



PLAYWORKS

BALTIMORE

2013 Fundraising Kit



Welcome to Team Playworks!

I am pleased to welcome you to **the 2013 Playworks fundraising program, a program that has my total support and commitment.** Founded in 1996, Playworks is the only nonprofit organization in the country providing trained, full-time play coaches focused on recess to hundreds of underserved schools in major urban areas. Playworks also provides training and technical assistance to schools, districts and youth organizations that wish to include inclusive, healthy play as part of a positive learning environment.

When Playworks partners with a school, kids are more physically active, and they return to class focused and ready learn. As a result, 85 percent of principals report that students are more engaged in school since having Playworks on site. The safe and healthy play Playworks brings to schools helps students succeed in the classroom — and in life. Playworks is currently operating in 22 cities across the nation, serving 360 schools and 350,000 students directly and through training services that reach more than 300 additional schools and community organizations.

Our goal: transform recess and the school day with safe and healthy play so teachers can teach and kids can learn. **We are so grateful for your participation in the Playworks fundraising program.** It costs \$60K to host one school in our program, so your involvement and that of your colleagues, friends and family members ensures our ability to expand our program to many others.

As your friends and loyal organizing team, we have prepared a rich and exciting fundraising program sure to leave you with lasting memories. We want this to be the best fundraising experience for you, so we have worked to provide you with the very best services to ensure a rich and unique experience. Your participation and enjoyment will be our best reward.

It gives me great pleasure to introduce you to our Fundraising program and welcome you to the Playworks Family. You are about to embark on a memorable journey and I am extremely excited to join you. Thank you for accepting the challenge!

Sincerely,
D'ana Downing
Development Manager



Launching Your Fundraising Campaign

Step One: Analyze the Goal

While your goal may sound lofty, break it down so it becomes less daunting. For example, if your fundraising goal is \$950, think of it as 38 donations of \$25 or 19 \$50 donations.

Step Two: Examine and Activate Your Network

Make a list of all the people you know. Start with your family and closest friends, and then expand your list to include people they know. People enjoy being part of a team effort, so those closest to you often become part of your Fundraising team.

Next, think of all the places you go and people you meet on a regular basis: co-workers, people at your local schools, church, athletic/fitness clubs, professional groups, hairdressers/barbers, the dry cleaner, etc. Some may simply donate, while businesses may provide sponsorship and display your fundraising literature. Everyone you encounter is a potential donor or someone that can help spread the word about your efforts!

Finally, consider social networks. Create posts that reflect your race/training status updates and a link to your fundraising page on Facebook and Twitter. Add a link to your fundraising page in the footer of any forums that you're active in. Social media is a great way to get the word out about your cause and remind potential donors about fundraising/race deadlines.

Step Three: Create a Personal Fundraising Plan with Benchmarks

Playworks Baltimore has provided a planning worksheet in this kit to help you frame a plan and establish benchmarks. The key to success in this planning process is to set a timeline; whether you choose to let your schedule be event-driven or time-driven doesn't matter; it's what works for you.

You can build your support around your training program, with pledges for miles per week, month or in total. Set benchmarks based on points in time, at the end of each training phase. If you rely more heavily on events, the event itself becomes a benchmark. As you progress along your timeline, you will see your fundraising total consistently rise. Follow the steps in this guide and you will have little difficulty meeting your goal!

Step Four: Get Started Early

Set your goals and create your personal fundraising website as soon as possible. Write a letter that discusses your race and Fundraising goals, as well as why you are running for Playworks. The lengthy training period and personal commitment your training will demand, as well as your running for a purpose beyond personal achievement gives you a powerful message to send. **People will respond.**

Again, start early. You'll learn and gain confidence as you go!

Step Five: Look for "Multiples"

Constantly seek ways to multiply your efforts and your friends' donations. Many companies offer



Matching Gift programs – it’s a simple process that doubles a gift. If your company has a program like this, be sure to let your co-workers know. You can also approach your company directly to see if they might sponsor you.

You may be able to take the “matching” idea and use it more broadly. A parent, grandparent, friend, or local business might help by offering to match donations up to a certain amount as a challenge or incentive to other donors. This type of pledge helps spur others to respond in kind or make a donation to help reach the pledged maximum since they know their gifts will be doubled.

Another method is to have periodic gatherings of friends and supporters. It could be a specific “party with a purpose,” donations in lieu of gifts for birthdays or other special occasions, or a monthly “Happy Hour,” breakfast or lunch event. Many restaurants support charitable causes by letting groups host promotions on their premises or by donating a percentage of the money a group spends back to the group. Doing something like that just one night a month during your training is a great way to keep your friends and support group up-to-date on your progress, have some fun and add funds to your total!

Step Six: Develop a Communication Strategy

People who are interested enough to donate in support of your efforts will be interested to hear about your fundraising and running success. Find ways to keep them informed as you train, and be sure to tell them about the excitement of race day. E-mail, Facebook and Twitter are all great ways to reach your supporters, but never forget the importance of a phone call, a personal visit or a written note.

