

# FUNDRAISING GUIDE

## THE THREE-PRONG APPROACH

When navigating a grassroots skatepark project, there are three primary sources of funding – grants, donors, and fundraisers. Generally, grants will make up the majority of the funds for your project, but organizations will want to see the other ways that you're working towards your financial goal outside of their potential contribution and investment. Raising the funds for your skatepark project through this multi-faceted approach is an excellent way to reduce your dependence on a single entity to meet your goal.



## YOUR FUNDING STRATEGY CHECKLIST



- GRANTS
- DONORS
- FUNDRAISERS



## STRATEGY #1 GRANTS



In Canada, there are many grants available for community recreation projects such as skateparks, all-wheels parks, and pump tracks. All it takes is a little bit of research to find these grants and discern which are the right fit for your project based on the eligibility criteria. Take note though: the competition for available grant funding is fierce, so it's important for you to put your best foot forward in your applications.

For our customers in Western Canada, Drop In Skateparks works with grant-writing experts to give you the best shot at obtaining grant money for your project – from finding available grants to making the application process simple, these consultants become a true ally for your project campaign.

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## GUIDE

### YOUR FUNDING STRATEGY CHECKLIST

- GRANTS
  - WORK WITH A GRANT CONSULTANT
  - SELECT GRANTS TO APPLY FOR
  - SUBMIT GRANT APPLICATIONS
- DONORS
  - PITCH PROJECT VISION TO POTENTIAL DONORS
  - WORK WITH DROP IN SKATEPARKS FOR DONOR RECOGNITION IDEAS
- FUNDRAISING
  - BRAINSTORM FUNDRAISING IDEAS
  - ORGANIZE A FUNDRAISING COMMITTEE

## STRATEGY #2 DONORS



After grants, donors make up another substantial amount of the project's funds. This is also where your vision can become a little more personal when you're presenting it to potential investors as the project will likely have more of a direct impact on the community they're involved in. Donors may decide to contribute to a project because it impacts a donor's family member, or it accomplishes a vision that the donor also has for community impact. Whatever the reason, you can also make the prospect of donating more enticing through donor recognition. Working together with a skatepark design-build firm can provide you with excellent options for incorporating meaningful donor recognition into the skatepark's design.



### STRATEGY #3 FUNDRAISERS



Fundraisers are FUN and are the best avenue to take for gaining project momentum within your community. They accomplish the goal of vision-casting your project, building relationships, and making people in your community feel like they contributed to something bigger than themselves. While fundraisers alone may not gain your project the most financial gain, they are the best way to increase your project awareness while also raising funds.

There are endless ideas for fundraising events that can be organized; here's a list of some that our company has seen be incredibly successful.

#### SUCCESSFUL FUNDRAISER IDEAS

- BAKE SALES
- AUCTIONS
  - LIVE & SILENT AUCTIONS
  - 18+ AUCTION (HIGHER VALUE ITEMS)
  - FAMILY-ORIENTED AUCTION
- STEAK NIGHTS
- GOLF TOURNAMENTS
- SKATE EVENTS
- ART EXHIBITS
- BINGO NIGHTS
- COMMUNITY TALENT SHOW
- PROJECT MERCHANDISE
- 5K RUN/WALK/RIDE
- WINE/BEER TASTING

