

Sample Fundraising Emails/Letters:



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

This resource includes sample emails and letters designed to support your funding outreach. Whether you're connecting with private funders and foundations, local businesses, city or county governments, or your own market supporters, these templates help you clearly communicate your mission and confidently request support.

If you'd like to include additional data or customize these messages further, our FAB Impact Worksheet offers key statistics and background information you can reference in these templates or in your own outreach materials. You can access the worksheet at the link below.

[**FAB Impact at Your Outlet Worksheet**](#)



Know Your Audience:

Private Funders and Foundations:

These organizations often focus on community health, food access, or local agriculture. They're great to approach for larger grants or multi-year funding that can help sustain or expand your market programs.

Local Businesses and Corporations:


Businesses in your community, like grocery stores, restaurants, or local banks may be interested in sponsorships, in-kind donations, or partnerships that give back to the area they serve. They're ideal for smaller, ongoing contributions or event-based support.

City and County Governments:

Local governments can provide funding through community development grants, health initiatives, or economic programs. They're valuable partners if your market aligns with goals like improving access to healthy food or supporting local Farmers.

Market Supporters and Donor Lists:

Your existing customers, volunteers, and email subscribers already believe in your mission. Asking them for donations or sponsorships can help fill smaller funding gaps and build stronger community ownership of your market's success.

	Multi Year Partnership	Larger Donations	Community Building	Hyper Local	Similar Mission
Private Funders and Foundations	X	X			X
Local Businesses and Corporations		X	X	X	
City and County Governments	X	X	X	X	
Market Supporters and Donor Lists	X		X	X	X

Private Funders/Foundation



Tone: Professional, impact-driven, community benefit focus

Why It's Important:

Private funders and charitable foundations often provide the largest and most stable sources of grant or sponsorship funding. They look for measurable community impact, alignment with their mission (like food access, health, or sustainability), and a track record of responsible management.

How to Use It:

Use this email when applying for grants, introducing your market to new foundations, or following up on prior funding conversations. Attach or link to your market's impact report, budget, and data to show accountability and seriousness. Strong relationships with private funders can lead to multi-year or repeat funding.

Subject Line: Partnership Opportunity: Strengthening Local Food Access in [Your Community].

Dear [Name or Foundation Contact],

My name is [Your Name], and I serve as the coordinator for the [Outlet Name] in [Location]. In this role, I help advance efforts that strengthen Florida's agricultural economy while expanding equitable access to fresh, locally grown food within our community.

Over the last ___ years our outlet generated over \$_____ in Florida-grown produce purchases for more than _____ Florida farmers, including over \$_____ in local food purchased through SNAP + Fresh Access Bucks. This investment resulted in an estimated economic impact of \$_____ for our local economy. This work helps ensure fresh, nutritious, and locally sourced food is both available and affordable for those who need it most.

A key driver of this impact is Fresh Access Bucks, a program of Feeding Florida that increases purchasing power for SNAP shoppers while supporting Florida farmers and strengthening local economies. Through this program, SNAP customers receive a dollar-for-dollar match on Florida-grown fruits and vegetables. For example, when a shopper spends \$40 in SNAP benefits at [Outlet Name], they receive an additional \$40 to purchase fresh, local produce.

Fresh Access Bucks has become an essential resource at our market, significantly increasing fruit and vegetable purchases and helping families stretch limited food budgets. Demand for the program continues to grow, and sustained private funding is critical to ensure we can continue offering these incentives and serving our community without interruption.

We are currently seeking funding partners to help maintain and expand this work, supporting food access, small farm viability, and local economic resilience. Your foundation's commitment to [health, equity, sustainability, community development, etc.] aligns strongly with the outcomes this program delivers.

(Edit this to be personal and specific, these are simply examples)

Grant or sponsorship support could help us:

- Sustain Fresh Access Bucks incentives for low-income shoppers
- Maintain reliable staff to manage our SNAP and Fresh Access Bucks program
- Improve market infrastructure, outreach, and data collection to better measure community impact

We would welcome the opportunity to share our impact report and discuss how your investment could strengthen this community resource while advancing your philanthropic priorities.

Thank you for your time and consideration. I look forward to connecting soon.

Warm regards,

[Your Name]
[Title, if applicable]
[Outlet Name]
[Contact Information]

Local Businesses/Corporate Sponsors



Tone: Friendly, mutually beneficial, visibility & community reputation focus

Why It's Important:

Local businesses are essential partners who can offer financial sponsorships, in-kind donations, marketing reach, or event collaborations. Their support strengthens community ties and brings mutual visibility, they get recognition, and you get resources to sustain operations.

