Fundraising Toolkit
for Community Challenge Grantees
by Michelle LeBeau
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Executive Summary
As a charitable organization, philanthropy is an essential part of the Anchorage Park Foundation. Our attitude toward philanthropy and fund development as staff, board, and grantees has a significant impact on our effectiveness at meeting our programmatic and fundraising missions. Research shows that an organization’s success or failure is determined less by their tactics than by the values, practices, communication patterns, and behavior of the people who work there. A strong culture of philanthropy, meaning everyone is a fundraiser and the focus is on relationships not just money – leads to more donations. The goal is for grantees to embrace fundraising as critical to the project success by promoting philanthropy, building relationships, and making strong a case for support.

The purpose of this fundraising toolkit is to help Community Challenge grantees raise the financial resources needed to successfully complete their project. There are many creative ways to raise awareness and support for projects. Our goal is for this toolkit to provide grantees with inspiration for implementing effective fundraising activities and examples of fundraising materials.

The Anchorage Park Foundation’s Community Challenge Grant awards are a direct cash match for the work grantees put into their park improvement projects. Grantees can earn a cash match up to the overall award specified in their grant agreements. There are three ways for grantees to unlock their cash match award: fundraising cash donations, in-kind donations, and volunteer hours worked on the project. Grant agreements specify the number of volunteer hours or fundraising grantees need to achieve to complete their project.
**Principles of Fundraising**
A few basic principles of fundraising can lead the way to successful fundraising efforts.

1) **It feels Good to Give:** Scientific studies have proven that generosity stimulates dopamine, which creates similar brain activity in the regions connected to the experience of pleasure and reward.

2) **Awareness Leads to Support:** Being aware of and understanding the issue that your cause will address is key to attracting financial support.

3) **People Give to People:** Fundraising is all about building lasting relationships. Donors want to feel like a part of your team. When they do, they will be inclined to give again and again.

4) **Anyone Can be a Fundraiser:** Passionately sharing and inspiring others to care about a cause is fundraising and anyone can do that.

5) **Make the Ask:** Analysis of national giving trends show that millions of people give to charity on a regular basis to support causes they believe in, as well as the positive effect it has on their own lives.

**Developing a Fundraising Campaign**
A fundraising campaign clearly identifies the goals, what will be done to reach the goal, who will be involved. The below steps outline how to develop a fundraising campaign and examples.

1. **Establishing Clear Goals**
Match requirements are outlined in the grant agreement. Fundraising goals may include cash and in-kind donations and other contributions such as building partnerships, engaging volunteers, or creating awareness of the project.

**EXAMPLE**

**ABC Trail Improvement Fundraising Goals**
1. Raise $15,000 in cash donations from individuals and organizations over the next 18 months;
2. Engage neighborhood volunteers and complete 200 hours of volunteer time toward completing the project;
3. Secure in-kind contributions valuing $5,000 in construction materials; and
4. Increase community awareness and support for the project.

2. **Making a Case for Your Cause**
Successful fundraising goes hand in hand with the ability to clearly, succinctly and passionately articulate the case for supporting the project. The need for the project and how others can help is often referred to as the “elevator speech”, meaning if you only had a few minutes of someone’s undivided attention (riding in an elevator) how do you best describe the problem your project fixes and how they can be a part of the solution.
3. Accepting Donations
Donations toward challenge grant projects can either be accepted by the grantee if they are a nonprofit with capacity to accept, track, and acknowledge donations or the Anchorage Park Foundation can designate a project fund and manage donations on behalf of the grantee. Grant funds managed by APF will be set up with a designated fund with a code unique to the project. Online donations can be accepted from a custom giving page on the APF website or by sharing fund link in your communications. Checks should be made out to the Anchorage Park Foundation with the fund code or project name in the memo. See grant agreement for additional information on accepting in-kind donations.

4. Fundraising & Engagement Materials
Creating some simple communication pieces around the project will be helpful in increasing project awareness and support. Use the case statement language and photos to tell the story of the project. Include instructions on how to get involved and support the project. Examples of fundraising communication and engagement materials might include a webpage, Facebook Page, flyer or brochure. See the Resources & Examples section at the end of this document for more samples of fundraising materials.
5. Fundraising Strategies
There are many ways to raise money. This section focuses on strategies that may work best for a grassroots community group. Be creative and tailor strategies that fit best with the project and those that benefit from the project. All strategies have some cost associated with implementing the strategy, including volunteer time. Keep in mind direct and indirect costs when selecting strategies, so you have the greatest return on your investment in fundraising. In all strategies, promote the match as an incentive.

1. Targeted appeals for support via email or letter.
2. Host a house party or themed party.
3. Design a challenge using social media.
4. Crowdfunding campaign.
5. Partner with local business such as restaurants or breweries on a portion of proceeds.
6. Create a “thon” style pledge drive.
7. Offer local businesses project sponsorship.
8. Ask friends and family to donate in lieu of birthday/holiday gifts.
10. Apply to big box stores for mini grants.

