

# Northern Woodlands

A New Way of Looking at the Forest



## Fund your Project with Northern Woodlands

There are many excellent projects and experiences that engage children and inspire a life-long interest in the outdoors. Gardens get children thinking about sustainability, guest speakers inspire an interest in environmental professions, and field trips provide nature experiences impossible to replicate in the classroom. Such enrichment opportunities come at a cost, and unfortunately funding is not always available.

The nonprofit Center for Northern Woodlands Education ([Northern Woodlands](http://NorthernWoodlands.org)) addresses this funding shortage with a new program called **Subscribe & Support**. This initiative is a higher margin way to raise money than the typical gift wrap or bake sale fundraiser. It will not only support your project but will also provide an appealing way to educate your community about the value of northeastern forests.

### The concept is simple



During a fundraising drive, a school or other educational organization can sign up supporters for one year subscriptions to *Northern Woodlands* magazine and **keep \$10 per subscription sold**. At the end, simply return a compiled subscriber list to Northern Woodlands, along with a check for the remainder subscription amount. You will be raising money for your project while sharing new learning about the forests of the Northeast. What a terrific reward!

### Why Northern Woodlands?

Northern Woodlands publishes materials related to all aspects of forest stewardship: wildlife, land use, forestry, hunting, conservation, ecology, and much more. Every issue of the quarterly magazine is certain to contain something of interest to all who care about the Northeast's forested landscape. Read on to learn more about how to successfully administer a **Subscribe & Support** campaign at your school or organization.



Northern Woodlands, PO Box 471, Corinth, VT 05039

1-800-290-5232

[www.NorthernWoodlands.org](http://www.NorthernWoodlands.org)

[SubscriptionProject@northernwoodlands.org](mailto:SubscriptionProject@northernwoodlands.org)

## Setting up a Subscribe & Support Fundraising Campaign



### Ready to fund your project? Great! Here are 7 Steps to Get You Started

1. Organize volunteers to sell one year subscriptions to *Northern Woodlands* magazine and collect subscription fees. The retail price is \$21.50, and you will keep \$10 per subscription sold.
2. Provide promotional materials to your volunteers. Two copies of the magazine will be provided. Please feel free to make copies of the covers and articles for the campaign.
3. Circulate the press release (provided) via emails, newsletters, PTO/membership meetings and other community outlets to raise awareness of the program. Be sure to let everybody know what project the fundraising campaign will support.
4. Consider contacting your local newspaper to help spread the word. If you do this, be sure to designate someone to take incoming subscription requests and specify in the release how they can be contacted.
5. At the end of the campaign, make one compiled spreadsheet of subscribers' names, including their mailing addresses (excel document provided). Provide the compiled list via email to [SubscriptionProject@northernwoodlands.org](mailto:SubscriptionProject@northernwoodlands.org).
6. Mail one check to Northern Woodlands, in an envelope clearly marked with your school or organization, for the difference between the total subscription fees and the discounted amount. So, if you sell 5 subscriptions, you will keep (5 x \$10 =) \$50 for your project, and send to Northern Woodlands the remainder amount of (5 x \$11.50 =) \$57.50. Please also write your school or organization's name on the memo line of the check.
7. At the completion of the project, please report back (form provided) to let Northern Woodlands know how this fundraising campaign supported environmental education at your school or organization.



# Subscribe & Support Enrollment Form

*Note: Northern Woodlands will contact you within 5 business days of receiving this form to let you know if your fundraising campaign has been approved.*

School/Organization Name:



Address (please include zip code and main phone number):

Contact Name:

Contact Phone Number and Email Address:

Purpose of Environmental Education Project (please provide several sentences on the purpose of your campaign, including what project the campaign will help fund, and your expectations for how this will benefit children):

Start and End Dates of Campaign (in order to simplify magazine fulfillment planning purposes, we ask that you pick start and end dates roughly approximating a two month period):

Reporting Obligation and Permission Statement:

As a condition of participating in this program, I commit to providing information on how funding was used to support environmental education, and give my permission for this information to be featured by Northern Woodlands in their own publications, partner publications and future grant applications. I will provide this information soon after the project is completed.

Signature: \_\_\_\_\_

Please Print Name: \_\_\_\_\_

Please send this form via email to [SubscriptionProject@northernwoodlands.org](mailto:SubscriptionProject@northernwoodlands.org), or mail to:

**Attention: Subscribe & Support**

Northern Woodlands  
PO Box 471  
Corinth, VT 05039



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