

# Fundraising Ideas Guide:



Fresh Access Bucks (FAB), an initiative of Feeding Florida, is the state's nutrition incentive (NI) program funded with state and federal support. FAB increases access to fresh, affordable produce in underserved communities while supporting Florida's farmers and enhancing local economies.

This guide is designed to help your outlet stand build financial stability through creative, community-driven fundraising.

The ideas are grouped by scale — small, medium, and large — based on both the effort required and potential profit.

- Small fundraisers are quick and simple, perfect for markets with limited staff or time.
- Medium fundraisers take a bit more planning but help build stronger community connections and sponsor relationships.
- Large fundraisers require more organization and collaboration but can provide long-term funding and major growth opportunities.

You don't need to do them all — start small, choose what fits your outlets capacity, needs and community. Use this guide to build momentum over time. Keep good records of every effort (what worked, how much was raised, who participated), so you can learn, grow, and show funders that your market is an active, sustainable part of the community.

## Small - Scale Fundraisers:

Low effort, quick turnaround, great for visibility and community building.

Potential Profit: \$50-\$1,000

Effort Level: 1-2 people, short-term planning (a few hours to a few days)

### 1. Local Pop-Up Stands or Product Sales

Set up a small booth selling produce, baked goods, crafts, or market-branded items like tote bags and mugs. Pop-ups can be hosted at local cafés, schools, or community events.

*Partner with nearby businesses for visibility and highlight the message, "Shop Local, Support Local Farmers."*





## 2. Social Media or Peer-to-Peer Campaigns

Run short, themed online donation drives — for example, “\$10 keeps our market music playing all summer.” Encourage supporters to share the campaign link.



*Keep it simple, visual, and goal-oriented, such as raising \$500 in five days.*

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## 3. Raffles or Small Auctions

Ask vendors and local businesses to donate items or gift baskets, then sell tickets at the market or online. Themed baskets (like “Breakfast at the Market” or “Local BBQ Night”) attract attention.

*Announce winners publicly at the market to celebrate community support.*

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## 4. Workshops or Classes

Offer casual, hands-on classes like seed starting, jam-making, composting, or cooking with seasonal produce. You can charge a small entry fee or suggest a donation.

*Partner with a local master gardener or chef to add credibility and fun.*

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## 5. Donation Jars or Round-Up Programs

Place donation jars at vendor booths or near checkout areas. Alternatively, ask customers if they’d like to “round up” their purchase to support the market.

*Keep signage simple, friendly, and visible.*

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## 6. Farmers Market Bingo or Loyalty Cards

Create and sell bingo or punch cards where shoppers earn marks by buying from different vendors.

*Once filled, they can enter a raffle or pick from donated prizes. This builds excitement and encourages repeat visits.*



## 7. Kids' Activities for Donations

Offer kid-friendly stations like face painting, seed planting, or simple craft tables. Ask for small donations to participate.



*These activities add value to the market and make it more family-friendly.*

## 8. Digital Community Recipe Book

Collect recipes from vendors, customers, and staff, then offer them as a downloadable PDF online for a set price or donation.

*It's a fun, low-cost fundraiser that also celebrates local food traditions.*

## 9. Market Merchandise

Sell simple branded items like t-shirts, mugs, or canvas bags featuring your market's logo or slogan.

*Merchandise doubles as promotion for your brand around town.*

## Medium - Scale Fundraisers:

Moderate effort, requires coordination, but builds strong relationships and recognition.

Potential Profit: \$1,000-\$10,000

Effort Level: Core team and volunteers, 1-3 months of planning

### 1. Sponsorship Packages

Offer sponsorship tiers such as Silver, Gold, and Platinum. Include recognition on banners, newsletters, and social media.

*Create a professional one-page packet with audience reach and community impact data to show value to potential sponsors.*

### 2. Annual Fundraising Event or Festival

Plan a harvest festival, farm-to-table dinner, or "Taste of the Market" celebration. Include live music, local food vendors, raffles, and kid-friendly games.

*Sell tickets in advance and seek business sponsorships to cover costs.*



### 3. Grants from Local Foundations or Governments

Apply for small community or food access grants to fund operations, infrastructure, or special programs.

