

Partnerships For Play

A FUNDRAISING GUIDE

What's inside?

Hello! Thank you for choosing to partner with Partnerships For Play by Superior Recreational Products for your fundraising campaign!

We are so glad you are joining us and your SRP Certified Partner on this journey to fund play! Inside this fundraising guide, you'll find helpful information for each stage of your fundraising campaign — from planning to execution. In the back of this guide, you'll find lots of freebies including social media post templates, email templates, and more.

Table of Contents

Phases

One: Planning	2
Two: Recruiting	4
Three: Engagement	5
Four: The Finish	6

Collateral

Video	7
Press Release	8
Emails	10
Social Media	12

Design It

Panel Contest	14
---------------	----

**While you're here,
connect with us!**



Phase One: Planning

SUGGESTED TIME FRAME: 3 WEEKS

Set Clear Goals for Your Campaign

Create your monetary goal statement.

Example: Help us raise \$250,000 by November 30 to build a playground for the current and future students of Temple Elementary School.

Determine Your Funding Options

Indiegogo offers two different funding options: flexible funding and fixed funding. With **flexible funding**, you keep your contributions whether or not you hit your goal. With **fixed funding**, you keep your contributions only if you hit your goal.

We're choosing flexible funding.

We're choosing fixed funding.

Create Campaign Content

Create generic content that can be used in all aspects of marketing your campaign, including on your campaign fundraising site. Answer the questions below in complete sentences.

What is your vision for this playground?

Why is this playground so important to your organization?

How will this playground be used and by who?

How can your audience make a lasting impact on the playground? (For help with this question, go to "Determine if You'll Offer Perks" section below.)

Who is welcomed and encouraged to donate to your campaign? (For help with this question, go to "Determine Who Your Audience Is" section on next page.)

Determine if You'll Offer Perks

Won't be offering perks.

Will be offering perks.

Not offering perks? Skip to the "Determine Who Your Audience Is." Offering perks? Great! How will you incentivize your target audience to donate? Superior currently offers

CONTINUED ON NEXT PAGE

Phase One: Planning

custom playground panels that can be designed to include a sponsor's name or logo. Brainstorm other ideas here and be sure to tell your sales representative if you wish to offer custom panels. Include different perks that can be introduced throughout the campaign to encourage repeat donors.

1. _____
2. _____
3. _____
4. _____
5. _____

Example: Give large donors a plaque that will feature their sponsorship level, name, and/or logo. Allow donors to purchase different components of the playground so they know exactly what their money will be spent on (purchase a slide, a swing set, etc.).

Determine Who Your Audience Is

Determine your audience.

Who is your target audience? Who are you hoping will donate to your campaign? Don't forget to include individuals on your school's mail/email list, social following, active donors, and core supporters.

1. _____
2. _____
3. _____
4. _____
5. _____

Brainstorm Campaign Collateral

Superior is here to help get your message to your supporters, wherever they may be. Below is a list of branded/custom and

freebie campaign collateral. Check off all campaign collateral you think would be best for your target audience.

Campaign Site

- Indiegogo Fundraising Site

Partnerships For Play Branded (Request from Superior)

- Story Board
- School Hallway Poster
- Facebook Cover Photo
- Website Homepage Image
- Business Card-Sized Flyers (Requires Printing)
- Other: _____

Freebies (Click [here](#) to go to content)

- Email Blast Content
- Social Media Posts
- How to Write a Press Release Guide
- Fundraising Video Guide

Request Campaign Collateral

Want Partnerships For Play-branded campaign collateral? Click the button below to request branded collateral from Superior.

[REQUEST CAMPAIGN COLLATERAL ►](#)

Setting Up Your Page

Now that you have all your ideas down on paper, it's time to set up your site. Visit www.indiegogo.com and set up your campaign site. **Be sure to connect your site with Superior Recreational Products' Partner Site.** You can access our partner site by visiting: www.indiegogo.com/partners/SRP.

Phase Two: Recruiting

SUGGESTED TIME FRAME: 1 WEEK

Build Awareness Through Soft Launch

Host a PTA launch party.

Hold a pep rally to excite students.

Submit a press release to local media outlets.

It's Hard Launch Time

Gear up your teachers for marketing touch points.*

Get ready to launch your campaign to the masses.

WHAT IS IT?

PTA Launch Party

Build campaign awareness through a soft launch before you launch your campaign to the masses! Host a PTA Launch Party — it's easy as 1-2-3.

One: Invite Your Partner to Present

Ask your playground sales representative to present your playground design to the PTA. Have them explain the design and cost distribution. Having well informed PTA members and staff will allow them to answer any questions in the future.

Two: Explain the Fundraising Campaign

Explain the fundraising campaign to the PTA. Discuss the amount needing raised, the deadline, any perks, and, most importantly, show them your fundraising site. Have computers or other devices readily available for PTA members to donate.

Three: Arm Your PTA Members

Send your PTA members away with business card-sized flyers and posters they can place in local businesses for advertising. Challenge them to share the news with family, friends, and on social media.



