

# Fundraising Guide

Habitat Systems Inc. has developed this fundraising guide to assist you in raising funds for your future playstructure. Effective fundraising can help your playstructure plans become a reality. Raising money for your playstructure will also unite your community and teach your children the value of hard work. To begin your playground project, or for additional fundraising information, please do not hesitate to contact us at toll free 1 (866) HABITAT (422-4828).



## Before the Fundraising Begins...

In order to fundraise most effectively, determine the final project goal that you are working towards. What type of playstructure would your community benefit from? What are the ages of the children that would use this playstructure? What events or components would you like to have on this playstructure? What is the approximate total cost of the playstructure that your community would like to build? If you would like assistance in answering these questions, Habitat can provide you with resources to help you more clearly define your final goal.

Once your goal has been established, it is important that everyone involved in the fundraising efforts understands what they are working towards. When people are involved in a process where they understand the final goal, they are more likely to feel motivated. Verbally explaining the playstructure that you are working towards, is one option to begin motivating individuals. However, some individuals such as children may respond more to visual pictures.

At Habitat, we will supply you with large complimentary 3D colour drawings of your playstructure. Post these in your community and school to help motivate your volunteers and to provide a focal point for meetings.



Once you have determined your goal and your volunteers are motivated, it is time to begin deciding what fundraising efforts will work best for your community. Determining the most profitable fundraising options will be dependent on several key factors including:

- The number of volunteers available
- The deadline for raising funds
- The funds available to pay for fundraising start-up costs
- The total amount of funding needed
- The fundraising experience among the group of volunteers
- The facilities and equipment available

*Helpful Hint:* Prepare a fundraising calendar and set up meeting times for your volunteers in advance so that people can plan ahead to attend. Planning meetings in the evening will allow people who work the chance to get involved.

## Fundraising Support. . .

### Donors, Supporters & Sponsors

Donors, supporters and sponsors are all key in your fundraising efforts, however each of these groups differ in how they contribute. Gaining support from these groups will depend on your ability to communicate the worthiness of your fundraising goal. When you ask these people for their support, you need to supply them with the reasons that make your cause credible.



- *Donors* are individuals, local businesses or corporations who give money directly to your cause.
- *Supporters* are individuals who contribute to your goal through purchasing items such as raffle tickets, or buckets of cookie dough.
- *Sponsorship* is defined as "providing financial support for an event or activity in return for a tangible marketing benefit." Sponsors will be looking for some public recognition, so be prepared with ideas of how your organization will provide this.

*Helpful Hint:* When you have determined your fundraising goals, begin advertising! Let your community know why your cause is important. This can be accomplished by sending out letters, placing a note in the school newsletter, an event announcement in your local newspaper, handing out flyers at a local sporting event, creating posters, or requesting a public service announcement (PSA). Think of as many creative way to raise awareness in your community as possible.

## Fundraising Ideas. . .

### Choosing an Event

For your first fundraising event, try to choose an activity that is suited to the number of volunteers who are participating and the resources that you have available. Planning a successful first time fundraising event, will motivate your volunteers to participate again in the future.

### Event Ideas

Penny Drive	Live Auction	Special Events Parking
Recycling Drive	Haunted Hayrides	Selling Coupon Books
Raffles	Community Cookbook Sale	Walk-a-Thon
Wine-Tasting Gathering	Value Rummage Sale	Hotdog and Pizza Day
Potluck Supper	City Wide Scavenger Hunt	Pancake Breakfast
Rent-a-Student	Gift Wrapping	Golf Tournament
Bowl-a-Thon	Candy Bar Sale	Dance Marathon
Fall Bazaar	Concession Stand	Flea Market
Car Wash	Barbecue	Fashion Show

*Helpful Hint:* Visit your local library for details on these and other fundraising ideas. Call other local organizations who have participated in fundraising events and ask them for a short interview to find out what they have found successful and what challenges they have faced.

Call Habitat Today for a list of  
Grants Available in Your Area!

## Playground Grants. . .

Another way to raise funds for your playstructure may be through obtaining grants. Many grants require a budget to be submitted outlining what playground equipment you would like to install and what the end cost would be. Habitat would like to provide this service to you complimentary. We can work with you to create a custom playground design that meets your school's needs. Call us for a list of grants in your area!

To reach the office nearest you...

**Toll Free 1 (866) HABITAT**