*Keep detailed data and records on attendance, food access, and vendor sales to strengthen future applications.*

### 4. Membership or “Friends of the Market” Program

Invite community members to join as supporters for an annual fee (\$25–\$500). Offer small perks like a tote bag, early access to events, or special recognition.

*Send personal thank-you notes and updates throughout the year.*

### 5. Vendor Benefit Night

Partner with a local restaurant, brewery, or coffee shop for a “Market Night,” where a portion of proceeds supports the market.

*These events are low-effort and great for visibility and networking.*

### 6. Farm Tours or Open Farm Days

Host tours of participating farms or U-pick events where attendees pay admission or give a donation.

*It's educational, family-friendly, and strengthens the connection between farmers and customers.*

### 7. Cook-Off or Recipe Contest

Invite locals to enter dishes made with market produce. Charge small entry or tasting fees and offer prizes from vendors.





## 8. CSA Add-On Fundraiser

Offer supporters the option to purchase an additional “donation share” when buying CSA boxes, which funds market improvements or subsidized shares for low-income families.

*These events attract attention, boost foot traffic, and generate great media coverage.*

## 9. Vendor Booth Sponsorships

Allow individuals or businesses to “adopt a booth” for the season, with their name displayed at the stall.

*This creates a tangible connection between sponsors and the market’s daily life.*

## 10. Community Yard Sale or Swap Day

Host a yard sale or garden equipment swap at the market site. Charge vendors a small booth fee



*It’s easy to organize and attracts a broad audience*

## Large - Scale Fundraisers:

High effort, long-term planning, but substantial potential return and long-lasting community impact.

Potential Profit: \$10,000+

Effort Level: Dedicated staff or committee, 6-12 months of planning

## 1. Capital Campaigns

Launch a major fundraising effort for long-term infrastructure improvements such as new market sheds, restrooms, refrigeration, or solar panels.

*Use visuals, cost breakdowns, and progress updates to keep donors inspired.*



## 2. Multi-Year Grants or Contracts

Collaborate with public health departments, city agencies, or schools to offer nutrition education, outreach or staffing support.

*These partnerships provide reliable funding over multiple years.*

## 3. Institutional Partnerships

Work with hospitals, universities, or food banks to create community programs that improve health or local food systems.

*Emphasize shared goals like sustainability and wellness.*

## 4. Regional Food or Farm Summit / Expo

Host or co-host a regional event for local producers, chefs, and food advocates.

*Charge vendor and attendee fees, and seek sponsorships from agricultural organizations or local businesses.*

## 5. Market Endowment Fund

Establish an endowment through a local community foundation.

*Donations build a permanent fund that provides annual income, ensuring long-term sustainability.*

## 6. Farm-to-Fork Gala or Benefit Dinner

Plan a high-end event featuring local chefs cooking with market produce.



*Sell premium tickets, seek donated ingredients, and tell farmer stories to connect guests to your mission.*





## 7. Collaborative Grant Projects

Team up with nearby farmers markets, food co-ops, or nonprofits to apply for regional or USDA grants.

*Shared workload and data make these proposals stronger and more appealing to funders.*

## 8. Educational Partnerships with Schools or Colleges

Develop farm-to-school or market education programs that teach nutrition, gardening, or sustainability.

*These partnerships often attract grant funding and steady participation.*

## 9. Corporate or Major Donor Campaign

Engage large local employers or philanthropists through workplace giving, sponsorships, or matching gift drives.

*Offer recognition and opportunities for corporate employee engagement.*

## Using This Framework:

- **Small fundraisers** keep the market visible and help create a giving culture.
- **Medium fundraisers** deepen community ties and attract repeat sponsors.
- **Large fundraisers** build financial security, infrastructure, and credibility.

Aim for a mix of all three:

- 3-6 small fundraisers per year (low-cost and frequent)
- 1-2 medium events annually (community anchors)
- 1 large initiative every year or two (long-term growth)



*This balance keeps funding consistent, maintains engagement, and positions your farmers market or farm stand for lasting success.*