FUN FACT: Campaigns run by two or more people typically generate 94% more funds than those run by an individual!

Phase Three: Engagement

SUGGESTED TIME FRAME: 3 WEEKS

It's launch day! Divide the remaining days of your campaign by four to determine the length of your touch points (40 days left in your campaign? Each touch point below would equal 10 days). During each touch point time period, continually check off an item under each touch point during. By doing this, you're regularly engaging your target audience, whether through a social media post or email.

Touch Point One: Join the Campaign

It's time to encourage your audience to join the campaign. All messages this touch point should have the same theme: *join our campaign!* Eighty-five percent of campaigns that reach their goal receive their first contribution within *one day* of going live on Indiegogo.

LAUNCH DAY: Start panel design contest. [LEARN MORE](#)

Send out email to target audience. [LEARN MORE](#)

Hang posters in school and at local businesses.

Post social media reminder. [LEARN MORE](#)

Publish Indiegogo update.

Touch Point Two: Personal Stories

Let's pull on your audience's emotional heart strings with this touch point by incorporating the personal stories of your teachers and children. What would this playground mean to them? All messages should be about *the children and teachers who will be benefiting from this fundraising effort.* Successful campaigns generally raise 30% of their goal in under two weeks so be sure to be continually engage your audience.

Post VIDEO social media reminder. [LEARN MORE](#)

Send out email to target audience.

Send printed reminder home with students.

Publish Indiegogo update.

Touch Point Three: Strong Call to Action

Funding tends to slow in the middle of the campaign, so it's a good idea to have a strong call to action (donate, donate, donate). For example, link the importance of play and your student's need for a playground along with the phrase "donate today." All messages this touch point should have a *strong call to action.*

Additionally, take time to identify groups who haven't contributed. Engage your inactive audience through phone calls, emails, or in person. Also, show your "power" donors that you greatly appreciate them by mentioning them on social media, sending emails, or calling them.

Recruit your students to remind friends and family.

Send out email to target audience.

Engage inactive audience.

Thank "power" donors.

Post social media reminder.

Publish Indiegogo update.

Phase Four: The Finish

SUGGESTED TIME FRAME: 1 WEEK

Ahh, the finishing week. Let's think outside the box to encourage high engagement and a large amount of donations.

Create Hype

For one final push, let's create hype around your campaign. You can do this several ways: for every \$1,000 raised this week a different teacher will get a pie in the face at the ribbon cutting ceremony, for every dollar donated a corporate sponsor will match that dollar, or if you meet a specific goal by a specific deadline you unlock an additional \$10,000 donated by a corporate sponsor.

Choose one way to create hype.

Get the word out through a press release.

Touch Point Four: Create Urgency

Now that you've created your one last push to raise money, it's time to get the word out while also letting your audience know the last day is looming. All messages should *remind your audience of the looming deadline and encourage them to donate as soon as possible.*

Publish Indiegogo update.

Send out email to target audience.

Post special reminder from the principal.

Post social media reminder.

Send out final email to target audience.

Send out final thanks you's with results.

Collateral: Video

Grab your most tech-savvy teacher and ask them to create a campaign video. Creating a video may seem intimidating, but it will benefit your fundraising campaign greatly! Videos are a great way to add a human touch and emotion to your campaign. You don't have to have fancy video equipment or editing software — but that's great if you do. The video can be shot on devices you use daily such as your cell phone and edited with software that is already on your computer (either iMovie on Mac or Movie Maker for Windows).

The goal of your video is to encourage people to donate funds to your cause. You do that by showing them what their money is going towards. The length of your video shouldn't be longer than three minutes.

Brainstorm Content

The first step in creating your video should be to brainstorm different ideas of what you want it to look like. Create a list of visuals you want to see. The possibilities for this are endless, but whatever you choose it should showcase your organization's need. Some examples are:

The existing playground that needs some TLC

Children playing

Children drawing their dream playground

Fundraising event

Interviews with kids, parents, or organization members

Renderings or drawings of your new playground

Facts about your organization

Why there's a need for funds

How to donate

Get To Work

Once you have your list of visuals, create an outline of your video and start shooting! Once you have your video footage you can begin editing and piecing the parts together. As for sound, you can use a healthy mix of background music, voice over, and interviews in your video.

Collateral: Press Release

Press releases are a great way to get your message out and in the hands of your target audience. Contact local newspapers and news station and let them know about your fundraising campaign. Be sure to have a professional press release available, as well as a rendering of your site design.

Layout Example



How to Format a Press Release

Now that you have your copy complete, it's time to format your press release. Correctly formatting your press release helps to ensure it is taken seriously by news organizations. These rules and guidelines set by the Associated Press (AP) Style regulations can help your release be error-free and professional.

Letterhead

Submit your press release on your company's letterhead. The letterhead should contain your company's logo and contact information.

Dateline

AP Style best practice is to start your release with the city and state in all caps. Please note that AP Style has its own system of state-name abbreviations that are industry standard. Rules for each state can be found in the AP Stylebook.