Many athletes today choose to blog about their training as a way to keep their supporters and potential supporters engaged. Blogging is easy and fun and, using sites like www.blogspot.com, www.wordpress.com and www.xanga.com, can create your own site for free.

Runners raise funds two ways: via an **online web page** and through **personal letters**. Runners have found the personal web page to be most helpful in their fundraising efforts. Others sometimes combine both methods effectively. Make sure your supporters know about each option – some may be leery of an online donation page, while others may find this to be the most convenient way to support you.

Remember that not everyone will donate; it doesn’t mean they aren’t interested. It could be a financial reason, timing, or something else. Keep them informed on your progress. Their interest may grow or their situation may change as the race approaches.



Create a Personal Website

Through our partnership with Razoo, you can create an online fundraising page that is personalized with your own pictures, text, page name, fundraising goal and website address. It's fast, easy and free!

Here are the steps to creating your website:

- You'll receive an email from Team Playworks with a link to start your fundraising page. Here's the link to our team page <http://www.razoo.com/team/Terrapin-And-The-Hare-Mud-Run-1>
- Once on the campaign page, look for the box to the right that says "Join This Team" click on the Fundraise box to begin the process.
- Continue down the page where you can add an image, set your fundraising goal and choose your display options.
- After you finalize everything above, select the preview button to review your page. Once you are ready to launch your page, hit the save button.
- Now, you can begin to send e-mails to friends and family directly from your fundraising page.
- Sign-up to receive email notifications when donations are made on your page. Donors will receive an automated email acknowledgment from Razoo and Playworks suitable for tax purposes.
- Visit your giving page often to check your fundraising progress!
- Please note that the donations not made on your website (i.e., check or cash) will need to be submitted to Playworks, where a staff member will add this to your page.

If you need assistance in setting up your personal giving page, please contact D'ana Downing or Razoo.

D'ana Downing

ddowning@playworks.org

www.playworks.org/Baltimore

For Support:

Tel 866.437.1952 Support from 9am to 6pm ET (M-F)

info@Razoo.com



Fundraising Tools

Write a Fundraising Letter

After you've drafted your fundraising letter, hand-deliver, mail, e-mail or post a copy of your letter on Facebook. Ask your fundraising contacts to help you expand your network of potential donors. If they can forward your request by mail or e-mail, this will help get the word out!

Use Social Networks

Social networks are a very powerful way to generate online donations:

- Post a link to your campaign page on your Facebook page or in your Twitter page.
- Post photos, status updates, etc. about your training and Fundraising efforts (e.g., "Gearing up for a 20-miler tomorrow – wish me luck;" "I'm halfway to reaching my Fundraising goal for the 2013 Terrapin and the Hare 5K Mud Run! Thanks to all for their support!")
- Send out Tweets or status updates requesting a small number of donations from many people – e.g., "I'm looking for 10 people to help me raise \$100 in the next 100 minutes – who will help?"
- Launch a blog that highlights your journey to the starting line

More Fundraising Ideas

Fundraising Party: Find a space, set a date, use a theme (luau, barbecue, karaoke, sports (Superbowl Party), send out your invitations, and prepare a small presentation to tell people about your hopes and fundraising goals for Playworks. Have copies of your donor pledge form available, along with food, chairs and music, and be sure to have ample parking and restroom facilities.

"Sell" a body part: Tell potential donors that they can "buy" an arm or a leg, and then write their name or message on for race day. It's a creative way to make sponsors feel like they're more involved and crossing the finish line with you.

Benefit Night: Do you have a favorite bar or restaurant? If so, talk to the owner/manager about planning a special event where proceeds (of food or drinks, a raffle, a contest) go toward your fundraising efforts. Many restaurants have evenings set aside just for this purpose.

Silent Auction: Many local merchants are willing to donate auction items. Theater tickets, dinner for two or four, tickets for sporting events and cooking classes are examples of the many goods and services people are willing to donate. Plan a silent auction in conjunction with a party to boost your fundraising.

Car Wash, Bake Sale, and Yard Sale: Planning one of these activities in your neighborhood will bring you to closer to meeting your fundraising goal.

Donations in Stores: Many stores will allow you to set up a table with literature to seek donations. Others may prefer to post information for you. From large chain stores to local dry cleaners, talk with store managers to see if they'll help you set up a process to receive donations.

Workplace Fundraising: Post notices in your company lunchroom or employee lounge and display donor



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forms and Playworks information for co-workers to pick up. Find out if your employer has a program to match employee donations. If so, your company will match all the money you raise*.

