



Example Fundraising Strategy

Potential Funding Source	Description	Estimated Cash Amount	In-Kind Donation
Individuals*			
Tiffiney Carney	Send email	\$25	
Sandhya Deshetty	Send email	\$25	
Jennifer DeMelo	Send email	\$25	
Dennis Reynolds	Send email	\$25	
Uncle Ron & Aunt Bonnie	Send personalized letter	\$100	
Grandma Gates	Send personalized letter	\$100	
Danielle Timmerman	Send email	\$200	
Businesses			
Sports Authority	Make an ask for \$500 in donated equipment for raffle		\$500
Groceries R Us	Make an ask for \$500 worth of water and snacks on the Build Day		\$500
Starbucks	Make an ask for coffee on the Build Day		\$100
Charlie Chang's	Make an ask for two restaurant gift certificates		\$100
Dominoes Pizza	Make an ask for a donation of 20 pizzas on Build Day		
Prudential Real Estate	Make an ask for \$1,500 towards community project	\$1,500	
Buy-A-Piece of the Playspace	Solicit local businesses and individuals to buy a piece of the playspace	\$5,000	
Government/Foundation Grants			
Stewardship Council Grant	Grant due by June 14 for nonprofit volunteer organizations promoting children's outdoor activities	\$5,000	
The Home Depot - KaBOOM! Challenge Grant	Grant due by May 1 for nonprofits who plan on using the community-build model	\$5,000	
Community Foundation	Grant due by May 6 for child serving organizations fighting childhood obesity	\$7,500	
Special Events			
Cell phone challenge event	Ask staff to each collect \$100 in donations	\$1,000	
Pennies-for-Playspace	Set up a penny / change jar in each classroom of the local elementary school to raise money, have each planning committee member set up a penny jar in each of their offices, make it a competition	\$1,000	
Krispy Kreme donut sale	Sell donuts outside local high schools, office buildings	\$500	
Pizza and cookie catalogue drive	Kids will sell pizza and cookies with fundraising catalogues	\$500	
Raffle Dinner	Sell tickets for \$20 to enjoy discounted food and drinks at local restaurant and receive one raffle ticket, raffle off sports equipment, restaurant coupons, and other donated items. Note: additional raffle tickets cost \$5 each or three for \$10.	\$1,000	
Total		\$28,500	\$1,200

* An individual giving campaign often involves over 50 people.