

SPIRIT!

FUN!

Joy!



**KaBOOM!**

TM

FUNDRAISING Team Workbook

# Fundraising Team Workbook

*America has had a long and rich tradition of generosity  
that began with simple acts of neighbor helping neighbor.*

*~ Helen Boosalis*

Welcome to the playspace project, and THANK YOU for volunteering to serve as the Fundraising Team Captain! As a leading member of the planning committee, you'll play a key role in raising needed funds, creating innovative partnerships between businesses and citizen groups, mobilizing widespread community support, and cultivating long-term friends of the playspace. Most importantly, you'll be telling your community's story again and again, convincing people that play is important and that our children should be a top priority. This is about more than just money...when it comes to playspaces, fundraising can be FUNdraising! Your specific tasks include:

- Working with Co-chairs and other Team Captains to develop a project budget and fundraising strategy.
- Launching a grassroots campaign aimed at individuals, small businesses and local organizations.
- Soliciting larger donations from big businesses, foundations and corporations.
- Maintaining accounting records of all solicitations, donations and expenses (including in-kind material donations).
- Helping manage donor acknowledgment and thank-you's.

This workbook is designed to give you the tools you need to plan, organize and implement your team goals. But before we dive into the actual planning process, here's a short introduction to the community-build philosophy:



EXPLORE!

# The Importance of Play

As you begin your involvement in this project, it's a good idea to reflect on what's really important: PLAY! Take a moment to imagine kids at play. What are they feeling as they pump the swings higher and higher, letting out loud peals of laughter? What worlds are they creating as they dig sand pits, hang from monkey bars, or huddle together beneath a play house? A community playspace project is all about bringing that sense of fun, freedom and creativity to hundreds of children. But it's also about convincing your entire community that play is a necessity, not a luxury. All children and young people seek out play opportunities - finding new materials, creating new games, and testing new ideas. For their bodies and brains, engaging in play is serious and necessary work. They are mastering coordination, experimenting with the natural environment, interpreting visual and audio clues, and learning how to get along with others. Children who engage in active play perform better in school, think more creatively, maintain healthier body weights and are better able to resolve their problems peacefully. Safe playspaces also let children experience the joy of just being a kid, free of adult worries and responsibilities. Don't all children deserve these opportunities? As adults, we have an obligation to provide within our communities safe, healthy and equitable playspaces for every child.

BRIGHT!

INSPIRE!

EXCITE!



## Community-Built PlaySpaces

According to a Gallup poll commissioned by KaBOOM! and The Home Depot, less than half of American children have a playground within walking distance of their homes. And 87% of the playgrounds that we do have are dangerously unsafe!

Children need safe places to play. But as you probably know, schools and parks are facing massive budget cuts and are finding it more and more difficult to finance public playspaces. In response, grassroots organizers throughout the world have taken matters into their own hands, sparking a citizen-based movement for play. Local leaders are learning how to mobilize resources within their communities-individuals, small businesses, corporations, churches, local governments and service organizations - to lead, design and install new playspaces. It's called the "community-build model," and it's resulting in **fantastic playspaces that are designed by children, built by volunteers and enjoyed by millions of families.**

The community-build model for playspaces saves money (up to 40% of your budget!), responds to the needs and desires of local children, forges new partnerships for change, trains community leaders, and inspires citizens to take control of their neighborhoods. You're getting a lot more than a playspace! Furthermore, community-build playspaces are top-of-the-line facilities-they can be designed creatively, built with the best materials, and installed to the highest standards of safety and accessibility. They often serve as meeting places for the whole community, reducing neighborhood crime and promoting adult recreation. Just as play is essential to a child's physical, mental and social development, so does a community-build project contribute to the health and vibrancy of the entire community.



Concerned citizens like you are more important than ever in the fight to save play. By volunteering to lead a community-build playspace team, you've taken the first step toward changing a child's world. Congratulations and welcome to the team!

COURAGE!





## The KaBOOM! Road Map

Are you feeling adventurous? The community-build process is a lot like taking a road trip into the great unknown. Surprises wait around every bend, and the journey will be full of twists, turns and potential roadblocks. At KaBOOM!, we think you should at least carry a reliable road map! We've guided hundreds of communities through the playspace building process, and the workbook in your hands is the result of all their experiences, frustrations and successes. Keep it handy and you won't get lost-and remember, getting there is half the fun!

As a national non-profit organization, KaBOOM! is committed to putting practical, easy-to-use playspace-building tools into the hands of community leaders everywhere. Our project Road Map provides a step-by-step itinerary for you and your colleagues-from researching and conceiving your part of the project, through the recruitment and design phase, and onto building and maintaining the playspace. In all, you'll pass eight concrete Mile Markers, and at each one we've provided informative references, action checklists, organizing tips and can-do enthusiasm. The KaBOOM! Road Map is designed to be flexible-wherever you start your playspace journey, and however long it takes you, you'll have the know-how to carry you through to the finish. Our Road Map model is constantly being tested and improved by community groups across the country ... and now it's your turn! Get in the driver's seat and hit the road!

### TIP!

Your co-chair(s) should have a big KaBOOM! planning book that contains loads of information on every aspect of the playspace building process. If you're ever confused about one of the items in this workbook, or if you'd like more comprehensive information on playspace design, fundraising methods, youth involvement, or any other topic, be sure to ask them ... they probably have it at their fingertips!

Go!



FAST!

# FUNdraising Team Workbook

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Are you buckled up and ready to go? Great! Before you can Believe It, Plan It and Build It, your first task is to Learn It. Productive fundraising depends upon careful research and planning-you'll save time and increase your chances for success if you target the right people with the right approach, right off the bat. It's also important to become familiar with every aspect of the project before you begin recruiting members of your Fundraising Team. People will be looking to you for leadership! Use this section to build a foundation of knowledge and to record important information for later reference.

VISION!

FUNDRAISE!



# Researching the PlaySpace Project

## The Basics

Site Address: \_\_\_\_\_

\_\_\_\_\_

Play-Equipment Company: \_\_\_\_\_

Surfacing Company: \_\_\_\_\_

Design Day Date: \_\_\_\_\_

Fundraising Target Date: \_\_\_\_\_

Date(s) of the PlaySpace Build: \_\_\_\_\_

Date of Community Meeting #1: \_\_\_\_\_

Date of Planning Meeting #1: \_\_\_\_\_

Date of Planning Meeting #2: \_\_\_\_\_

Date of Planning Meeting #3: \_\_\_\_\_

Date of Planning Meeting #4: \_\_\_\_\_

Date of Planning Meeting #5: \_\_\_\_\_

Other: \_\_\_\_\_

Other: \_\_\_\_\_

Other: \_\_\_\_\_





## Our Mission & Vision

In the months ahead, it will be your job to convince people to part with their money, their possessions, or their precious time. This is not an easy job, but it's also not as hard as you may think. People want to contribute to causes they believe in. People want to help those who are less fortunate, particularly children. People want to be a part of something inspiring, something purposeful, something good. Your playspace project can offer all of those things and more! All you need to do is share your vision for a better community. Remember that one of the most important qualities shared by successful fundraisers is a firm belief in their cause. That belief will also help you stay motivated when you run up against delays and obstacles.

