



Get ready to **#GetYourPlaidOn**
at Park Pride's

Plaid Palooza!

Saturday, November 4th | Historic Fourth Ward Park | 8 a.m. – 2 p.m.

Plaid Palooza is Park Pride's plaid-themed volunteer extravaganza. The idea is to raise \$40,000 for Park Pride's programs that support communities and parks throughout the city, and then immediately transform *one* park in just three hours.

For our inaugural event on November 4th, volunteer efforts will benefit Historic Fourth Ward Park. Because this park is a beloved greenspace to many—attracting tens of thousands of visitors annually—it has begun to show signs of wear-and-tear. During Plaid Palooza, volunteers will transform areas degraded from heavy use into beautiful, ecologically-sound spaces that support wildlife and can be enjoyed by all. Participants are encouraged to show their volunteer spirit by wearing plaid, and all are invited to celebrate our accomplishments with a party following a morning of hard work!



Plans to restore areas of Historic Fourth Ward Park in need of remediation.



Learn more at www.parkpride.org/plaid.

participant information:

We're so glad you're joining us to give back and have fun on a Saturday morning by helping to improve Atlanta's park system!

As an individual participating in Plaid Palooza, you will win prizes and honors when you:

- raise \$150 or more fundraising minimum;
- personally raise more than \$500!

Other awards will be given to top fundraisers.

your personal campaign:

Visit www.plaidpalooza.causevox.com to register as a volunteer and create your personal fundraising campaign! Please read "Getting Started: Set Up Your Campaign" for a detailed guide on setting up your campaign on Causevox, our fundraising platform.

Once you register, you will be able to:

- create a personal campaign webpage;
- invite your friends to volunteer and fundraise with you by creating your own team (see below);
- share the event and your personal campaign with your network via email and social media;
- gain access to fundraising tips, ideas, and templates that you can use to successfully reach your fundraising goal;
- compete in contests for awards and prizes (see above);
- get insider information about the event (such as testimonials from Historic Fourth Ward Park community members, pictures of getting the site ready, the fun activities that will be at the event celebration, what food will be catered, etc.);
- participate in a one-of-a-kind volunteer event to help improve a beloved Atlanta park for the benefit of the local community and greater public, and help raise funds for programs that support communities and parks throughout the city.

start or join a team:

Once you've signed up as an individual fundraiser at www.plaidpalooza.causevox.com, simply click "Start a Team" and invite your friends to join you in fundraising and volunteering for the greener good. To join a team, find the team you want to join and click "Join This Team" at the top of the page.



FAQ

can I just volunteer (and not raise money)?

Plaid Palooza takes the place of what would be an exclusive and expensive gala that doesn't do much to accomplish Park Pride's mission. Instead of purchasing a super-spendy ticket, this campaign provides people an opportunity to accomplish valuable work in a local park while fundraising to support Park Pride's programs. This means we need help from ALL participants to reach our fundraising goal so we can fund the programs that benefit parks and communities throughout Atlanta. All participants (11 years and older) are required to raise or give a minimum of \$150 to participate in the volunteer project and celebration.

I'm not good at/I don't like asking people for money...

Many people think fundraising is difficult and uncomfortable, but not to worry! There are countless ways succeed in reaching your goal; for example, if you donate to your own campaign and convince 5 other people to give just \$15, you will have easily raised more than half your goal!

We provide you with a personal campaign website plus tools, templates, advice, and support to help you reach your goal. It's helpful to remember that people give to people. If you're excited about the campaign and the difference you will make for parks in Atlanta, the people who know you will be more than happy to help support a cause and an organization you believe in!

what if I don't raise \$150 by the event? what if I raise MORE than \$150?

If you aren't able to raise \$150 by the beginning of the event, we will expect you to pay the remaining difference at the volunteer event. If you exceed your goal, you are an amazing rock star that will definitely receive a prize or two!

what if we don't raise \$40,000? what if we raise MORE than \$40,000?

The size and the impact of the volunteer project partly depends on how much money we are able to raise for this event. If we aren't able to reach our \$40,000 goal, we will have to scale back the scope of the project and we won't have funds to give to Park Pride's programs to benefit other parks. If we exceed our goal, we will be able to fully accomplish our intended project and support MANY other communities and their greenspaces!

who do I contact if I need help?

Reach out to Rachel Whyte at Park Pride with questions. She's happy to help if you have event questions, fundraising concerns, need plaid-related advice, or need assistance with anything related to Plaid Palooza! rachel@parkpride.org or call 404-546-7969.