**Below is a launch letter for your fundraiser. Below is a guideline; feel free to cut paste or change to suit your group**

**Pre-Launch Date Sample Letter to Parents**

We are all trying to foster a culture of conservation by implementing green technology and encouraging eco-friendly practices. I am pleased to announce that we have selected a new fundraiser program from Make It Sow, a Canadian Company. They supply high-quality garden and flower seeds and greenhouse starter kits*.* They do not use any **GMO seeds** and only use proven species developed for Canadian climates. They back up all their products with a 100% quality guarantee.

*1/ The program will run from XXXXXX to XXXXXX, and further information will be supplied before the launch date. We will provide full-colour brochures with details on various seeds, order forms, collection envelopes, and an information letter.*

***OR***

*2/ The online program will run from XXXXXX to XXXXXX, and further information will be supplied before the launch date. We will provide you with a username/password to enter and order under our group's name.*

We are excited about this program as it provides excellent value for the end-user and will be highly profitable for XXXXX. The funds will be used for XXXXXXXX.

Additionally, the Make It Sow bonus program will plant trees on our behalf. For every ten packages we sell, they will plant one tree in Canada with an accompanying certificate, so if we sell 200 packages, they will plant 20 trees.

Now is a good time to tell neighbours, friends and relatives who want to grow flowers or gardens this spring about our new fundraiser. Any of these products make a great gift or donation.

**Launch Letter Sample Letter to Parents**

We have an ideal opportunity for anyone who is considering planting a vegetable or flower garden (large or small!) to purchase a variety of seeds and support (add your group's name) at the same time. It will be running the program from XXXX to XXXXXX. Attached is a brochure with all the different seeds available, ranging from flowers to vegetables and a seed starter Greenhouse kit.

They do not supply GMO seeds and only use germination-tested sources ideal for Canadian climates. They only use high-quality seeds and stand behind their products 100% guaranteed satisfaction. Interested in gardening or are simply interested in getting a head start on your spring planting supplies, please fill out the order form attached to this letter along with your payment (cash or cheque only) payable to XXXXXXXX. Would you please submit your orders no later than XXXX?

Make It Sow Bonus program will also plant trees on our behalf. For every ten master packages, we sell they will plant one tree in Canada on our behalf with the certificate.

Seeds make a great gift or donation to food banks.

Happy Growing