You've probably discussed the overall themes and goals of the playspace project with your Co-chair(s)...if not, now is a great time to do so! Then take a moment to consider the following questions and put the playspace vision into your own words.

- What does the word "community" mean to you?
- Why is play important?
- Why does your community need a new playspace?
- Will the playspace solve specific problems? Which ones?
- Who will benefit from a new playspace/safe community space?
- Why is it important for everyone in the community to work together on this project?
- What long-term effects will a community build have, beyond just getting a new playspace?

## Our Project Vision

Now close your eyes and picture the finished playspace. What do you see? Who is there? What are they doing? How are they feeling? Put that vision into your own words:

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Donors don't give to institutions. They invest in ideas and people in whom they believe.

-G.T. Smith



## Our Project Identity

This is the age of savvy marketing! Find out from your Co-chair(s) and/or Public Relations Captain if your project has an established identity or "brand." If not, help them create one! The idea is simple-think about some of the products that you see advertised on TV. Can you picture their logos, such as the swoosh or the golden arches? Can you sing their catchy jingles or recite famous taglines? Companies work hard to create a memorable look and feel for the product that they're selling, and you can use those same techniques to "sell" your playspace vision to the community. A successful brand is simple, direct and attention-grabbing. You want everyone in your community -even those people who aren't paying attention and have no relation to the project-to know who you are and what you stand for. This might include a unique name for your committee, a motto, possibly even a graphic logo and theme song. Consistency is the key! Use brand items on everything your project puts out, from committee letterhead, flyers and radio announcements to t-shirts and buttons.



To make sure that your identity accurately reflects your project goals, look at your vision statement and pick out key words. Commonly used themes include fun, safety, fitness, cooperation, healing, family, positive attitudes, equality, children's development, and so on. What's most important to *your* project? Record your final brand below:

Committee Name: \_\_\_\_\_

Motto/ Tagline: \_\_\_\_\_

Logo (designed by): \_\_\_\_\_

Theme Song: \_\_\_\_\_

## Our Project Budget

This is the moment of truth...the one number that will loom over your head and guide all of your fundraising efforts. *How much money do you need to raise?* The number itself is largely beyond your control, since many factors can influence the cost of a playspace project. These include (but are not limited to) site preparation needs, the size of the playspace, the type of equipment and surfacing used, the method of installation, and planned side projects.

It's a good idea to talk to your Co-chair(s) and the Construction Captain about why they chose the site, the type of play equipment, and the type of surfacing that they did. Playspaces can seem outrageously expensive to the average person, and you'll have an easier time "selling" the playspace project if you understand exactly where the money is going and why.

So record this number, and get used to the sound of it. In Mile 2 you'll break it down into individual, manageable goals!

Total Amount to Be Raised: \_\_\_\_\_



# Researching the Planning Process

## The PlaySpace Committee

Over the next several months (or years!), you will be in constant contact with your Co-chair(s) and fellow Team Captains. If you don't already know them, introduce yourself now! Ask your Co-chair(s) for a complete listing of everyone's names and contact information, including the best time to call.

## TIP!

Use teamwork for better results! You'll need to work closely with the Children's Captain, Construction Captain, Food Captain and Safety Captain to be sure that you're not duplicating efforts by seeking out donations (tools, food and materials) from the same groups or businesses.

## Team Roles & Responsibilities

As you probably already know, each member of the central planning committee (that's you!) will head up his or her own team of volunteers. Planning a community build is a lot of work, even for 10 people! Each of the team's tasks is as follows:

*Children's (or Youth) Activities Team:* This team is responsible for getting children and youth involved in every aspect of the project. This includes planning Design Day and Build Day activities for young people, as well as child-friendly fundraisers and promotional events. The Children's Team will also arrange child care during community meetings and fundraisers.

*Construction Team:* This team will manage site preparation and the installation of the playspace. They will also be responsible for soliciting in-kind donations of tools and materials.

*Food Team:* This team is responsible for feeding volunteers during planning meetings, Design Day and the playspace build. They will be soliciting food donations throughout the community, and they can also help you arrange food service for major fundraisers.

*Logistics Team:* This team will work behind the scenes to make sure everything runs smoothly—they arrange for meeting spaces, parking, restroom facilities, electricity/water hook-up, tents, tables and chairs. Ask them to help you scout locations for major fundraisers.

*Public Relations Team:* These folks are your bullhorn! It's their responsibility to make sure that everyone in town knows about the project. They will work closely with local media and will also produce all promotional flyers, banners and posters.

*Safety Team:* This team has two main responsibilities: making sure that the playspace build is safe for everyone involved, and educating local children about playspace safety. Be aware that they may solicit donations of bottled water, hard hats, work gloves, caution tape and other safety materials.





*Volunteer Recruitment Team:* Every playspace needs people to build it! If your community is using volunteer labor to install the playspace, this team will be responsible for recruiting those hard-working people.

## **Accounting Procedures**

Because you'll be responsible for a great deal of money coming into and out of the project treasury, it's crucial that you set up a system of accounting-before a single dime is raised! Here are some questions to address with your colleagues:

- Will there be a playspace checking account? If so, whose name will be on it, and how many people will have access to it? If not, how will we accept and track donations?
- To whom should donors write their checks?
- Who will be responsible for bookkeeping?
- How will Team Captains get the money they need to purchase supplies? Will they be responsible for managing their own budgets?
- What are the procedures for recording and filing tax-deductible donations?

FOCUS!

KEEP MOVIN'



## Researching Fundraising Methods & Your Community

Now it's time to get down to the real question; How are you going to raise all that money? If you've been thinking of soapy car washes and corner bake sales, it's time for you to learn about the wide world of fundraising. Those old standards still work well, but community fundraising has become increasingly sophisticated and diverse. From the inner city to rural villages, community-build projects generally use a mix of several different strategies. These include individual giving, direct-request campaigns, special events, corporate and business giving, sponsorship agreements, foundation grants, attention-getting stunts and the Internet. If we were only allowed to give you one piece of fundraising advice, it would be this: don't put all your eggs in one basket! We can't tell you which strategies are best suited to your community, so try them all. The more ideas you brainstorm now, the more time you'll have to test different activities and adjust your strategy accordingly. The key is to hang in there...you will raise the money. **Any community is capable of raising tens of thousands of playspace dollars through a committed and communal effort!**

SMILES!

LAUGHTER!

Whether you think you can or whether you think  
you can't, you're right.

- Henry Ford



# A Brief Guide to Community Fundraising Methods

## **Business Support**

Local, regional and national businesses that operate in your area may be willing to donate money, materials and/or services to your project. They have plentiful resources, and their support sends a strong message to the whole community. Start out by researching which businesses regularly contribute, how much they give and to what kind of projects. Then you'll want to find out who in each company is responsible for making those decisions, and how the process works. It's important to establish a personal connection, and to tailor your approach to each business's needs.

