

PUTTING TOGETHER A FUNDRAISING PLAN

1. Get HELP

You'll need a committee to develop your plan. More people involved in planning means more connections to resources, more help getting things done, and more a people who feel responsible for the park.

2. Determine your GOALS

- ✓ What **specifically** do you want to raise money for? Kids' programs? Plants? A concert? Write down one or two clear, concise sentences that answer this question. When you're raising money, people will want to know why. This exercise will help you develop a clear answer to their question.
- ✓ For example, "We seek to increase the liveliness of our park with a series of concerts for families."

3. List your NEEDS

- ✓ Think about all the things (goods and services) you're going to need to achieve your goal, and write them down. Then think about what each thing will cost if you can't get it donated.
- ✓ For example, if you are putting on a concert, you'll need **publicity**, **materials** (chairs, a stage, sound equipment, etc.), and **labor** (musicians' fees).

4. Determine your RESOURCES

- ✓ What do you already have? Is someone in your group a graphic designer who can design your program? Will musicians donate their time to play in your concert? What you don't have is what you need donated.
- ✓ Make a list of all the people, businesses, and organizations in your community that can help you. Cover all the bases. Look to local businesses, banks, newspapers, utilities, places your members work, all of your neighbors, important people in the community, landlords, schools, churches, other community groups, local government, the police athletic league, and foundations.

5. Create a PLAN

- ✓ Whom are you going to ask for what? How are you going to ask them? Who's going to do the asking? When? The answers to these questions constitute your fundraising plan.
- ✓ For example, you might decide that you'll seek money for postage from the local bank branch where your group has an account, and ask the local copy shop to donate the copies of the program. The leader of your group might ask the bank for help, while the graphic designer, who gives the copy shop a lot of business, should approach them.

Sample Fundraising Plan

GOALS: Put on three concerts in the park.

NEEDS:	EXISTING RESOURCES:	POSSIBLE RESOURCES:
✓ Bands/performers x3	✓ photocopier at group president's office	✓ Local art school for performers
✓ Posters/flyers x500 x3	✓ chairs & rain location through local church	✓ Local bank branch for funds
✓ Stage	✓ stage, sound & power through Parks	✓ Borough Arts Council for funds
✓ Sound system & electrical hookup		
✓ Chairs for performers		
✓ Rain location		

Fundraising Plan:

1. Treasurer to approach local bank branch
2. President to approach local art school
3. Secretary to obtain application for funds from Borough Arts Council