



PLAYWORKS

# Playworks Colorado

## Fundraising Board

The mission of the Fundraising Board is to support the goals and long term sustainability of Playworks Colorado through fundraising.

YOU:

- Have a passion for healthy play, physical activity, sports, social-emotional learning, and/or youth development
- Can make a three year commitment, about 2 hours a month
- Can attend regular meetings
- Have community connections you are willing to introduce to Playworks
- Have interest in supporting Playworks events
- Are willing to ask your company/family/friends to consider supporting Playworks

## About Playworks Colorado



*Schools with Playworks experience 43% less bullying and 43% more vigorous physical activity. Teachers report getting back 18 hours of instructional time because students return from recess focused and ready to learn.*

Playworks Colorado believes in the power of play to bring out the best in every kid. We use play as an educational tool to promote social-emotional learning and physical activity at recess. We partner with elementary schools across Colorado to empower students and school staff to enjoy healthy play every day. We currently serve 52 schools in the Metro area.

## Board Description

Energetic, engaged board members who enjoy working and playing together are essential to Playworks Colorado's ability to provide physical activity and safe, meaningful play for children in Colorado. Because Playworks receives governance, overall policy direction, and extensive program and outcome research from its national office in Oakland, CA, the Colorado board focuses on fundraising to expand services locally.



The Board meets monthly on the 3<sup>rd</sup> Wednesday of the month from 9-10am. Locations vary.

## Member Roles & Responsibilities

Each board member is expected to apply his/ her knowledge, experience, and resources to the advancement of Playworks' mission by:

1. Attending most board meetings and follow through on assignments.
2. Secure a minimum of a \$2,500 donation to Playworks. If that donation is not a personal gift, members are expected to make an additional, personally significant gift. 100% board giving is expected.
3. Reviewing and understanding Playworks' mission, model, and outcomes, and sharing them enthusiastically with others.
4. Participating proactively in Playworks fundraising by contributing names to prospect lists, cultivating donors, requesting contributions, developing corporate sponsorships, making corporate requests, organizing events, hosting cultivation opportunities, and other activities as requested. Connect Executive Director and Development Manager to donor prospects as appropriate.
5. Helping promote Playworks through media contacts, networking, community events, and personal and professional contacts and utilizing social media.
6. Helping to identify, recruit, and orienting new board.



## Examples of Engagements

### Ways to engage:

- Peer to Peer fundraising campaigns - Colorado Gives Day & Year end giving
- Mentoring activities
- Helping to recruit new major donors & board members
- Supporting the Playworks Development team with fundraising and program events
  - Corporate partnerships
  - Annual Luncheon
  - Kickball Tournament



## Why join?

Benefit to members include:

- Stay young by playing games!
- Network with like-minded peers
- Be part of a one of kind organization that is increasing equity on playgrounds and partnering with schools to create a generation of kids with strong social and emotional skills



# Questions?

We'd love to hear from you!



Please contact [andrea.woolley@playworks.org](mailto:andrea.woolley@playworks.org) with any questions you have.

High Fives All Around!