Larger corporations typically have formalized programs for supporting community projects, sometimes requiring a grant application. Smaller businesses may respond to direct requests for support, preferably through a friend or personal contact. Businesses of all sizes often request a certain level of recognition and publicity in return for their support. Your project can be great advertising for them! This mutually-beneficial partnership is more commonly known as "company sponsorship," and it's one of the best ways to raise money for your project.

## **Government & Foundation Grants**

Your city or county government, school board and/or parks department may be able to contribute a significant amount to your playspace fund. Most communities also have access to regional and local grant-making foundations that support citizen initiatives (e.g. the Anytown Community Foundation). Consult your library, mayor's office, the Internet, and your local United Way to find out which organizations and agencies operate in your area. Thorough research is the key to finding the right foundation. It's important to focus your efforts on those organizations whose missions and giving patterns are a good fit with your project—for example, agencies who support child welfare, public health, community development, public lands and/or recreation. Many organizations also target projects of a certain size and budget; make sure yours falls within that range. Finally, be aware that the grant application process can be quite intensive and may take six months to a year...start now!

## **Non-Profits/ Local Religious and Community Organizations**

These include the local charities that you're probably most familiar with - churches, temples, and service clubs such as Kiwanis, Rotary, Lions and Junior League. Because these groups are organized around community service, they often contribute substantial amounts to playspace projects. Even if your local chapters or congregations can't give money, you might approach them about donating materials and/or property, co-hosting fundraisers, or recruiting volunteers among their members.

## **PlaySpace Property Owner**

Perhaps your organization already owns the space where your playspace will be built. If not, are the owners of your playspace property actively involved in your project? They should be! Build a collaborative relationship and encourage them to "invest" in the space in a meaningful way—after all, a new playspace usually raises the property value significantly!



## **Individual Donors**

Did you know that the majority of charitable donations come from people who give between \$10 and \$20? Cash donations from individuals or families can be solicited through letter-writing campaigns, phone calls, door-to-door canvassing, and project Web sites. You'll increase your chances for success if you offer people something tangible for their money—for instance, having their names engraved on a memorial brick or a permanent playspace plaque. You can also attach a dollar value to various building materials, such as a box of bolts, wood for a bench, 10 square feet of surfacing, or a swing. When people are "buying" a piece of the playspace, their money seems well-spent, and they feel a lasting sense of attachment toward the space. This "Buy a Swing" fundraiser has proven to be one of our best secret weapons—and it's easy to do! (Note: the "Buy a Swing" campaign doesn't have to be limited to individual donors; approach businesses about buying larger items like a swingset or slide.) Don't forget: individual donors are also an important source of talent, materials and services for your project! Use community meetings, fundraising events and direct-request campaigns to solicit these "individual donations" and raise the level of involvement in your community.

## **Grassroots Fundraising/Special Events**

These are your classic community fundraisers, and they put the FUN in fundraising! You might plan car washes, auctions, sports tournaments, special holiday events, or a booth at the county fair. Many groups sell a company's products and retain a portion of the profits (check the Internet for formal programs). There are countless examples, and whether you choose to auction off a year's supply of homemade cookies or convince your school principal to kiss a pig, grassroots fundraisers will make a lasting impression in your community. They are also the best way to provide "investment" opportunities to a large number of people. You'll be able to raise awareness, recruit volunteers and solicit donations both large and small. Don't forget to involve children as much as possible!

## **Souvenirs**

This includes profits from selling playspace t-shirts, calendars, cookbooks, or any other locally-made products that help support your project.

### **In-Kind Donations**

If you're purchasing professional playspace equipment and surfacing, that will constitute the bulk of your budget. However, many of the peripheral items needed for your project can be donated directly. These are called "in-kind donations," and they can include food, tools, construction materials, babysitting, office supplies, craft supplies, professional services...almost everything on your expense sheet! Your Children's Captain, Construction Captain, Food Captain and Safety Captain will be responsible for acquiring most of these items, so coordinate your fundraising efforts with them. Remember that you can also collect in-kind donations totally unrelated to your playspace, and then auction or raffle off the items at a fundraising event. This is a great way to ramp up community involvement!



# Community Asset-Mapping

Part of the community-build philosophy is the belief that every community has within it the resources, the skills and the energy to create positive change. Think about that! So many individuals sit in their homes, wishing things were different and thinking to themselves: "I could never do that." But together, WE can do anything. As a project organizer, it's your job to pull together those individual resources and unleash that community power.

One way to start is by "mapping" your community's assets. What does your community have that might be useful to your project? Where can you find it, and who controls it? Write down everything you can think of - people, materials, businesses, organizations, and institutions. Remember that personal connections between friends, family, schoolmates, co-workers and neighbors are your key to the city! Start with the people you know and build a network from the inside out. The tables below will help get you thinking of potential community assets:

## Individual Skills for Your Fundraisers

This is just a small sampling!

- |                          |                            |
|--------------------------|----------------------------|
| Food preparation/service | Singing/dancing            |
| Grant writing            | Organizing/ event planning |
| Sales experience         | Child care                 |
| Letter writing           | Canvassing experience      |
| Communication skills     | Accounting                 |
| Enthusiasm               | Creativity                 |

KIDS!

## Organizations/Institutions

When people are linked together as a group, they represent another level of community skills and resources. Many organizations have extensive experience with fundraising, and they may be willing to partner with you on joint fundraisers. They also have large membership networks...take advantage of their people power!

- |                                    |                                 |
|------------------------------------|---------------------------------|
| Service organizations              | Business associations           |
| Fraternal organizations            | Local financial institutions    |
| Women's groups                     | Youth organizations             |
| Athletic organizations             | Cultural organizations          |
| Neighborhood organizations         | Churches                        |
| Military bases/U.S. National Guard | Universities/Community colleges |
| Parks departments                  | Hospitals                       |
| Libraries                          | Social service agencies         |
| Fire/Police departments            | Schools                         |



### **Local Businesses to Consider**

Retail stores often donate material goods such as food, lumber, machinery, or items for raffle. Other businesses can donate volunteer labor from their employees, or they might give a cash donation in return for positive publicity. Target businesses who sell to children!

Construction companies

Sporting-goods stores

Factories/plants

Grocery stores

Hardware/lumber stores

Radio/TV Stations

Dance/Martial arts studios

Restaurants/bakeries

Utilities (gas, electricity, water)

Toy stores

Printing/copy shops

Party-supply stores

Banks

Indoor sports facilities

VOLUNTEER!



RALLY!



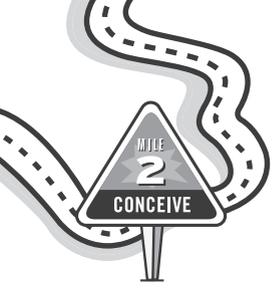


## A Fundraising Case Study

Annie Guyon, an active member of the PTO in Saxtons River, Vermont, decided that her school's old wooden playground equipment needed to be replaced. She recruited a few parents to a planning committee, did some research, and set a fundraising goal of \$10,000. None of her colleagues had any fundraising experience. To come up with a list of potential donors, Annie looked in the yellow pages, and she drove around Saxtons River and the nearby villages. She wrote down the names of every business or company that had a presence in the area—restaurants, motels, markets, gas stations, and trucking companies. She began to realize how many people were making money in her county, and she decided to write personal letters asking them to give a little something back.

