

Fundraising



Fundraising events provide a fantastic opportunity to earn money while getting the entire community excited and engaged in your project. This is a starter on creating any successful fundraising effort.

Creative Events

Bake sales are good, but unique events will get the community buzzing (and therefore donating). Host a dog wash-a-thon, a chilli cook-off, casino night, golf tournament or a murder mystery dinner. Ask local businesses to donate fun goods and services, like spa treatments, restaurant certificates, or swag, for a silent auction. You can even let people honour loved ones by ‘buying’ a piece of your playspace. Be creative!

Organizing Committee

Organize a specific committee to be solely in charge of fundraising. It is a big job and often takes more than one event or activity to raise the necessary funds. Prepare a schedule of fundraising activities to ensure that your cash flow remains constant.

Publicize

Generating public awareness is critical to generating donations. A good public relations campaign includes:

- Press releases with good photos—to announce fundraising events and project accomplishments;
- A recent list of local media contacts (newspapers, TV, radio) to issue your announcements;
- Invite your local media contacts to all fundraising events;
- Promotional signs on your project site—including drawings of your future playspace and a fundraising ‘thermometer’ or similar progress-charting visual;
- Consider a fundraising e-newsletter, as it is a quick and cost-effective way to keep contributors informed and engaged in your project.

Follow-Up

Be sure to send Thanks You emails or phone calls to your contributors for their donations. Significant donations should receive personal cards of thanks from the project leader or committee.

Grants

Another way to raise funds for your playspace may be through obtaining grants. Many grants require a budget to be submitted outlining what playground equipment you would like to install and what the end cost would be. We can work with you to create a custom playground design that meets your school’s needs. Contact your local Playground Guy for available grants in your area!