



2020 Fundraiser Planning Guide

Tips to Finance Your Playground





Introduction

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Creating a fundraising plan

Creating a fundraising plan to finance your dream playground doesn't have to be a chore. You've already taken the most important step by deciding to unite and inspire your community with a unique outdoor play area. So let the cognitive, physical, and social benefits of creative, structured play, motivate you to go full speed ahead! Remember that your children's development is in your capable hands. Your community's future is looking brighter because of your initiative! Let that inspire you forward to realize your playground dreams.

With over 25 years of experience working with communities large and small, we're here to share a few ideas and guide your project towards success. These steps are scalable to your community's needs. So, dive into this fundraiser planning guide to uncover the key components for putting together and coordinating your fundraising committee.

How to Create Effective Fundraising Strategies

Here's what you'll find within this guide:

Chapter One: Getting Started (3)

Find your feet and lead with clarity. We'll share the secret sauce to a fundraising strategic plan that rocks the socks off your playground vision. And we'll go over what to look for when selecting your key players.

Chapter Two: Setting Your Goals (5)

Take it back to basics. We'll lay the foundations for defining concrete goals.

Chapter Three: Strategizing as a Team (7)

Pool winning ideas and plan with purpose. We'll consider the key components of a successful strategy.

Chapter Four: Organizing Volunteers (10)

Assemble the right team. We'll highlight best practices to help organize and lead your volunteers effectively.

Chapter Five: Executing Your Strategy (12)

Make the magic happen! We'll look at the best ways to carry out your strategy and accomplish your fundraising goals.

Chapter Six: Celebrating Your Success (14)

Look back at your achievements with pride! We'll cover the top tips for gaining the recognition your playground deserves.

A person is performing a pull-up on a gym machine. The machine has a horizontal bar with a red grip and a white frame. The person is wearing a black tank top and white shorts. A spotter is standing below the person, wearing a white long-sleeved shirt and black shorts, with their hands on the bar. The background is a solid orange color.

Chapter One: **Getting Started**

Chapter One: Getting Started

Teamwork is a powerful medicine. Do you have some great ideas but you're not sure how to fund them? The very first step begins with your inner circle. Focus on building a strong core committee you're sure you can rely upon. Raising the funds for an innovative playground is no walk in the park. So make sure you handpick the right individuals. They should be driven by the same goals and have the discipline to see your project through to the finish line. Think carefully about the types of skills each individual possesses and designate specific roles that play to each member's strengths. Organization and determination will be critical characteristics to look out for. But you should also treat the process as if you were hiring for paid positions. Your core committee will be helping you make crucial decisions, pumping energy into your project, and connecting the dots between the fundraising campaigns you run and spreading the word throughout your community. Approach the task strategically.

Consider who in your community has:

- An influential voice or platform
- Important connections
- Fundraising experience
- The skills to negotiate and persuade
- The drive to push things forward

And ultimately, are they all team players who will respect your final decisions? You want your key players to complement each other and form a powerful force united by the same vision of inspiring young imaginations through play. So be selective and choose your core team wisely.



Goals

Chapter Two:
Setting Your Goals

Chapter Two: Setting Your Goals

Even the greatest ideas will get nowhere if you don't set concrete, measurable goals. Start by knowing exactly what you want. Discuss the purpose of your playground with your core committee and start researching the market to identify and discuss your options.

Consult a reliable playground equipment company for their opinion and request a quote. Discussing your options with a professional can help give your project context. It will also give you a better idea of what's in scope, what's plausible, and what's recommended for your specific outdoor space.

Once you have a ballpark figure to work with, you should draw up provisional plans with your playground partner. If you're going to be taken seriously by your community, visuals will be priceless. When the members of your community can envision what the playground will look like, both volunteers and donors will be far more willing to participate.

You can then present the information to your core committee and discuss the process and methods you will take to reach your goals.

A hand is shown placing a wooden block on top of a stack of other wooden blocks. The blocks are light-colored wood with the word "Jenga" and a registered trademark symbol printed on them. The background is a blurred image of a person's face, suggesting a team or collaborative environment. The entire image has a blue tint.

Chapter Three:
Strategizing as a Team

Chapter Three: Strategizing as a Team

So with your goals all set, it's time to get creating a fundraising plan. Strategy is key! There are so many ways to raise funds, but you'll need to select the methods that suit your goals and your community best.

Start by brainstorming with your core committee. There are plenty of ways you can raise money. From running raffles to arranging exclusive dinner parties; from creating basketball tournaments to organizing auctions; think about what activities your local community are most likely to engage with.