Next, Annie and her committee brainstormed local talents and personal connections that might yield results; They happened to know a children's singer who agreed to give a benefit concert, and they contacted an airline executive who donated tickets for a raffle. They let school grandparents and alumni know that playground inspectors had deemed the existing facility to be extremely dangerous, and they reminded empty-nesters that in a small community, everyone benefits from a fun, relaxing public place. The Saxtons River committee also involved the children in as many fundraising activities as they could, from "ideal playspace" advertising posters to classroom coin drives; It was easy to convince local newspapers to come out for a photo op involving children and donors. The playground fund drive became a constant feature of life in Saxtons River, and all the buzz helped pull in donations from people they'd never even met.

In less than a year, Annie Guyon's playground committee raised nearly \$15,000. The Home Depot corporation, recognizing their hard work and commitment, agreed to contribute additional funds and the sweat of dozens of their local employees. On June 24, 2004, hundreds of volunteers from the community and The Home Depot turned out to install the new playground. Describing the event the next day, Annie said, "It went wonderfully, we were all pinching ourselves that this huge amount of people were swarming over our playground, transforming it before our very eyes...A lot of us were positively teary when we took a moment to stop and look around and realize what immense generosity of spirit this effort represented." Immense generosity, yes, and a great deal of hard work!



Now that you've done a little bit of homework, you're ready to create a basic set of goals, plans and procedures for the Fundraising Team. You'll also need team members! If you plan carefully now, you'll enter cruise control in the miles ahead...

## Devising a Fundraising Strategy

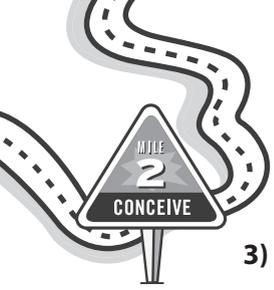
It's time to take everything you've learned and pull it into a coherent plan for playspace fundraising. Take input from your Co-chair(s) and Team Captains, and remember that your Fundraising Team members will bring in good ideas as well. These are just preliminary goals! Under each category, record the names of potential donors along with how much you might receive.

RAFFLE!



WORK!





**3) Local Religious/Community Organizations**

**Amount**

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**4) Playspace Property Owner**

**Amount**

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**5) Individual Donors**

**Amount**

*Record the type of fundraiser (letter campaign, door to door canvassing, "buy a swing", etc.) or record your target groups (alumni, neighbors, parents, etc.)*

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**6) Grassroots Fundraising/Special Events**

**Amount**

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**7) Souvenirs**

**Amount**

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**8) Other**

**Amount**

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**TOTAL AMOUNT TO BE RAISED** \_\_\_\_\_

SUCCESS!



SPEED!



# Recruiting Your Team Members

Your fundraising plan is only as good as the people who will implement it-so look for people you trust! Your fundraising foot soldiers should be positive, energetic and professional, and they should have a strong belief in the project.

How big should your team be? This will depend, in part, on the size of your project. If you have a \$200,000 budget and one year to fundraise, you may want a Fundraising Team of about twenty individuals. If you only need to raise about \$10,000, then six or seven people may be sufficient. Remember that a small team of dedicated people is more manageable and more accountable.

## TIP!

If you don't have one already, consider recruiting a Fundraising Team Co-Captain to shoulder some of the responsibility. This will give you the freedom to really dive into one or two types of fundraising, building your skills in that area.

While you're recruiting, keep a list of people who are interested but too busy; they'll come in handy when you're planning big events. Also remember that you need a variety of skills-people who are uncomfortable going door to door might be skilled at writing or event planning. If possible, try to recruit someone to manage the individual donors, someone to manage business sponsors, someone to apply for foundation grants, and so on.

### Potential Team Members:



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_



## Setting a Team Meeting Schedule

The next step is to propose a regular schedule for Fundraising Team meetings. This may be something to discuss when recruiting your members. How often would you like to meet? Where and for how long? Do your volunteers have potential scheduling conflicts? Do they need childcare? Does anyone have long vacations planned? Be thoughtful and considerate toward your team members' other commitments; they'll thank you for it!

### Setting a Fundraising Team Timeline

It's also important, however impossible it may seem, to set fundraising deadlines up front. Creating a sense of urgency is crucial to motivating your team and convincing donors to give NOW, rather than tomorrow or next week. Start off strong and then build on that momentum! Convince people that this project really is happening, and soon. KaBOOM! strongly recommends setting goals and trying your best to stick to them, especially if your build dates haven't been confirmed yet. Open-ended projects tend to lose steam as other, more pressing concerns compete for people's attention.

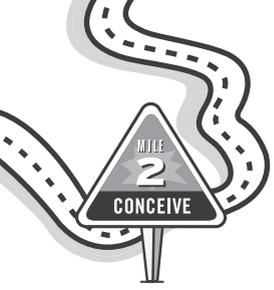
If you already know the dates of your playspace build, establish your timeline by working backward. When will the equipment and surfacing payments (including Design Day and installer fees) be due? How far in advance do grant applications need to be submitted? Many of these dates will be beyond your control, but it's still your job to get the funds in on time.

On the following page is a sample fundraising timeline; feel free to create your own!

## TIP!

During the initial planning phases, most volunteer teams choose to meet once or twice a month. Be careful not to overwhelm your team with meetings!

REACH OUT!  
GOALS!



# Sample Fundraising Timeline

## Your Deadline

## Tasks To Be Completed

- By: \_\_\_\_\_ Create Preliminary Fundraising Strategy
- By: \_\_\_\_\_ Fundraising Team Meeting #1
- By: \_\_\_\_\_ Identify Foundations, Businesses, Community Groups
- By: \_\_\_\_\_ Draft Grant Applications, Proposals
- By: \_\_\_\_\_ Choose 2-3 Special Fundraising Events
- By: \_\_\_\_\_ Fundraising Events
- By: \_\_\_\_\_ Fundraising Team Meeting #2
- By: \_\_\_\_\_ Submit Grant Applications
- By: \_\_\_\_\_ Approach Businesses, Round 1
- By: \_\_\_\_\_ Schedule Special Fundraising Events
- By: \_\_\_\_\_ Launch Direct-Request Campaign
- By: \_\_\_\_\_ Team Meeting #3
- By: \_\_\_\_\_ Children's Fundraising Activity #1
- By: \_\_\_\_\_ Design Day
- By: \_\_\_\_\_ Fundraising Event #1

## TIP!

Take advantage of the seasons! A lot of fundraisers will be more successful if you stage them around the holidays, when school is starting, during football season, after a big snowfall, or in early summer.



**Your Deadline**

**Tasks To Be Completed**

By: \_\_\_\_\_

Approach Businesses, Round 2

By: \_\_\_\_\_

Team Meeting #4

By: \_\_\_\_\_

Fundraising Event #2

By: \_\_\_\_\_

Children's Fundraising Activity #2

By: \_\_\_\_\_

Team Meeting #4

By: \_\_\_\_\_

Follow-up with Businesses

By: \_\_\_\_\_

Finish Direct Requests

By: \_\_\_\_\_

Fundraising Event #3

By: \_\_\_\_\_

Team Meeting #5

By: \_\_\_\_\_

Wrap Up Fundraising Campaign

By: \_\_\_\_\_

BUILD DAY(S)

By: \_\_\_\_\_

Send Thank You's



AWESOME!