Creating a fundraising plan helps pull all activities, including how much you plan to raise, from whom, when, and how much it will cost into one place. Below is an example of a simple fundraising plan.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Goals</th>
<th>Audience</th>
<th>Description</th>
<th>When</th>
<th>Who</th>
<th>Cost</th>
</tr>
</thead>
</table>
| Project Appeal Letters/Emails | $2,500 x 3     | Local businesses & neighbors | 1. Project intro & launch fundraising campaign  
2. Midway ask for support  
3. Help us meet our $ goal | 1. Start of project  
2. Following milestones  
3. Last quarter of project | project lead/volunteers | $250  |
| Local business sponsorship | $5,000         | Businesses          | Develop a business sponsorship package detailing benefits to business and sponsorship levels. Identify likely sponsors and ask for sponsorship through meetings & calls. | First quarter of project | project lead/volunteers | $150  |
| House party fundraiser     | $2,500         | Personal network    | Host a private fundraiser in a home. Invite personal network.               | Second quarter of project | project lead/volunteers | $500  |

| Total Revenue              |                | Total Expenses      | $                                |

**Donor Communication & Acknowledgement**
Effective communication with individual donors, and prospective donors on a regular and ongoing basis is one of the most important aspects of fundraising. Sharing with donors how their support impacts the...
work your work cultivates and strengthens relationships creating an informed and loyal support base more likely to increase contributions and encourage others to join in supporting the project. A good communication strategy is to communicate often and in meaningful ways through a variety of channels to show your gratitude and the impact of donor support. Communications might come in the form of print newsletter, email updates, social media posts, print publications, reports, website, thank you letters etc. If APF is the fund manager for the project, APF will send acknowledgements letters for all project donations. However, lack of gratitude is the number one reason donors stop giving to a cause, so consider thanking project supporters often and in creative ways.
Examples of Fundraising Materials

Anchorage Memorial Cemetery
Carillon Bell Tower

The Anchorage Memorial Park Cemetery Advisory Board and Fairview Community Council have dreamed of bringing the gift of music to the Anchorage Memorial Park Cemetery for over a decade. In 2005, the groups came together to develop an improvement plan to install a new electronic carillon bell tower and seating area.

The new carillon bell tower will serve the cemetery visitors and neighboring community with beautiful music and enhance the spirit of the cemetery as its new, iconic landmark. The electronic carillon bells provide the ability to digitally play liturgical bells, chimes, and taps, providing bountiful opportunities for celebrations. Surrounded by the seating area plaza, the tower will be a shining symbol of joy, as well as a peaceful respects.

Project Cost Estimate

<table>
<thead>
<tr>
<th>PROJECT BUDGET</th>
<th>COST</th>
</tr>
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<tbody>
<tr>
<td>Bell Tower</td>
<td>$100,000</td>
</tr>
<tr>
<td>Equipment</td>
<td>$50,000</td>
</tr>
<tr>
<td>Demolition</td>
<td>$10,000</td>
</tr>
<tr>
<td>Plaza</td>
<td>$50,000</td>
</tr>
<tr>
<td>Seating</td>
<td>$20,000</td>
</tr>
<tr>
<td>Honorarium Plaque</td>
<td>$20,000</td>
</tr>
<tr>
<td>Planters</td>
<td>$10,000</td>
</tr>
<tr>
<td>Permitting &amp; Design &amp; PM/CA</td>
<td>$85,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$345,000</strong></td>
</tr>
</tbody>
</table>

We have received a $100,000 Rasmussen Foundation Tier 2 Grant.

Donors to this project will be recognized!
A Health and Healing Space

Please join neighbors of the U-Med District in improving this health and healing park.

Folker Park

2701 East 42nd Avenue
Folker Street @ 42nd Ave
Anchorage, Alaska
Passionate neighbors of Folker Park have been putting their heads and hearts together with a vision to transform a raw wooded park into an intergenerational health and healing park.

The community vision, brought forth through an advisory committee and community process in 2017, was to maintain the park's best characteristics (beautiful old growth trees that attract birds and their song) and to draw more users to the park with safer, better features addressing the work of the U-Med District. The park imagined is a place for neighboring healthcare employees to walk or run on their lunch breaks, local families to explore nature and play, and senior residents of Providence Horizon House to enjoy outdoor activities and picnics with their loved ones.

Walk into this park via the Welcome Plaza and immediately you'll enjoy the sun filtering through old growth trees. From this plaza surrounded with benches, art, and flowers, you can access Folker Park's entwined ADA accessible pathways, a longer fitness path and a reflective-paced healing path, both wide enough to accommodate two wheelchairs. Meander to enjoy each of the distinct areas of this park created to align bodies, hearts, and minds for all ages and abilities.
Welcoming Plaza
This beautiful welcome space features lively perennial flower beds to activate the senses, with ample bench seating and iconic sculpture art.

