

# Raising Money, Raising Spirits

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## INTRODUCTION

In the spring of 2015, the Iowa State University Agronomy Club planted red and gold popcorn to be harvested in the fall of 2015 to serve as a fundraiser during the holiday season to boost spirits during the dreary winter.

## OBJECTIVES

- Raise money for future community events and conferences the club attends
- Provide festive decorations for our community and supporters
- Create a substantial new club tradition



## EXECUTION

- A club committee held meetings to organize the logistics of planting, harvesting, and packaging
- Members of the club harvested popcorn
- During the annual Christmas party, members packaged the popcorn
- Members sold the popcorn to faculty and staff, peers, and families back home



## CONCLUSION

- Received positive feedback on the project
- Fostered the development of the holiday spirit for the season
- The club sold out in one day-planning to plant more popcorn for the 2016 season
  - Served as a fun fundraiser for the club and the community
- Helped spread the word about ISU Agronomy Club and what we do for our department and community