Are you having fun yet? You've still got a lot of ground to cover, but you're well prepared and if you plan carefully during this stage, your team will go into cruise control in the miles ahead. Keep your foot on the gas ... it's time to rally support in your community!

ROMP!

SPIN!



LEAP!



## Holding Your First Team Meeting

Once you have a few loyal volunteers recruited, it's time to get down to work. A first meeting sets the tone for your entire project, so try to be professional, organized and energetic. Oh, and don't forget about the fun! Remind your team of the joys of play and they'll carry that energy back to the community.

It's always important to establish a clear objective and an agenda for each meeting. Show up on time, be prepared and set time limits for each item; everyone appreciates a productive meeting, and your team members will be more likely to show up next time!

Here are some topics that you might want to address at your first Fundraising Team meeting:

1. Personal introductions
2. Review the playspace project (including accounting procedures)
3. Discuss your overall fundraising goals and strategy
4. Brainstorm community assets and personal connections
5. Brainstorm grassroots fundraisers
6. Delegate responsibility for each type of fundraising (e.g. individuals, businesses, community groups, foundations)
7. Set a deadline for writing grant applications and sponsorship proposals
8. Set specific goals for your next meeting

FLIP!

GROOVE!



# Managing Large Tasks

These five checklists are designed to break your fundraising tasks into manageable chunks...we know how overwhelming this job can be! Look these over now to see what lies ahead, and use them as a guide to create more specific checklists for the members of your Fundraising Team.

## Fundraising Team Checklist #1

- Formed Fundraising Team; held first team meeting.
- Developed overall project budget and fundraising goals.
- Identified groups with fundraising skills and experience within the community.
- Brainstormed groups to approach for major donations (city agencies, businesses, local non-profits, foundations).
- Assigned fundraising responsibilities.
- Discussed grassroots fundraising strategies with Children's Activities Team.
- Drafted written fundraising materials (grant proposal, query letter, etc.).
- Practiced "the ask" through team role-playing.

## Fundraising Team Checklist #2

- Scheduled local fundraising events; planning underway.
- Approached local government agencies, non-profit groups and businesses for major donations.
- Initiated a "Buy a Swing" Campaign (or other direct-request program).
- Presented proposals to potential business sponsors and/or foundations.

## Fundraising Team Checklist #3

- Staged successful local fundraising events.
- Completed follow-up calls for business sponsorship and grant solicitation process.
- Direct-request campaign winding down; follow-up calls underway.
- Have plan in place to balance the budget by raising additional funds or cutting costs.

## Fundraising Team Checklist #4

- Finalized list of all donors/sponsors.
- Monitoring overall budget.
- Made arrangements for checks, cash, or purchase orders needed in case of an emergency on Build Day(s).
- Managing recognition of sponsors with Public Relations Captain.

## Fundraising Team Checklist #5: One Week to Go

- Balanced overall budget; managing petty cash and emergency funds.



## Practicing the Ask

Do you and your team members feel nervous asking for money? If so, that's normal! Many Americans are uncomfortable doing fundraising drives simply because we are told that it's impolite to talk about money. But is it impolite to talk about a pressing community need and a great children's cause? At the end of the day, your project's success depends on asking for money-people are twice as likely to give if they are asked! The good news is, you *can* overcome your fears-it just takes practice. Think about what you're most afraid of...a no? A slammed door? A bad reputation? Confront these fears and discuss their actual likelihood. Write a script of what you want to say, and do a role-play with your Fundraising Team members, friends and family. Tell them to refuse you, and practice ways of turning that refusal around. Practice until you project total confidence in yourself and your cause.

When crafting your "ask," remember these important points:

**Never go in unprepared.** When you approach potential business partners, foundations or community organizations, do your homework! Before you ever ask for help, you should know exactly who you're dealing with, what might interest them about your project, and what you can offer them as an incentive.

**This is not just about money.** As Fundraising Captain, you're on the front lines of community organizing-your grassroots efforts will result not only in donations but also in volunteer commitments, new community partnerships, and positive word-of-mouth. Done properly, fundraising can also be friend-raising! Therefore, it's important to treat each potential donor like a person, not an ATM machine. Most people are naturally distrustful of door-to-door salesmen; you have to get past that barrier and show them that this project is different. Be sincere. Ask potential donors about their families. Talk to them about whether they would use a playspace and what features they'd like to see there. Really listen to the answers-not only will you be able to fine-tune your fundraising approach, but you'll also bring valuable information back to the planning committee. You'll also make new friends!

**Fundraising is simply a means to an end.** You're asking people to invest in something specific and tangible, so focus on "selling" the idea of a new playspace. If your project is as important as you believe, people will gladly support you.

If you're trying to persuade people to do something or buy something, it seems to me you should use their language, the language in which they think.

-David Ogilvy



**People have every right to say no.** Expect a no and figure out how to turn it into a positive.



**Tell a story.** Fundraising pitches are always more compelling when people can relate to the issue on a personal level. The children who will use your playspace are your greatest asset; tell their story.

**Think of your planning committee as a team of contractors.** You are providing a valuable service to everyone in the community, including the donor! Each donor is essentially *paying* you to do something that he or she can't do alone...build a safe, quality playspace. Always try to come across as professional, organized and trustworthy, and explain in simple terms how the funds will be used.

**This isn't just *your* project or *your committee's* project.** Everyone in the community will benefit, and everyone owns a piece of the playspace. People like to belong and feel needed, so create a personal connection and make the donor feel important.

**Be positive!** Using guilt tactics may get you a small donation now, but it creates bad feelings toward you, your committee, and your project. You'll be better off establishing positive, long-term relationships with donors who really believe in your cause.

**There are lots of ways to contribute!** Maybe the person actually is short on cash at the moment, but would be willing to attend a fundraising event in the coming months. Perhaps they'd like to volunteer, or join the fundraising team! Never burn bridges.

**Always, always, always thank people in writing.** Don't deposit the donation until the thank-you note is in the mail! And make sure that donors receive regular updates on your progress.

**The first ask is the hardest.** Muster the courage to approach that first person, and it will get easier each time. We promise!