Stream of Flowers
Alaska’s state flower, the blue forget-me-not, is planted to mimic a stream winding through the park’s east side. A small mobility bridge will rise over the “stream” to aid in climbing skills. **Funded!**

Labyrinth Plaza
Walk onto the in-laid labyrinth path to release tension and walk away free from worry. The labyrinth doubles as an event space, with subliminal seating built into a natural berm feature.

Outdoor Music Area
Away from the residential side of the park but easily accessible by either pathway, the outdoor music area will feature large-scale instruments like chimes.

Play Area
A nature and art themed play area will inspire the imagination of younger park visitors, ages toddler to 12 years old.

Features of Folker Park

Trail and Lighting
Anchorage voters bonded $200,000 in 2017 that will be used to build two intertwined ADA accessible 8-foot wide paved trails with safety lighting for night and winter use. The outer loop will be a fitness trail. The inner loop, shaped like a Celtic Healing Knot to symbolize eternity, will encourage a slower pace. **Funded!**

Intergenerational Fitness Area
In spring 2017, the Anchorage Park Foundation awarded a community Challenge Grant to Folker Park advocates for their vision of a fitness area with equipment for seniors, adults, and youth of all ages to enjoy together. The Anchorage Park Foundation is matching every dollar that this group raises for the project up to $12,500. **Partially Funded!**

Reflexology and Birding
A mosaic of stones will be placed in this healing area for an outdoor reflexology path. Focus on your feet and listen to the birds in a serene wooded area of the park.

$270,000 needed to complete the park
How to support the project

Friends of Folker Park are seeking financial support for phased improvements that begin construction in 2018. Contributions of all amounts ensure activation of Folker Park’s diverse health and healing spaces.

www.AnchorageParkFoundation.org/donate

Your donations made through the Anchorage Park Foundation are tax-deductible. Please include “Folker Park” in the memo on your check or the designation line of your secure online donation.

To discuss a legacy gift, honorarium, or a donation to a specific aspect of the project plans, please contact Jess Rude, Director of Philanthropy, 907.274.1003 or Jess@AnchorageParkFoundation.org

Contact Information

Anchorage Park Foundation
3201 C St., Suite 110
Anchorage, AK 99503
Phone: 907.274.1003
www.AnchorageParkFoundation.org

Learn more: http://www.muni.org/Departments/parks/Pages/FolkerParkSitePlan.aspx

Project Manager
Maeve Nevins Lavtar, Senior Park Planner
Anchorage Parks and Recreation
NevinsLavtaRMV@muni.org
C Street Community Garden Work Day

Sat, May 7, 9am - 1pm
@ 19th & C Street

- Make a change for gardening in Anchorage.
- Create new garden space & fight invasive plants.
- Play in LOTS of dirt.
- Tools, food & drinks provided.
- Bring the whole family!

This is a joint project with the Anchorage Parks Foundation.
For information, contact us at
cstcommunitygarden@gmail.com

Please Join Us
A Fundraiser for the Anchorage Park Foundation

MAY 17, 2012
Spenard Recreation Center
5pm-7pm
How to support the project

Friends of Whisper Faith Kovach Park are seeking financial support for improvements that begin construction in 2018.

Your donations made through the Anchorage Park Foundation are tax-deductible. Please include “Whisper Faith Kovach” in the memo on your check or the designation line of your secure online donation. Each dollar will be matched by a Rasmussen Foundation supported Challenge Grant, doubling the impact of your donation!

Find us at:
www.AnchorageParkFoundation.org

Anchorage Park Foundation
5200 C St., Suite 110
Anchorage, AK 99503


Like us on Facebook and stay up-to-date! Search for: Whisper Faith Kovach Playground & Fenced Dog Park.

Contact Information

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Parks and Recreation
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Project Manager
RiluseN@gmx.com
907/343-4380

www.AnchorageParkFoundation.org

Driven and passionate Abbott Loop neighbors have been working together to transform Whisper Faith Kovach Park into the community space of their dreams with healthy recreation opportunities for children, adults, and dogs alike.

Their vision includes a large, grassy off-leash dog park where neighborhood pups can run and play. Those that need an extra mental and physical challenge will race through the dog play equipment, and a separate area for small dogs will provide a safe sanctuary for those that need it.

Neighborhood children will climb on a renovated playground with updated equipment and inclusive play surfacing, while community members of all ages enjoy the new benches and picnic tables, activating Whisper Faith Kovach Park to its fullest potential!

Community Wish List

- Separate fenced areas for little dogs and big dogs
- Double gated entrances for safe un-leashing of dogs
- Dog play equipment
- New play structure and swings
- Inclusive play, turf surfacing
- Benches and picnic tables
- Improved visibility by removing the mound near the road
- Fencing
- Parking lot resurfacing
- Trees and landscaping to add natural life and beauty to the park while defining the unique spaces

Dream to reality...

In 2017, Anchorage voters passed the Parks Bond raising $250,000 in funds for Whisper Faith Kovach Park improvements! As this vision nears fruition, neighbors need to raise $20,000 more to complete the park.