If you're a public organization working in an underserved community, consider:

- Checking to see if you are eligible to qualify for a government grant
- Advertising events in local newspapers and spreading the word in key locations
- Contacting local businesses and encouraging them to get involved

If you're a school or educational institution, consider:

- Asking parents and governors to make contributions
- Encouraging your students to take an active role in fundraising events
- Running weekly stalls at your school that will help chip away at your target

If you're a religious organization, consider:

- Promoting your cause at the end of a service or on visible notice boards
- Asking fellow worshippers to donate in support of your youngest members
- Networking with religious members who are also business leaders

If you're a housing complex, consider:

- Creating a GoFundMe page with visuals that help each resident picture the end goal
- Seeking donations from local residents by presenting all the benefits
- Running competitions that promote group activities and get more residents involved

Start by bringing all your options to the table and then work together to create a shortlist of ideas. Whatever methods you decide upon, make sure you:

- Choose appropriate and engaging events tailored to your community's tastes
- Select activities that will be fruitful enough for you to reach your end goal
- Create milestones that motivate your team to continue full speed ahead
- Provide practical estimates for each event you run
- Set a realistic timeline based on the objectives and methods you choose

A photograph of children's legs and feet in winter attire, including jackets, striped socks, and various styles of rubber boots, standing on a dirt path. The image has a warm, golden-brown color cast. The text "Chapter Four: Organizing Volunteers" is overlaid in the center in white.

Chapter Four:
Organizing Volunteers

Chapter Four: Organizing Volunteers

Start by spreading the word through:

- engaging visuals
- public events and conferences
- advertising in local newspapers
- notices and posters in strategic places
- emails and letters to local leaders
- word of mouth

Let as many people know about the project as possible. Sell the benefits of play. Demonstrate the specific advantages your playground can bring to your area. Ultimately, the more your community believes in the cause, the more likely people are to get involved.

And just like when you're building your core committee, choose your volunteers as if they were your employees. Interview them thoroughly to identify their skill set and experience. Then place each volunteer in a role that will unite their strengths with the goals of your project. If a volunteer has experience in sales, give them a negotiating task, dealing with local businesses to gain large-sum donations. If a volunteer is studying English at college, ask them to write influential emails to the leaders of their university, and run events from within their campuses.

Aim to recruit volunteers from all walks of life. Your team will help carry your voice and vision further. So the more diverse your volunteer group is, the more people you will reach, and the stronger your team will be.

Don't be afraid to delegate either. If you set your network of volunteers up correctly, you can run several projects at the same time to reach your target faster. With the right planning and organization, your passionate volunteers can help take your ideas to the next level.

A young child is focused on building with a large pile of colorful LEGO bricks on a dark surface. The child is wearing a grey t-shirt and is looking down at their hands as they assemble a piece. The background is slightly blurred, showing a white wall and a wooden floor. The overall lighting is soft and focused on the child and the bricks.

Chapter Five:
Executing Your Strategy

Chapter Five: Executing Your Strategy

Carrying out your plan of action is just like building lego. You have all the pieces out in front of you, but you need to stay focused and use them wisely to lead your project towards success:

- Make sure you set up a clear and organized system of implementation. All team members should consistently report to your core committee on their progress. Then use that information to share the progress of the team as a whole. Not all volunteers will be working directly on the same activity, so keep up momentum by sharing successes and being transparent throughout.
- Set milestones that are attainable and can be accomplished easily. As your team reaches each goal, celebrate by showcasing how each achievement directly relates to the overall purpose of your fundraising plan.
- Your end goal should act as a constant reminder and a point of motivation for your team. Hold meetings to discuss how far you've come. Present the results in graphs, so that each member of your team can visualize how their efforts translate to each success. Create a countdown and update it weekly so all members feel part of the bigger picture.
- Stay organized! If something isn't working out, reevaluate the effort, consult your core committee, and take it back to the drawing board. Raising the funds for your dream playground will take time and demand constant analysis. If you see certain members would be more fitted to a different role, make strategic changes. Try to learn from each success and failure and make your efforts more fruitful with each new activity.

A photograph of a baby with frosting smeared on their face, sitting at a table with a cupcake. The image is overlaid with a blue tint. In the background, there are several purple balloons. The text 'Chapter Six: Celebrating Your Success' is centered over the image.

Chapter Six:
Celebrating Your Success

Chapter Six: Celebrating Your Success

Congratulations on reaching your goal! Once you've raised the funds and partnered with play experts to build upon your dream, it's time to celebrate your success.

Before you relax and enjoy the fruits of your labor though, there are a few final steps to take to ensure your donors, volunteers, and new playground receive the recognition they deserve.

Start by working on a press release that reflects all the hard work and community spirit that went into making your project a reality. Reiterate the benefits that your community will experience and encourage all members to become active users of your playground.

Organize a ceremonial ribbon cutting and encourage all of your community to attend. Write an inspirational statement thanking all team members and donors for their support. And make sure the children are invited to jump into the world of play at last!

If you have the budget to do so, you could also consider throwing a party or organizing a meeting to thank both your team and donators. Let them know that without them none of this would have been possible.

Your Go-To Fundraiser Planning Guide: Reshaping Play on a Budget

Have a great playground vision but not sure how to fund it? We outline the top tips for creating a fundraising strategic plan in this fundraiser planning guide.

With great goals comes great responsibility! You may have your community's perfect playground clear in mind, but without the funds, it can be tricky to bring to life. Luckily, there are effective fundraising strategies you can implement to lead your project towards success. In this handy fundraiser planning guide, you'll find tried and tested tips to help you reach your goals. Follow these steps and your youngsters' dream playground will be just around the corner.





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