

Fool-Proof Fundraising Guide



Effectively raising funds for your future outdoor recreation project not only helps your project dreams become reality but also unites your school or municipality towards the common goal of a healthier community!

To guarantee a successful fundraising campaign, Exerplay has put together this step-by-step guide to help you achieve project success. Let's get started!

What Does Your Dream Project Look Like?

We'll help you establish a clear picture of your final project goal by asking the following questions:

- What type of outdoor recreation project would your community benefit from?
- Which age group/demographic will this project serve?
- What is the approximate total cost of the project your community would like to build?

In addition to these questions, your Exerplay field representative can provide you with resources to help you more clearly define your project goal.

Which Fundraising Options Best Fit Your Community?

Several key factors determine the most profitable fundraising options for your community :

- Number of volunteers available and level of fundraising experience
- Deadline for raising funds
- Money available for fundraising start-up costs
- Total amount of funding needed
- Facilities and equipment available

Helping You Succeed



Your Exerplay team will supply you with large complimentary 3D color drawings of your play system.

Post these in your community and school to help engage support, motivate your volunteers and provide a focal point for meetings!

Contact your field representative for more information on how to get started on your fundraising campaign at **800-457-5444**.

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www.exerplay.com

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Who Are Your Target Financial Supporters, Donors & Sponsors?

We'll assist you in identifying these key groups and help you gain support through communicating the worthiness of your fundraising goal. Following are descriptions of your key support system:

- Supporters: Individuals who contribute to your goal through purchasing items such as raffle tickets or buckets of cookie dough.
- Donors: Individuals, local businesses or corporations who give money directly to your cause.
- Sponsors: Individuals or businesses who provide financial support in return for a tangible marketing benefit.

How Will You Spread the Word to Engage Community Support?

It's important to choose a fundraising event that is suited to the number of volunteers and resources available to you. Following are just a few fundraising ideas for you to consider:

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| Penny Drive | Candy Sale |
| Recycling Drive | Walk-a-thon |
| Raffles | Pancake Breakfast |
| Car Wash | Golf Tournament |
| Live Auction | Concession Stand |

Get Creative with Advertising!

Request a PSA from your local radio station

Place a notice in your school newsletter

Hand out flyers at community events

Don't Forget About Grant Opportunities!

In order to receive a grant, some form of grant writing, often referred to as either a proposal or an application is usually required as well as a budget outlining your project costs. Exerplay can help you with your budget outline at no cost to you and can also provide you with a list of grants in your area. We're here to help!



We're here to help you meet your fundraising goals.

Contact your Exerplay Field Representative today!



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