**You'll only have to do this once, so go all out!** Keep at it until you reach your goal.

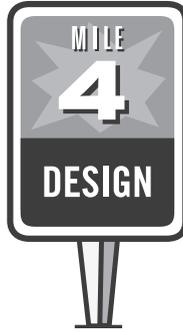
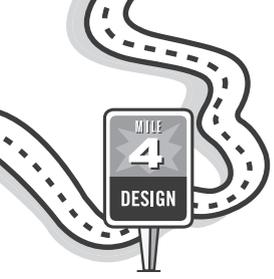
They may forget what you said,  
but they will never forget how you made them feel.  
-Carl W. Buechner



## Pitching to Sponsors

Approaching large sponsors doesn't have to be intimidating; remember that within many organizations, it's someone's job to find projects just like yours! Procedures vary from place to place, but here's a good way to start:

1. Call and ask to speak to the CEO, President, Public Relations Director, or Community Affairs Director. Tell anyone and everyone you can about your project, and about the potential role for their organization as a major sponsor.
2. Set up a face-to-face meeting with the appropriate person. This is key! It's much harder to say no in person.
3. Prepare a written proposal (with a cover letter) outlining your committee or organization's history and membership, the playspace's potential benefit to the community, your budget details, and your specific donation request. Describe how becoming involved in the playspace project will benefit this organization; if you are offering a publicity package, include details on what they'll receive and when. Keep in mind that big businesses will take your request more seriously if you are already working with other sponsors or organizations, so include that information.
4. During the meeting, briefly summarize your pitch and hand over the proposal. You might want to bring additional materials, particularly photos or letters from children. Tell them how much of a donation you're asking for (businesses are quite comfortable talking about money!) but don't push them for an immediate answer. Most organizations will need time to review the proposal and authorize the project.
5. Let them know that you'll follow up with a phone call in case they have any questions.
6. If the answer is no, try to determine the company's reason for saying no, and ask if anything could be changed or added to make the proposal more attractive. If the answer is still no, ask them if they can think of any other businesses that might be interested in your proposal—a referral is a great way to get in the door somewhere else!
7. If the answer is yes, follow up with a call as your playspace build approaches. Talk to them about their inclusion in the build and the Ribbon-Cutting Ceremony; you can serve as the liaison between their organization and your Public Relations Captain.



As you begin to ramp up your Fundraising Team efforts, the rest of your playspace committee may be working to organize a community design program. Design Day is one of the things that really sets a community-build playspace project apart—imagine children dreaming up their ideal playspaces, and then actually discussing their ideas with a professional equipment designer! A successful Design Day will really draw attention to the project and raise the level of excitement in your community. It also gives children a direct sense of ownership toward the space, while teaching them about volunteerism and addressing parent concerns.

For the Fundraising Team, Design Day is a crucial leverage point—media may be present, lots of kids will be engaged in the process, and community interest will be piqued. Give a brief status report on your progress so far, and let people know about upcoming fundraisers. Be sure they know that this amazing playspace can't be built without their support! You should also collect and laminate all of the children's drawings; they'll make great advertising posters in the coming months.

Design Day Date & Time: \_\_\_\_\_  
Location: \_\_\_\_\_

IMAGINATION!

ZOOM!



BUILD!



This is when all that early research and planning will begin to pay off...you're on cruise control now! Check in with your team on a regular basis and constantly evaluate your success, adjusting your strategy as you find out what works. It's also not too late to come up with new ideas! Energize your troops with fresh brainstorming sessions and attention-getting stunts. Here are some questions to ask your team as you wait for the dollars to roll on in:

**Local Fundraising Events.** Has your team been successful in getting community groups to co-sponsor fundraisers? What are the dates and locations of these events? How are they being advertised? Are the Volunteer Recruitment, Logistics, Children's Activities and Public Relations Captains involved in their planning?

**Community Organizations.** Has your team approached local churches, temples, associations and service clubs about making a major donation?

**Direct-Request Campaign.** Is the "Buy a Swing" or memorial-brick campaign bringing in donations? What groups has your team targeted through letter-writing, phone calls, or door-to-door canvassing? Are these approaches working? Has your team followed up on early pledges of support?

**Business Sponsorships.** Has your team gotten positive responses from local businesses? Have follow-up letters and phone calls been taken care of? Have invitations to the Ribbon-Cutting Ceremony been sent to major sponsors? Will their names be included in the build program?

**Foundations.** Have all grant materials been submitted? What is their status?

**In-Kind Donations.** Have the Construction, Food, Children's Activities, and Safety Teams been successful in getting in-kind donations of materials? (If not, you may need to adjust your fundraising goals, or assist them in their efforts.)

**Accounting.** Have all donors and supporting organizations been entered into the Master Donor List? If donations are tax deductible, has your team sent out confirmation letters to qualifying donors? Are the budget figures up to date?

**Donor Recognition.** What kind of recognition will individual, organizational and foundation donors be receiving? Do any donors prefer to remain anonymous?



### The "Kiss a Pig" Fundraiser

Is your team (and your community) tired of the same old fundraisers? Do you need just a little bit more money to make your goal? Ask a prominent figure who is connected to the playspace project—a school principal, mayor, or head of a supporting organization—to participate in an unusual stunt. Find someone with a sense of humor! Tell local children that if they can collect enough pennies, nickels and dimes to reach a certain goal (\$250, \$500, etc.), then your local celebrity will kiss a pig in front of everyone. You can boost donations by having classrooms compete for the highest contribution. Schools love this! If your town is short on pigs, there are infinite variations—some principals have offered to shave their heads, dye their hair green, or anything else that will make the kids laugh. This is one fundraiser that nobody will forget!

STRIVE!

GIVE!

HAPPINESS!



BLISS!



Congratulations! You've entered Mile 6 when all of your fundraising has been completed. YOU MADE IT!! How does it feel? Your Co-chair(s), fellow Team Captains, and Fundraising Team members should all be very proud. Take a moment to celebrate! Okay...now are you ready for the build? The other teams' preparations will be going into overdrive, so help them out however you can. You also have three responsibilities in these final weeks:

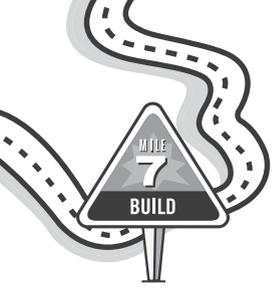
**Make sure that your budget is balanced.** Have actual costs been recorded in the budget worksheets? Have all donations been accounted for?

**Set up a petty cash fund and procedures for Build Day(s).** If extra supplies need to be purchased during the build, will there be money available? Who will have access to it, and how will spending decisions be made?

**Arrange for major donors to participate in the build and/or Ribbon-Cutting Ceremony.** If you haven't done so already, send out build invitations to major sponsors. Follow up with phone calls and tell them what a great experience it will be. (Encourage them to wear work clothes!) Find out if they have any posters, banners, signs, brochures or giveaways that they'd like displayed. Check with the Public Relations Captain to be sure that names will be spelled and pronounced correctly. During your committee walk-through (the build "dress rehearsal"), let everyone know when sponsors will be arriving and what they will be doing; encourage everyone to go up and thank them personally.

## Your Build is Here!





On Build Day(s), the culmination of all your hard work, there are two things you absolutely must do: take care of your sponsors, and enjoy yourself! Pitch in wherever and whenever you can, and be sure to get dirty! Getting your hands in and helping to actually build the playspace is the ultimate reward for your team's belief and commitment. The same is true of your sponsors, so help them get the most out of the day ... give them a site tour, introduce them to important folks, and then hand them a rake or a wrench! If you can do this today, just think what you can do tomorrow!

DELIGHT!



BOUNCE!

CHEERS!



PLAY!

