

## FUNDRAISING TO SUPPORT YOUR MARKET

- 1 Host a Pre-season Event** – A pre-season event can be a great way to raise money for your market while simultaneously reminding customers that the season is about to begin. Try asking a local restaurant to donate a percentage of an evening's proceeds to the market or a band to play a benefit concert.
- 2 Recruit Support from Local Business** – Approach local businesses about becoming a “market Sponsor.” Many businesses will be willing to sponsor the market in exchange for inclusion of their organizational logo on market materials.
- 3 Use a Donation Jar** –Some markets have designed attractive donation jars that are attached to tent poles and pillars throughout the market. Donation jars are an easy way to raise a small amount of money to cover discrete costs throughout the season.
- 4 Host a Mid-season Dinner** – Ask a board member or supporter to host a dinner prepared with food purchased fresh from the market. Depending on your community you can charge between \$25 and \$100 per plate, with all proceeds going to the market. The invitation list for this type of event should be carefully chosen as this type of intimate environment provides the opportunity to discuss the mission of the market and solicit additional donations.
- 5 Board of Directors** – It is common for board members of non-profit organizations to have financial responsibilities. As such, you may want to consider making it a requirement for board members to raise a certain amount of money each year – perhaps \$500 or \$1,000. So as not to exclude committed board members you can substitute volunteer hours for money raised.
- 6 Vendor fees** – Most markets already charge vendor fees, but if your market does not this is something you may want to consider. The market offers vendors an environment in which they can sell their products. It is reasonable to charge a small fee for the time, energy and skills required to create this environment.
- 7 Your Local Agricultural Commission** –Many towns have an agricultural commission that is committed to supporting local agricultural. Approach your area commission and ask if they are able to support your market financially or with any in-kind donations.
- 8 In-kind donations** – Not everyone will have money that they are able to donate, but that doesn't mean they can't support your market. Ask area businesses about in-kind donations such as materials for fliers or banners. Or ask a supporter of the market to donate their skills such as graphic design, web development or marketing.