



# The ToolKit! Fundraising

## Identifying Who to Ask, and What to Ask For

*Here's two more important prep steps. Take plenty of time, and really think this through with your colleagues. Remember: Entering those sponsorship meetings with a well-prepared, targeted presentation will give you the confidence you need and greatly increase your chances of success!*

### Identifying Your Prospects

You may already have a list of potential sponsors: business owners you know personally, businesses you frequent, or obvious players like construction companies and food markets. That's great! To supplement that list, go back to your list of "clients" and brainstorm all the businesses that may serve those people.

Then look over this list to catch any you might have missed:

Sporting-goods stores	Cable TV companies
Factories/plants	Cell-phone shops
Dance/ martial-arts studios	Craft stores
Rental companies	Video-rental stores
Video arcades	Bowling alleys/driving ranges
Major/minor league sports teams	Toy stores
Printing/copy shops	Party-supply stores
Banks	Gyms/ Indoor sports facilities
Doctors'/dentists' offices (great tie-in with preventing playground injuries!)	Car washes
Mini-golf courses	Hotels
Casinos	

One final strategy is to get in your car, drive around town, and whenever you see a business sign, write down the name. These people are making money in your community ... time for them to give something back!

### Identifying What You Need

When you get closer to actually approaching businesses (we will get there, don't worry!), you can decide which businesses are most likely to donate a particular item. For now, just brainstorm a list of what your project needs. Here's a sample to get you started:

- **Volunteers**  
Local businesses might donate teams of volunteers for your build. Hardware stores and construction companies are particularly valuable as sources of skilled labor. If that's too much, businesses may be willing to pass your volunteer flyers along to their employees, vendors, suppliers, and customers. Get the word out!
- **Equipment**  
Some businesses will have access to heavy equipment that you need: augers, Bobcats, and other site-prep necessities. Or they might loan you hand tools, safety equipment, sound equipment, tables and chairs, or some tents for the build.

- **Logistical Support**  
How about a donation of telephones and phone lines for a phone-a-thon fundraiser? Your committee will also need to use meeting space, a computer, a printer, a copy machine, and other planning tools. If you don't already have them, a couple of cell phones would be great too!
- **Supplies**  
Make up a preliminary list of what your project really needs, both at the build and throughout the planning process – food, drinks, office products like paper and posterboard, fun stuff for children's activities, and so on. Be specific! Try to estimate exact quantities and have some idea of when you'll need them. On top of that, you can always be looking for door prizes, raffle items, and auction fare ... great sources of cash!
- **Services**  
Donated professional services can save you loads of time and hassle: Think site preparation, advertising, web design, catering, accounting, liability insurance, legal help, grantwriting, even fundraising! It would also be great to have a nurse and a couple of childcare professionals on hand during the build.
- **Training and technical support**  
Businesses may be willing to provide a brief seminar for your committee and/or your volunteers: on bookkeeping, sales tactics, landscaping, construction safety, graphic design, computer skills ... whatever would help!
- **Cash**  
Last but not least. Some businesses would rather just write a check and be done with it. And who can say no to that?

Are you getting ready to go after those business bucks? In the next two steps, we'll really nail down the details of your proposal and have you out on the road. Download the following PDFs to learn about: [Why Businesses Sponsor](http://www.kaboom.org/Portals/0/documents/toolkit/PDF/WhySpons.pdf)

(<http://www.kaboom.org/Portals/0/documents/toolkit/PDF/WhySpons.pdf>),

[Setting sponsorship levels](http://www.kaboom.org/Portals/0/documents/toolkit/PDF/SponsorshipOppt.pdf)

(<http://www.kaboom.org/Portals/0/documents/toolkit/PDF/SponsorshipOppt.pdf>),

[Developing your approach for businesses](http://www.kaboom.org/Portals/0/documents/toolkit/PDF/DevelopApp.pdf)

(<http://www.kaboom.org/Portals/0/documents/toolkit/PDF/DevelopApp.pdf>), and

[Long term relationships with businesses](http://www.kaboom.org/Portals/0/documents/toolkit/PDF/LTRCultiv.pdf)

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Find out what others are thinking about in terms of funding and building playspaces and share your thoughts and questions in the [Forums](http://www.kaboom.org/forums) (<http://www.kaboom.org/forums>)!