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## Platinum



## Silver



AgBioResearch



College of Agriculture, Food and Environment Alumni Association

## Bronze



THANK YOU SPONSORS!

*Extension Fundraising:  
Mastering Master Gardeners*



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13 years in Development  
Vet Med and IFAS



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Associate Director of Development  
IFAS Annual Giving and Florida 4-H  
9 years in Development  
CLAS and IFAS

# POP QUIZ! Name this flower...



# Background



Florida Master Gardener Legacy Endowment  
↳ Stewardship








Database of names (*why MGVs are the perfect prospects*)  
↳ Road bumps



Annual Giving

# Campaign Plan

-  Pre-Conference mail and digital campaign
-  Tabling at Master Gardener Volunteer Conference
-  Present 2019 County Award on final day
-  Inform Master Gardener Volunteers of the Legacy Endowment and endowment concept
-  Post-conference follow-up

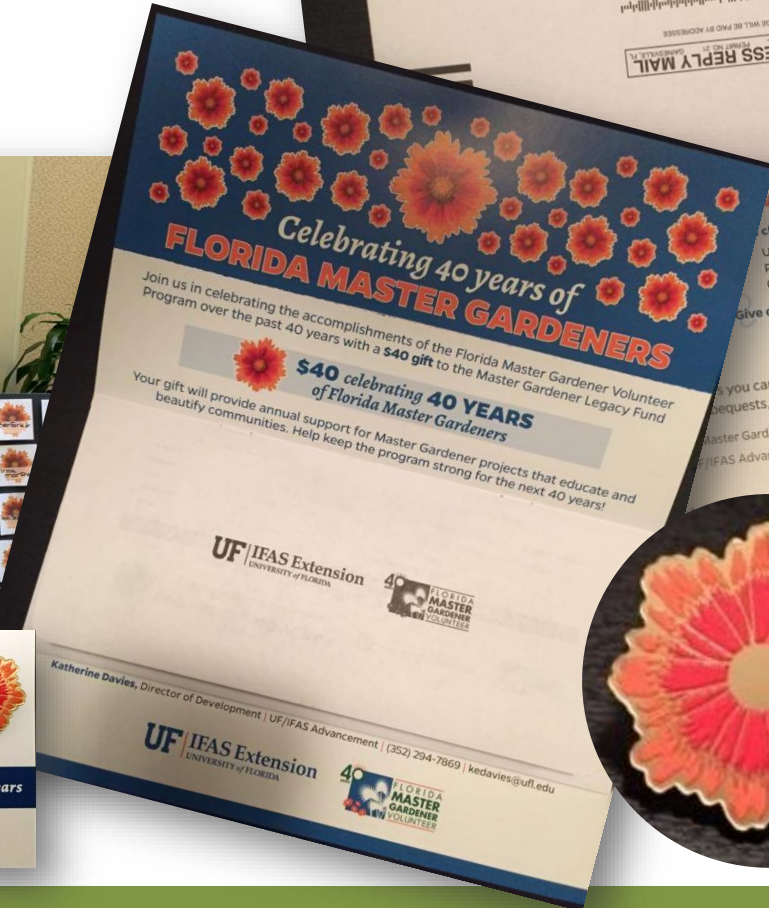
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MASTER GARDENER LEGACY FUND



## \$40 Celebrating 40 Years

**UF** | IFAS Extension  
UNIVERSITY of FLORIDA



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## MASTER GARDENER LEGACY FUND



**\$40 Celebrating 40 Years**

UF | IFAS Extension  
UNIVERSITY of FLORIDA



Since 1979 the Florida Master Gardener Volunteer Program has provided research-based gardening solutions and horticultural outreach to communities across Florida. Today a statewide network of 4,700 volunteers contributes more than 400,000 hours annually.

In celebration of 40 years of success, we are launching a special campaign at this year's conference to invest in the next 40 years and beyond! [Join me in celebrating with a gift of \\$40 to the Master Gardener Legacy Fund.](#)

Your gift will grow this endowment and provide sustainable, annual support for Master Gardener projects that educate and beautify local communities.

**Click to celebrate with your gift**

Gifts may also be made by mailing check (payable UF Foundation, memo MG Legacy) to UF/IFAS Advancement c/o Katherine Davies, PO BOX 110170, Gainesville, FL 32611.



## MASTER GARDENER LEGACY



**\$40 Celebrating**

UF | IFAS Extension  
UNIVERSITY of FLORIDA



For this year's Master Gardener Volunteer conference, we announced the launch of this special giving campaign to celebrate 40 years of service and success, and investing in the future of the 18 Master Gardeners who have already...

The Master Gardener Legacy Fund is a UF endowment established by an anonymous donor to help support county projects. Funds are awarded through a competitive process. [It will help grow the funds available each year for projects!](#)

In 2018 we had 9 applications, and the award was given to Broward County for raised bed gardens in local elementary schools. In 2019 we have 5 applications from Broward, Hernando, and Sumter Counties, and the winner will be announced at the conference!

**Click to celebrate with your gift**



Garden Coordinator Vivian Landrix giving a tour of the MG Vegetable Demonstration Garden to the new Florida Master Gardener Class at UF/IFAS Extension in Broward County in April 2019.

In October we launched a special campaign - **\$40 Celebrating 40 Years** of service and success for the Master Gardener Volunteer Program.





The response has been inspiring! To date MGVs have generously contributed 150 gifts totaling \$12,680. [These gifts grow the funds available](#) for future awards, increasing support for county projects throughout the state.

At the MGV Conference Broward County received the 2019 Master Gardener Legacy Grant. This award will expand their urban vegetable demonstration garden to incorporate two new methodologies: grow bags and Earthbox™ systems. This will show how they can grow veggies in their yards and increase food security through the incorporation of alternate growing methods like grow bags and Earthboxes™ gardening.

Broward County is leveraging these gardens to support their educational efforts on a "Train the Trainers" program to offer free, educational workshops to teachers so they may create viable...

**2,700 email recipients  
50%+ open rate!**

# Outcomes

-  **\$20,710** from **187 households** (*3.9% response rate*)
-  Anonymous endowment donor who helped plan the campaign made **unexpected contribution of \$4,000.**
-  Donor of \$100 accepted lunch invitation and made a **second donation of \$2,500.**
-  So far **7 follow up visits** were\* scheduled; **2 indicated estate gift interest** for UF/IFAS Extension Master Gardener Volunteer Program.

*\*Postponed due to COVID-19*



# Thank you for zooming in, Questions?



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