Thanks to your efforts, your community is now a better place for children and their families. Great work! You've shown people what can happen when citizens fight for positive change, and you've created a working model for future projects. To make sure that these seeds of change grow and blossom in the years ahead, we suggest taking a few simple steps toward maintaining your playspace and its network of supporters:

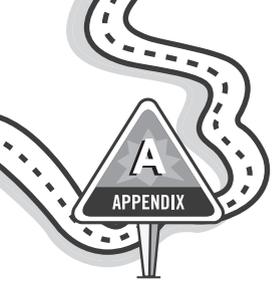
**Send thank-you letters.** Can you think of people who deserve a special thank you for their hard work and support? Let them know! By taking the time to recognize them and make them feel appreciated, you ensure that they'll stay involved in your community in the future. For many people, the thrill of participating in a playspace build is the start of a lifelong commitment to service.

**Evaluate your fundraising process.** If you had to do it all over again, what would you do differently? What worked and what flopped? Your experience will prove invaluable to community organizers down the road, so take the time to record your team's thoughts.

**Prepare reports.** Many sponsors and foundations require follow-up reports to track the success of their investment. It will also help them advise other community groups. If they don't provide you with a specific format, be sure to include specific measurements such as how many children will be served by the new playspace, how many volunteers participated in the build, how many media organizations covered the event, and so on.

**Contribute to a "Friends of the PlaySpace" Group.** Your Co-chair(s) or fellow Team Captains may be interested in forming an ongoing group to support the maintenance and programming of your new playspace. Fundraising Team members can contribute by maintaining relationships with sponsors, keeping them informed of playspace events and giving them new opportunities to be involved. With your new fundraising savvy, you can also help plan periodic fundraisers like "Playspace Birthday Parties," summer festivals or fun runs. Now that the playspace is a reality, you may find that many more people are interested in helping out!

Now that you've completed your journey with us, we at KaBOOM! would like to say a big THANK YOU for changing a child's world! You have a lot of fellow travelers on the road to stronger communities, and it's an honor for us to be a part of the movement for play. Contact us and tell us your story!



# Appendix

**Building a Budget, Step 1: Expenses Worksheet**

**Building a Budget, Step 2: Revenue Worksheet**

**Building a Budget, Step 3: The Bottom Line**

**Fundraising Event Mini-Budget**

**Master Donor List**

**Sample Query Letter**

**Fundraising Team Evaluation Form**



## Building a Budget, Step 1: Expenses Worksheet

Estimate your project costs and record actual expenditures with this budget worksheet. Remember that not all of the items will be necessary for your particular playspace build, and most of these items can be obtained as in-kind donations. This worksheet will help you set fundraising goals, and it will prevent any hidden costs from popping up later in your project.

### **How to Use This Worksheet:**

#### **Item**

For explanations of individual items, refer to the Budget Items guide. Cross out those items not relevant to your project!

#### **Potential In-Kind (Yes/No)**

If you think someone in your community might donate this item directly to your project, write "yes." This will help you identify potential cost-cutting areas. In Step 2, you'll determine the actual value of such donations.

#### **Potential Donor's Name**

If you wrote "yes" under potential in-kind, record the name(s) of people you think might donate the item.

#### **Estimated Cost**

Complete this column by obtaining direct quotes from your play-equipment company, surfacing vendor, local contractors and/or local merchants. Remember to multiply the cost per item by the quantity of that particular item that is needed.

#### **Actual Cost**

In this column, record how much you actually spend on each item. If you receive an in-kind donation for this item, record its dollar value here. (See "In-Kind Donations" p. 9)



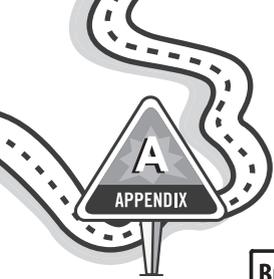


## Project Expenses

Item	Potential In-Kind (Y/N)	Potential Donor's	Estimated Cost Name	Actual Cost
<b>Play-Equipment Co.</b>				
Design Day Fees				
Design Production Fees				
Play Equipment & Materials				
Shipping & Handling				
Sales Tax				
Site Prep/ Installation Fees				
Other:				
<b>Surfacing Co.</b>				
Safety Surfacing & Materials				
Shipping & Handling				
Sales Tax				
Installation Fees				
Other:				
<b>Site Preparation</b>				
Site Leveling/ Grading				
Tearing Up Asphalt/ Concrete				
Pouring a Concrete Slab				
Removal of Old Equipment				
Drainage/ Irrigation				
Digging Holes				
Other:				
<b>Administration &amp; Promotion</b>				
Meeting Space				
Office Supplies				
Copies of Committee Materials				
Advertising (Print)				
Promotional Flyers				
Promotional Letterhead				
Promotional Banners				
Special Cards				
T-Shirts				

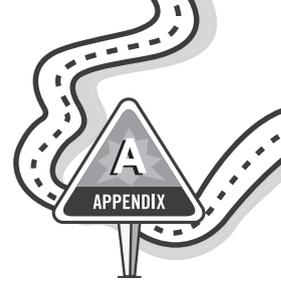


Build Day Program				
Photography/ Video				
Sponsor Recognition Banner				
Permanent Signs				
Other Services				
Other:				
<b>Food</b>				
Meeting Refreshments				
Design Day Refreshments				
Build Day Meals				
Food-Service Supplies				
Other:				
<b>Children's/ Youth Activities</b>				
Childcare				
Design Day Supplies				
Children's Build Day Supplies				
Other:				
<b>Safety</b>				
Safety Curriculum Materials				
First-Aid Provider				
Safety Materials				
Volunteer-Leader Vests				
Other:				
<b>Build Day Logistics</b>				
Tents, Tables, Chairs				
Microphones/ Speakers				
Water Source				
Electric Hook-Up				
Commercial Dumpster				
Port-a-Potties				
Security				
Build Insurance Coverage				
Other:				



<b>Build Tools &amp; Materials</b>				
Construction Tools				
Construction Materials				
Tool Van/ Trailer				
Skilled Operators				
Additional Tools & Materials for Play Environment Side Projects (list):				
Maintenance Fund				

<b>Expenses Sub-Totals:</b>	<b>Estimated</b>	<b>Actual</b>
Play-Equipment Company Fees & Expenses:	_____	_____
Surfacing Company Fees & Expenses:	_____	_____
Site Preparation:	_____	_____
Administration & Promotion:	_____	_____
Food:	_____	_____
Children's Activities:	_____	_____
Safety:	_____	_____
Build Day Logistics:	_____	_____
Build Day Tools & Materials:	_____	_____
Maintenance Fund:	_____	_____
	+ _____	
<b>Expenses Sub-Total:</b>	= _____	
5% General Buffer		x 1.05
<b>Total Expenses:</b>	= _____	



## Building a Budget, Step 2: Revenue Worksheet

Your project expenses may seem daunting, but you can do it! Setting concrete goals is the first step. Below you'll estimate and then record how much revenue your project receives from each type of fundraising.

### **How to Use This Worksheet:**

For an explanation of each type of fundraising, see the Budget Items guide.

