



DONOR SOLICITATION RESOURCES



CREATING EXTRAORDINARY PLAY ENVIRONMENTS
THAT CREATE HAPPINESS

Donor solicitation can be a great tool to help your community fundraise to create an extraordinary play environment. Our team at Miracle Playsystems has worked with community groups, schools and public agencies to help them improve their playground and park facilities. We have seen many organizations utilize creative and innovative ways to solicit funding for their projects. This document is created as a resource to share and help you find the same success in soliciting funding.

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POTENTIAL FUNDING SOURCES

Playground Grant Programs

- KaBOOM!

http://kaboom.org/about_kaboom/programs/grants

- Rules of the Playground (maintains a detailed list)

<http://rulesoftheplayground.com/83-playground-fundraising-and-grant-links/>

- Mini grants are available for non-profits as well as for profits.

<http://www.thecne.org/news/featured-grants>

Crowdfunding

There are a growing number of crowdfunding sites that give you the opportunity to setup a funding

- DonorsChoose.org

<http://www.donorschoose.org/homepage/main.html>

DonorsChoose enables teachers to post resource needs and it allows donors to browse and grant requests

- indiegogo.com

Indiegogo's philosophy is that everyone should have the opportunity to raise money. People all over the world use their industry-leading platform to raise millions of dollars for all types of campaigns. No matter what you are raising money for, you can start right away with no fee or application process.



DONOR SOLICITATION TOOLS

Donor booklets

Develop a booklet to share with potential donors to describe your vision for the park and provide an explanation of what they will receive as a recognition for their donation.



City of San Francisco, Friends of Lafayette Park and Miller Company Landscape Architects used a Donor Booklet to share information with potential donors

Many donor booklets identify individual components of a design that can be sponsored for purchase.

Sponsor a play feature



Cattail: \$5,000



Cloud 9: \$7,000



Spring Rider: \$1,000

Webpage

Create a web page or website to create excitement about the project. This is a great place to share your story and can be used to help monitor progress of donations.



Friends of Lafayette Park, San Francisco created a fundraising page on their website to allow people to submit donations on-line and monitor the donation programs progress.

Recognition Program

Decide on a method of recognizing donors for their contribution



Hayes Valley Playground, San Francisco included a donor recognition mural in the design of the playground to recognize donors for their contributions.