Flourishing in the Garden

Community Donations Asks

1. Spend time prospecting/gathering information on each company's specific corporate giving initiatives. They all have slightly different approaches, guidelines, and preferences in how they want to be approached. This will help you prioritize your asks and figure out which company is a good fit for each type of ask.
2. Call each store and ask who the local contact for community is giving, store product donations, and volunteering.
3. From there, we can better judge how to formulate the ask. In some cases, the contact may request a formal letter from you with specific information. In general, I would steer clear of a generic solicitation letter.

For garden specific asks, Lowes and Walmart are great about donating supplies like soil, hand tools, pots, seeds, and plants. If you can catch Lowes/Walmart at the end of the season, they will typically donate their excess seeds because they cannot be sent back to the distributor.

When crafting your ask, be sure to include who you are, your position, and the organization you work for. Share who your community partners are, their mission, as well as the participants you plan to work with. Explain what program you are offering, the intentions, goals, and outcomes that you are working towards.

Depending on the process for each organization, you can go in person, speak to the manager, and hand them the ask letter so they can put a name to a face. This not only makes the situation more personal but also shows who you are and your dedication to community.