### **Item**

For explanations of individual items, refer to the Budget Items guide. Cross out those items not relevant to your project!

### **Potential Cash Donors (and Fundraising Events)**

This information can come from your community asset map or the suggestions of your planning committee. If you're in the early brainstorming stages, you might want to list types of donors rather than individual names. Examples include restaurants, hardware stores and local utilities; or alumni, neighbors and co-workers. Alternately, you might list different types of fundraisers-e.g. letter-writing, phone bank, door-to-door, etc.

### **Estimated Cash Amount**

This is a big moment...it's time to set those all-important fundraising goals. (If you have no idea what the proper figures might be, it may be time to go back and do some more research in your community. What have individuals and businesses donated in the past, and to what type of projects?) You need to be realistic, but you also need to meet your project fundraising goal! The total of all your estimates should add up to your total project expenses. Brace yourself for the tough job ahead and remember to ask for more than you expect to receive! Remember: You'll want to publicize your overall fundraising goal as much as possible, but keep these estimates between you and your Team Captains.

### **Actual Cash Donors**

The money is flowing in! Record the source of your donations here.

### **Actual Cash Amount**

Record cash donations, profits from events and souvenir sales, and certain types of in-kind donations here. Remember that if you incur extra expenses while preparing for fundraising events or souvenir sales, you'll need to subtract those expenses from your profits. Also, some in-kind donations should not be recorded as cash revenue (i.e. those items that were not part of your original budget). For more information on in-kind revenue, see p.9.













## Souvenirs

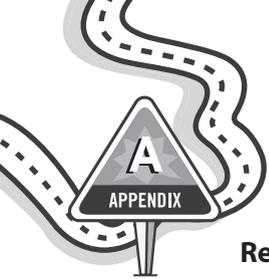
Potential Donor	Estimated Cash Amount	Actual Donor	Actual Cash Amount	In-Kind (Y/N)

Estimated Total: \_\_\_\_\_ Actual Total: \_\_\_\_\_

## Miscellaneous Donations

Potential Donor	Estimated Cash Amount	Actual Donor	Actual Cash Amount	In-Kind (Y/N)

Estimated Total: \_\_\_\_\_ Actual Total: \_\_\_\_\_



**Revenue Sub-Totals:**

**Estimated**

**Actual**

- Business Support:
- Government & Foundation Grants:
- Non-Profits/Religious  
& Community Orgnaizations
- PlaySpace Property Owner:
- Individual Donors:
- Grassroots Fundraising/Special Events:
- Souvenirs:
- In-Kind Donations:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Total Expenses:**

+ \_\_\_\_\_

= \_\_\_\_\_



## Building a Budget, Step 3: The Bottom Line

Whether you're creating a projected budget or tallying your fundraising results in Mile 6, this is the moment of truth! Do you have a balanced budget? Subtract your revenue from your expenses to find out ...

	<b>Estimated</b>	<b>Actual</b>
PlaySpace Expenses (from Step 1)	_____	_____
PlaySpace Revenue (from Step 2)	— _____	— _____
The Bottom Line	= _____	= _____

When you subtract revenue from expenses, your bottom line should be zero. If your expenses are greater than your revenue, you need to raise more money. If your revenue is greater than expenses, congratulations! Add those extra dollars to your playspace maintenance fund.



## Fundraising Event Mini-Budget

When planning large community fundraising events, you may find yourself purchasing extra materials, food, promotional flyers, child care...the list goes on and on. Sometimes you have to spend money to make money! Because these expenses are difficult to predict, it's a good idea to create a mini-budget for each major fundraiser. Planning expenses in advance will also help you determine how much money needs to be raised to make the event worthwhile. This, in turn, will help you decide how many people to invite, how much to charge, etc. Use this worksheet to plan for success!

Event Name: \_\_\_\_\_

Event Date: \_\_\_\_\_

Person Responsible: \_\_\_\_\_





## Expenses

Item	Potential In-Kind (Y/N)	Potential Donor's	Estimated Cost Name	Actual Cost

**Total Expenses:** \_\_\_\_\_

## Estimated Profits

Estimated Number of Donors (by group/ organization)	Estimated Average Donation	Estimated Profits

**Total Estimated Profits:** \_\_\_\_\_

**Total Actual Profits:** \_\_\_\_\_

**— Total Expenses:** \_\_\_\_\_

**= Total Revenue:** \_\_\_\_\_

*(Enter Total Revenue in your Project Budget)*



# Sample Query Letter

## "Project Playspace: Giving Kids a Place of Their Own"

Project PlaySpace

123 Main St.

Anytown, USA 12345

Phone: (888) 555-2222 Email: project.playspace@yahoo.com

Web: www.projectplayspace.org

### Month, Date, Year

Dear Joan,

Project PlaySpace and the Anytown Parent Teacher Organization are pleased to invite your business to participate in Cookout for Kids on Saturday, September 25th, a fundraiser to help Project PlaySpace meet its goal of raising \$50,000 to provide our community's children a safe place to play.

As an important part of our community, we are sure that you appreciate the value of providing our children with a place to jump, run, swing and giggle. And we need your support! Please help make Cookout for Kids a success by:

- Donating a service or product for the Cookout Raffle! All proceeds will go towards purchasing playspace equipment.
- Donating food items for the Cookout.
- Distributing Cookout flyers to your customers and associates.
- Being a volunteer cook!



### How Your Business Will Be Recognized:

We are expecting 450 guests, including community leaders. Your generous support will be recognized in a variety of ways, including:

- Listing the name of your business in the event program.
- Announcing and posting the name of your business at the event and on event banners.
- Listing your business as a "2004-2005 Project PlaySpace Support" on our website.



- Listing your business as a "2004-2005 Project Playspace Supporter" in our newsletter.
- Listing your business in a post-event "Thank You" newspaper advertisement.

**It's Easy to Donate an Auction/Raffle Item:**

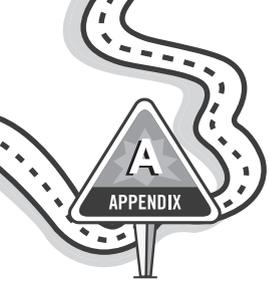
To donate an item or to volunteer, visit [www.projectplayspace.org](http://www.projectplayspace.org), or call or email Joe Smith at (888) 555-2222 or [playspace@yahoo.com](mailto:playspace@yahoo.com). Project PlaySpace also accepts cash donations!

If you would like more flyers and pamphlets or have questions, please call or email me. We are making good things happen and we appreciate your generous support.

Sincerely,

Joe Smith





# Fundraising Team Evaluation Form

Name of Team Captain: \_\_\_\_\_

1. List the three most important objectives of your team.
2. Did your team achieve its planned goals and objectives? If not, why?
3. What were your most profitable fundraisers? What were your most popular fundraisers?
4. In what circumstances was your team especially effective?
5. In what circumstances was your team not so effective?
6. How much time would you guess an average team member spent on playspace planning per week?
7. Regarding your team, what would you do differently next time, and why?
8. What would you do exactly the same?
9. Additional Comments

TEAM!

STRENGTH!

SPIRIT!