



FARM Raiser

Farm-based Fundraising

FarmRaiser Timeline

1. Find out the protocol for setting up a new fundraiser at your school. Check with your principal and learn about other fundraisers that are happening. Make sure you have school approval before taking next steps.
2. Identify a team to support and help you with the FarmRaiser, possibly the PTO or other group at your school.
3. Decide if you would like to work with one farm or a few farms. The one-farm model typically offers a box of mixed veggies and can have several pick-up dates. The multiple farm model offers a few items from 3 or 4 farms. Families are offered a menu of farm products to choose from. (See “Working with Farms” to learn more about each choice).
4. Decide what you are raising money for. It could be Farm to School programming or playground equipment. One school raised money for an outdoor pizza oven.
5. Your school’s FarmRaiser Champion (You!) needs to contact the farm(s) and find ones interested and able to participate. Use our email letter of introduction. Farmers can be challenging to reach. Try lunch time or in the evenings for most success.
6. The FarmRaiser Champion needs to:
 - A. Choose up to 3-4 farms and 2-3 products from each farm, to offer on the FarmRaiser brochure (if you are holding a multiple FarmRaiser).
 - B. Choose one farm, size of box and number of pick-ups if it is one farm.
 - C. Add a profit margin on to the farmer’s price and mark the final price on the ‘school cost’ column. We suggest 30% markup.

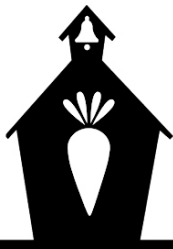


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- D. Decide when:
- i. the brochures will go home (may be good to pair this with a school event)
 - ii. The ordering deadline
 - iii. The delivery date and time
 - iv. The pickup time on the same day as delivery
 - v. To whom should buyers make out checks
 - vi. Do you want to add a donation option?
7. Confirm with farms; encourage them to include promotional materials about their farm for pick up day.
8. All items with set prices, dates of sales and pick-up information are added to the brochure and poster templates (found on FarmRaiser tools page).
9. Print brochures and posters – either at school or a copy center.
10. Details that need to be decided before the sale starts:
- A. Who will keep track of the orders, payments, and general records at the school?
 - B. Who will staff the delivery day?
 - C. Where will deliveries happen, do you need refrigeration or a freezer?
 - D. Who is in charge of telling the farmer how much was ordered, and who is in charge of cutting a check for the farmers and delivering it?
 - E. How will the logistics of delivery day work? What will happen to food that is not picked up? Will you remind buyers or donate the leftover food to a food shelf or the school kitchen?
11. Once the FarmRaiser has begun, you and your team will need to:
- A. promote the fundraiser
 - B. start sales on the sales date
 - C. collect orders by the order date
 - D. Fill out the tally sheet found on the website
 - E. Contact the participating farmers within 2 days after the order deadline and let them know the quantities needed of each product. Remind farmers of the delivery day and time, and location. Let farms know when their payment will be received.



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12. On delivery day:
 - A. FarmRaiser Champion should have a list of each buyer and what they ordered.
 - B. School needs to have a person and/or location for farmers to deliver the product
 - C. School needs to have volunteers to help at pick up time. Possibly, each person could be given a copy of their order sheet and go pick up at various tables which have the products.
13. Try and combine your pick up with a celebration of some sort. Invite farmers to come and participate and meet families.
14. Consider including recipes with the more exotic vegetables.



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