How to Use It:

Send this email to restaurants, banks, co-ops, realtors, or local service providers that value community visibility. It's ideal for seasonal sponsorship drives, special events, or market launch campaigns. Always follow up with a personalized visit, local businesses respond well to face-to-face connections.

Subject Line: Support Local: Partner with **[Outlet Name]** This Season.

Dear **[Business Owner / Manager Name]**,

I hope this message finds you well! My name is **[Your Name]**, and I coordinate the **[Outlet Name]** in **[Location]**. Our work focuses on supporting Florida farmers while making it easier for local families to access fresh, healthy, and locally sourced foods.

Over the last ___ years our outlet generated over \$_____ in Florida-grown produce purchases for more than _____ Florida farmers, including over \$_____ in local food purchased through SNAP + Fresh Access Bucks. This investment resulted in an estimated economic impact of \$_____ for our local economy. This work helps ensure fresh, nutritious, and locally sourced food is both available and affordable for those who need it most.

One of the ways we make fresh food more affordable is through Fresh Access Bucks, a program of Feeding Florida that matches SNAP dollars spent on Florida-grown produce. When a shopper spends \$40 in SNAP benefits at **[Outlet Name]**, they receive an additional \$40 to spend on fresh, local fruits and vegetables. Helping more families shop locally while directly supporting Florida farmers

Fresh Access Bucks has become a cornerstone of our market, increasing customer traffic, produce sales, and overall community engagement. As participation continues to grow, support from local businesses is essential to help us sustain these incentives, cover program costs, and ensure this benefit remains available to families who rely on it.

We're reaching out to local businesses that value community health, local commerce, and positive visibility. By partnering with us, your business can connect with shoppers who prioritize supporting local and family-owned enterprises, while also demonstrating a tangible commitment to food access and community well-being.

(Edit this to be personal and specific, these are simply examples)

Sponsorship opportunities include:

- **\$500 - Logo placement on market banners, website, and social media**
- **\$1,000 - Includes market booth space and newsletter recognition**
- **\$2,500 - Event naming rights and top-tier visibility**

We're also happy to customize a partnership that aligns with your goals, whether through in-kind donations, cross-promotions, or support of special market events.

Supporting **[Outlet Name]** strengthens our local food economy, keeps dollars circulating in **[Your Community]**, and helps ensure that all neighbors have access to fresh, local food.

Thank you for considering this opportunity, I'd love to stop by and share more details in person.

Best,
[Your Name]
[Title, if applicable]
[Outlet Name]
[Contact Information]

Local City/County Government



Tone: Collaborative, civic-minded, policy and public benefit focus

Why It's Important:

City and county officials can provide policy support, space, permits, infrastructure, and even grant funding for markets. Building strong relationships with them ensures your market is seen as a public good, part of the area's economic development, food access, and health strategy.

How to Use It:

Use this email when reaching out to city planners, public health departments, parks departments, or county commissioners. It's especially effective before renewal of market permits, when seeking city collaboration, or when proposing new initiatives.

Subject Line:

Partnership Request: Strengthening Local Food Access in [Community/County Name].

Dear [City Official / Council Member / Department Head],

My name is [Your Name], and I coordinate the [Outlet Name] in [Location]. Through this role, I support initiatives that strengthen Florida's agricultural economy while expanding access to fresh, locally grown food for our community.

Over the last ___ years our outlet generated over \$_____ in Florida-grown produce purchases for more than _____ Florida farmers, including over \$_____ in local food purchased through SNAP + Fresh Access Bucks. This investment resulted in an estimated economic impact of \$_____ for our local economy. This work helps ensure fresh, nutritious, and locally sourced food is both available and affordable for those who need it most.

An important component of this effort is Fresh Access Bucks, a program of Feeding Florida that increases purchasing power for SNAP customers while supporting Florida farmers. Through this program, SNAP participants receive a dollar-for-dollar match on Florida-grown fruits and vegetables. For example, a shopper who spends \$40 in SNAP benefits at [Outlet Name] receives an additional \$40 to purchase fresh, local produce.

Fresh Access Bucks has proven to be an effective tool for improving nutrition, increasing fruit and vegetable consumption, and driving economic activity at our market. As participation grows, continued collaboration with local government is essential to help sustain this program, reduce operational barriers, and ensure it remains accessible to residents who rely on it.

We would welcome the opportunity to explore ways to collaborate with [City/County Name] to expand food access, support local agriculture, and strengthen our local economy. Potential areas for partnership may include:

(Edit this to be personal and specific, these are simply examples)

- **Use of public space (parks, plazas, or lots) for market operations**
- **Assistance with infrastructure such as electricity, storage, signage, and accessibility improvements**
- **Streamlined permitting or zoning for market vendors and mobile market activities**
- **Inclusion of our market in local food policy, public health initiatives, or economic development planning**

We have prepared data on our community impact and operational needs and would appreciate the opportunity to meet with your office to discuss how the [city or county] can help strengthen and sustain this resource for residents. Please let me know some days and times you have available.

