



FUNDRAISING



DID YOU KNOW?

FAST FACTS

- 80% of all giving comes from individuals and small business; 20% comes from corporations
- 90% of the money raised comes from 5 – 10% of your community
- One big donation at the front end of the campaign is easier to get than many smaller donations
- Face to face asks have proven to be most successful when soliciting for campaign donations
- Many large corporations in Saskatchewan want to invest in communities in order to expand their philanthropic profile
- Fundraising Campaign costs are usually between 6 – 12% of the overall project budget

TESTIMONIALS

Lampman's Cultural Mosaic fundraiser was attended by nearly 400 people and featured food booths from different countries, a live auction and a silent auction. More than \$150,000 was raised to pay for roof repairs at the town's arena. The community plans to contribute any remaining money into upgrading some recreation facilities, and helping make the community a better place.

- Hailey Ingham, Lampman Recreation Director

After 2 years of dreaming, fundraising and working together, the community of Birch Hills is enjoying the opportunities their new Skatepark offers. Fundraising plans for Phase 2 include a Community Supper and Silent Auction, featuring merchandise autographed by the Roughriders.

- Jennifer Donaghy - Denare Beach Recreation Director



Saskatchewan
Parks and Recreation
Association

FUNDRAISING TIPS

Campaign Leadership

Leadership is a very important component of any fundraising campaign. Campaign leaders must be organized and have both excellent volunteer management and communication skills.

Campaign Counsel

Fundraising Consultants bring professionalism to your campaign. Their role will vary depending on your project and your community resources.

Capital Campaign Marketing

Showing people images of what they are contributing to is important. Be consistent with your message; why you need the facility, what your user base will be and provide evidence based research which shows the impact the facility or service will have on your community.

Space Naming

Space naming, or naming rights, allow donors to see what their donations have actually purchased. Put a time limit on your space naming rights; a rule of thumb is five years.

Do Your Homework

Bring together the stakeholders in your community and work together.

HOW CAN SPRA HELP?

■ Advice

SPRA Field Consultants are available to provide support to your recreation or parks organization and offer information on upcoming fundraising workshops available in your area. Visit www.spra.sk.ca/sprastaff to find the Field Consultant nearest to you.

■ The Benefits

Visit www.spra.sk.ca/factsheets to access SPRA's Benefits Fact Sheets. These sheets will give you the evidence to advocate for your recreation, parks and physical activity fundraising project.

■ Resource Centre

There are many FREE resources available to help you set your ideas in motion. Check out titles like:

- *The volunteers' guide to fundraising: raise money for your school, team, library or community group*
- *How to write successful fundraising letters*
- *Fundraising when money is tight: a strategic and practical guide to surviving tough times and thriving in the future*
- *199 ideas: raising revenue*
- *Fundraising consultants: a guide for non-profit organizations*

Visit www.spra.sk.ca/information to see what other resources we have to offer!

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For more information, contact the Saskatchewan Parks and Recreation Association
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