNIVERSARY FUNDRAISING CAMPAIGN

VINES PROGRAMMING



Binghamton Urban Farm

- Binghamton Urban Farm is located in downtown Binghamton, on Tudor Street. This is the home of our youth employment program, many of our workshops, and veggies that help feed Binghamton Farm Share and our community.
- On a half an acre of urban land, this productive space is responsible for producing over 7,000 pounds of food last season. We expect to quintuple the size of the Urban Farm in the next 2 years – expanding to 2.5 acres.



Sprouts

- Sprouts is our elementary-garden-based learning program. VINES goes into schools to provide workshops, and invites schools to participate in hands-on-learning with our urban farm or community gardens as our learning labs!
- Through Sprouts, we are able to teach our youngest generation about the magic that occurs in the soil, and relate that to common core curriculum through math, science, language arts and more!



Green Thumb Series

- VINES offers over a dozen free, hands-on and informative workshops each year to educate our community on how to grow plants in your garden, composting, attracting pollinators, food preservation and more.
- These workshops are offered in variety of locations all over our community. In 2017 we've educated over 100 local residents through these workshops.

10TH ANNIVERSARY FUNDRAISING CAMPAIGN

MORE ABOUT VINES

MEET THE TEAM

Executive Director:

Amelia LoDolce
amelia@Vinesgardens.org

Program Staff:

Kate Miller-Corcoran,
Binghamton Farm Share

Anthony Paolini,
Urban Farm Manager

Kaitlyn Sirna,
*Community Garden &
Youth Program Manager*

Board of Directors:

Amy Shaprio, *Chair*
David Levenson, *Vice -Chair*
Chris Allin, *Treasurer*
Shelbi DuBord, *Secretary*
Connie Barnes
Chris Caroompas
Matt Conlon
Heather Cornell
Chris Day
Gail Kovac

Volunteers

VINES' is primarily a volunteer-based organization. Our outreach and impact is greatly due to the support of our community. Without our volunteers and champions, we would not be able to provide the services and programming that VINES does in our community.

HISTORY

The essence of VINES' work is captured in its simple motto: *growing food, growing community*. VINES empowers people to improve their lives and communities through urban gardening and connecting urban consumers to rural farmers. The organization formed as a volunteer-led project building community gardens in 2007 but quickly grew as demand for urban gardening space, garden-based education, and access to local food exploded. VINES became an independent nonprofit in 2010, and now manages a number of programs including a community garden program, the Binghamton Urban Farm (BUF), Grow Binghamton (a summer youth employment program), the Green Thumb Educational Workshop Series, and the Farm Share program (Farm Share). Demand for VINES' programming continues to grow and the organization is working to expand its core programs both within and beyond Binghamton's urban core.

MISSION

Volunteers Improving Neighborhood Environments, INC. (VINES) is an organization committed to developing a sustainable and just community food system. We do this by bringing together diverse groups of people, with a focus on youth development, to establish community gardens, urban agriculture and community green spaces. We strive to develop and beautify urban sites and empower community members of all ages and abilities.

growing food. growing community

FOR MORE INFO

VISIT: vinesgardens.org | CALL: 607.205.8108