Thank you for your time and for your continued commitment to initiatives that improve public health, food access, and community resilience.

Sincerely,
[Your Name]
[Title, if applicable]
[Outlet Name]
[Contact Information]

Market Supporters/Email List Donors



Tone: Market Supporters / Email List Donors

Why This Email Matters:

Your email list is already filled with people who love and use the market, they're your warmest audience. They've experienced the impact firsthand, which makes them much more likely to give than outside donors. Regular reminders, even just once a quarter or annually, help build a habit of small giving that adds up to significant community support over time.

These donations also demonstrate community buy-in, something that private funders and city partners look for when awarding larger grants. It proves that the market has local support and staying power.

How to Use It:

Send this quarterly (seasonal) or once a year, timed around visible market moments (opening day, peak summer, holiday markets, or year-end). Keep it short, personal, and use photos of vendors, shoppers, or your space for emotional impact. Always include a clear donation button or link, and a quick summary of what donations accomplish. Follow up with a thank-you email or public recognition (like a "Community Supporter" shout-out in your newsletter or social media).

Subject Line: Keep [Your Market Name] Growing Strong

Dear **[First Name or "Friends of the Market"]**,

Each week, our farmers, makers, and volunteers come together to bring fresh, local food to **[Your Town/Neighborhood]**. From seasonal produce to handmade goods, **[Outlet Name]** has become more than a place to shop, it's a place where community, health, and local agriculture thrive.

We're reaching out today to ask for your support in keeping the market strong and accessible for everyone in our community. One of the most impactful programs at our market is Fresh Access Bucks, a program of Feeding Florida that helps families afford fresh, Florida-grown fruits and vegetables.

Through Fresh Access Bucks, shoppers using SNAP receive a dollar-for-dollar match on Florida-grown produce. That means when a neighbor spends \$20 in SNAP benefits at the market, they receive an additional \$20 to take home more fresh fruits and vegetables.

Fresh Access Bucks brings more families to the market, increases sales for our farmers, and helps ensure that cost is not a barrier to healthy food. As participation continues to grow, community donations play an important role in helping us sustain this program and cover the costs required to keep it running at **[Outlet Name]**.

(Edit this to be personal and specific, these are simply examples)

Your gift makes a real difference:

- **\$25 helps support outreach and signage so families know about Fresh Access Bucks**
- **\$50 helps cover program supplies and market operations**
- **\$200 helps covers the cost to man the SNAP/FAB booth for one market day**

You can give online here: **[Insert Donation Link]**, or drop a contribution at the info booth during market hours.

Thank you for supporting the farmers, families, and neighbors who make this market such a special place. Your generosity will help keep **[Outlet Name]** vibrant, welcoming, and accessible for years to come.

With gratitude,

[Your Name]
[Title, if applicable]
[Outlet Name]
[Contact Information]



Tone: Friendly, community-focused, and relationship-driven

Why This Email Matters:

This introductory email serves as a low-pressure way to open the door to new relationships across your community. It allows you to introduce your organization, share your role in supporting local food access, and build awareness of Fresh Access Bucks (FAB) before making a specific funding or partnership request. These early touchpoints help establish trust, familiarity, and credibility, making future conversations about collaboration or support more natural and effective.

How to Use It:

Use this email when reaching out to new contacts or re-engaging existing ones across any audience, including funders, local businesses, city or county staff, or community partners. It's especially useful as a first introduction, after receiving a referral, or when entering a new season or expanding programming. This message is not intended to make an immediate ask, but rather to start a conversation and set the stage for future engagement.

Subject Line: Introduction & Community Connection in [Your Area]

Dear [Name],

I hope this message finds you well. My name is [Your Name], and I'm reaching out to introduce myself and the work we're doing through [Outlet Name] here in [City/County/Neighborhood].

We support local farmers and community members by expanding access to fresh, Florida-grown food. One of the ways we do this is through Fresh Access Bucks (FAB), a program of Feeding Florida that helps make fruits and vegetables more affordable for families while strengthening our local food economy.

We're always looking to build relationships with partners in our community who care about health, local agriculture, and strong neighborhoods. At this stage, this is simply a touch base to say hello, share a bit about who we are, and open the door to future conversations.

I'd love the opportunity to connect, learn more about your work, and explore how we might align or collaborate in the future.

Thank you for your time, and I look forward to connecting.

Warm regards,
[Your Name]
[Title, if applicable]
[Outlet Name]
[Contact Information]