**Check with your employer first!*

Fundraising Planning Sheet

My goal: \$ _____

My personal contribution: \$ _____

Personal Network

Family, friends, neighbors

Estimated # of donors _____ x average donation \$ _____ = _____

Extended family, clubs, social groups

Estimated # of donors _____ x average donation \$ _____ = _____

School, business affiliations, alumni clubs, etc...

Estimated # of donors _____ x average donation \$ _____ = _____

Other

Estimated # of donors _____ x average donation \$ _____ = _____

Subtotal Personal Network: _____

Workplace

Co-workers and business associates

Estimated # of donors _____ x average donation \$ _____ = _____

Matching gifts program? Yes/No

If yes, estimated # of donors _____ x average donation \$ _____ = _____

Company/corporate management support?

a. Direct donation or individual sponsorship _____

b. Corporate pledge/match? Up to \$ _____ _____

c. Playworks Baltimore Sponsorship? Level: _____ _____

Subtotal Workplace: _____



Events and Special Occasions

Special Occasion – Donations in lieu of gifts/birthday/other_____

Donation \$_____

Party with a purpose

of guests invited _____ x average donation \$ _____ = _____

Special feature: raffle/auction/sale of merchandise_____

Other: Yard sale, Happy Hour, Restaurant night, etc..._____

Subtotal Events & Special Occasions: _____

Plan totals: (add subtotals A-D)

	Plan	Actual
Personal contribution	_____	_____
Personal Network	_____	_____
Workplace	_____	_____
Events and Special Occasions	_____	_____

TOTAL: _____



Donor Form

Official Donor Form For: _____
(Runner's Name)

Thank you for your contribution to Playworks. Donations support an innovative program that helps children by providing safe, healthy and inclusive play and physical activity to some of our most underserved schools. **All contributions are tax-deductible. Please make checks out to *Playworks*, with race name/runner's name in the memo line.**

Donor Information

Name: _____

Address: _____ Suite/Apt _____

City: _____ State: _____ Zip Code: _____

Home Phone: _____ Work Phone: _____

Email Address: _____

Amount of Your Contribution

___ \$200 ___ \$150 ___ \$100 ___ \$50 ___ \$25 Other _____

Method of Payment

Check or Money Order:

___ Enclosed is my check or money order made payable to Playworks for \$ _____

Credit Card:

___ Please charge my credit card for a one-time donation of \$ _____

Type of Card: ___ Visa ___ MasterCard ___ American Express

Card #: _____ Exp. Date (mm/yy) ____/____

Authorized Signature of Card Holder:

_____ Date: _____

Please send this form along with payment to:
Playworks



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Attention: D'ana Downing

2601 N. Howard Street, Suite 310

Baltimore, MD 21202

Please note: All checks will be added to your online fundraising page by a Playworks staff member.

Sample Letter

Dear [INSERT YOUR FRIEND'S NAME],

Less than [INSERT NUMBER] months from today, I'll be crossing the finish line of the 2013 Terrapin & the Hare 5K Mud Run. I have lots of early morning runs and strenuous training sessions ahead. With your support, I won't just be running to meet personal race goals; I'll be helping to expand Playworks so that one day every child across the nation has the opportunity to PLAY!

I'm dedicating my race to Playworks, the only nonprofit organization in the country providing trained, full-time play coaches focused on recess to hundreds of underserved schools in major urban areas. Playworks also provides training and technical assistance to schools, districts and youth organizations that wish to include inclusive, healthy play as part of a positive learning environment. Playworks coaches introduce classic games that are disappearing from schoolyards as well as new games designed to build leadership and foster teamwork. When Playworks partners with a school, kids are more physically active, and they return to class focused and ready learn. Playworks is currently operating in 22 cities across the nation, serving 360 schools and 350,000 students daily through directly and through training services that reach more than 300 additional schools and community organizations.

I've pledged to raise [\$XXX] for this worthwhile cause, but I can't reach that amount without your help. I hope you'll consider making a fully tax-deductible donation to help me meet my goal.

\$35: provides balls and hula hoops for one school

\$75: provides motivation & leadership opportunities with Junior Coach t-shirts for one school

\$125: provides travel for two teams to interscholastic developmental after-school sports leagues

\$166: covers the cost for one child at a Playworks school for a year

\$250: covers recruiting costs for one (1) Playworks coach for a new school

\$500: covers recruiting costs for two (2) Playworks coaches for a new school

\$1,000: covers 4-hour training for parents, teachers and staff

\$1,500: provides NEW Playworks equipment for two (2) schools

You can contribute online with a credit card at my personal fundraising website: [INSERT LINK]. Or if you prefer, you can mail a check payable to *Playworks Education Energized*, with [INSERT RACE NAME]/[INSERT RUNNER'S NAME] in the memo line to the following address:

Playworks

Attn: D'ana Downing

Playworks Baltimore

2601 N. Howard Street, Suite 310

Baltimore, MD 21218

I hope that you'll help me reach my goal – thanks in advance for your generosity!

All my best,

[INSERT YOUR NAME]