

Community Fundraising:

It's as easy as “Please and Thank you”

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www.parkpride.org

Parks Matter

Who feels comfortable asking someone else for money?

Parks Matter

Who believes that their park is worth giving money to?

Parks *Matter*

Fundraising happens when your *passion* for a cause is stronger than your *fear* of asking.

Why People Give

What is the #1 reason that people give to a cause or charity?

Takeaway:

No matter how great or worthy your cause, you can't expect people to support it *unless you ask them to.*

Preparing for the Ask

- Why wasn't my ask successful?

Preparing for the Ask

- A successful ask happens when the *right* person is asking the *right* prospect for the *right* amount at the *right* time in the *right* way.

Types of Asks

When you imagine asking someone for money for your park, what do you picture?

Types of Asks

- Direct Request
 - Directly asking for support
 - Face to face
- Indirect Request
 - Asking for support, indirectly
 - One to many

Types of Asks

- Product Sales
 - Similar to “buying and selling”
 - Transactional, not typically tax-deductible
- Fundraising Events
 - Event where all or a portion of the proceeds support your cause

Types of Asks

Financial Contributions

- Direct Requests
- Donor recognition programs
- Indirect Requests

Product Sales

- Donor Yard Signs/Mailbox Stickers
- Calendars
- Snacks
- Art

Events

- | | |
|---------------------|----------------|
| Yard Sales | Movie Night |
| Spaghetti Dinners | Silent Auction |
| Community Festivals | Wine Tasting |

Your community's unique resources

- Garden clubs, scout troops
- Skilled volunteers (*landscape architects, carpenters, gardeners, artists, event planners, etc*)



Who to Ask

- Yourself
- The Fundraising Committee
- Your Friends of the Park Group
- Friends and connections of the Fundraising Committee
- The larger community
- Local businesses and organizations
- Local government

Reaching Out to Businesses & Organizations

Have your case for support ready

Make sure to include documentation of community support

Develop a list of prospects

Use your contacts (and those of your committee)

Businesses/organizations that have a connection or interest in your project

What's in it for them?

Know your prospect!

How does the project align with their goals

How will it impact their business

How will they be recognized

Offer options

Financial gifts

In-kind goods or services

Contribute portion of sales on designated day



After the Ask

- You've asked the donor and got the money
- Now what?

After the Ask

- Parks are never “done”
- Past donors are much more likely to support future projects
 - ...but only if they felt that their support had *impact*

After the Ask

- Never forget to say “Thank you”
 - Personalized notes
 - Phone calls
 - Public recognition
- Share stories of impact
 - What’s new at your park?
 - How has life changed because of your work?
 - Consider a series of milestone posts on Facebook and Twitter

Takeaways

- Your passion to do good must be stronger than your fear of asking
- The #1 reason people give is because *someone asked them to*
- You must support your park before others will
- There's often more than one way for someone to support your park
- Fundraising for your park is as easy as "Please and Thank You"

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