Lede

The introductory paragraph called the lede should outline the basic objective of this "release." In this case, the objective is to promote your fundraising goals for your new playground. The most important information should be first, followed by any additional details that cover the five Ws: who, what, when, where, and why. It's important to be logical and concise because an editor may disregard a press release if they can't quickly attain the most important information of your release.

Main Content

The paragraphs of your press release should only be between one to three sentences long for easy readability.

CONTINUED ON NEXT PAGE

Collateral: Press Release

Use full names and titles only the first time an individual is mentioned. Any further references will refer to the individual by their last name.

Oxford commas are not used in AP Style. This is the comma that precedes the word “and” in lists such as “red, white, and blue.” In AP Style, this list should be written “red, white and blue.” But for lists of more than three items, AP Style uses the Oxford comma for clarity. Using the Oxford comma is a tough habit to break, but AP Style considers it a stylistic error — and so will the editors reading your press release.

Closer

Use three pound signs (###) to signal the end of your press release.

About Your Organization

After that your closer, include a short description about your organization including a bio, mission and contact information.

Please refer to the AP Stylebook for more information about proper style for press releases.

Press Release Copy

FOR IMMEDIATE RELEASE

May 12, 2015

Black’s Mill Elementary Raising Funds for Inclusive Playground

Partnerships For Play program and Superior Recreational Products help revitalize playground

DAWSONVILLE, GA - In honor of their 100th anniversary, Black’s Mill Elementary School wants to upgrade their old,

rotting playground to a durable ADA compliant structure.

“The existing structure isn’t safe for our children and it doesn’t fit all of them,” Principal Harper Mae Bell said.

Their goal is to have an outdoor play environment suitable for children 2-12 years old that encourages them to develop physically, mentally and socially.

“Through Partnerships for Play, Superior Recreational Products has given us the tools necessary to have a successful fund raiser. The school is all hands-on-deck to raise \$250,00 to fund a large play structure, swings, artificial turf, and a shade for our new playground area,” Bell said.

Their goal is to have all of the funds raised by September 2015.

“This new playground will help our children grow cognitively, socially, emotionally, and physically, so when you make a donation you are helping to shape our students’ future,” Bell said.

Support Black’s Mill Elementary school’s efforts by making a donation to their page: www.indiegogo.com/mypage.

###

Black’s Mill Elementary houses grades K-5 that serves approximately 500 students. It is recognized for the quality and value of its educational experience. Located in beautiful north Georgia mountains, it is a school that provides children with a fun, safe and challenging environment.

Collateral: Emails

Encourage your staff to send out regular emails to student's parents and other contacts regarding your fundraising efforts. Additionally, use your school's email list to reach your audience.

Replace text in the examples below with your organization's information where applicable (Temple Elementary School, Mr. McCord, etc.).

Touch Point One: Join the Campaign

Use the below email as a template when creating your first email blast. This email is intended to familiarize your audience with the campaign without asking for a donation directly — we'll do that in the next email.

Subject Line: Play is important!

Body Copy:

Hi, friends:

Unstructured play impacts our students' day in so many ways. Its impact extends well beyond the playground helping our children to grow cognitively, socially, emotionally, and physically.

Let's stand up for the benefits of play! Join us in our commitment to raise \$250,000 for Temple Elementary School's new playground. Our monetary goal is enough to fund a large play structure, swings, artificial turf, and a shade for our playground area.

Please join me in helping spread the word by sharing Temple Elementary School's fundraising page with your friends, family, and on social media:

www.indiegogo.com/mypage

Your support means the world to our staff and students,
Mr. McCord

Touch Point Two: Personal Stories

Use the below email as a template when creating your second email blast. This email, like all collateral, should tell your story.

Subject Line: Our students need you!

Body Copy:

Hi, friends:

We asked our faculty and students what a new playground would mean to them. Hear their stories and make playground dreams come true by checking our fundraising page and making a donation today.

Click here: www.indiegogo.com/mypage

Mr. McCord

P.S. Thank you for sharing our page last week. With your help, we've already raised \$45,000.

Touch Point Three: Strong Call to Action

Use the below email as a template when creating your third email blast. This email needs to encourage donations.

Subject Line: Only two weeks left to donate!

Body Copy:

Hi, friends:

There are just two weeks left for you to help make a change in our students' daily lives! We all know unstructured play helps our students to grow cognitively, socially, emotionally, and physically so when you make a donation to Temple Elementary School's new playground, you are helping to shape our students' future.

Support Temple Elementary School's effort to raise \$55,000 more dollars by making a donation to our page:

www.indiegogo.com/mypage

Mr. McCord

Collateral: Emails

Touch Point Four: Create Urgency

Use the below email as a template when creating your last email blast. This email is intended to remind your audience of the looming deadline and your new “hype,” while also encouraging them to make their last donation as soon as possible.

Subject Line: You donate, we get a pie in our face!

Body Copy:

Hi, friends:

When you donate to our playground fund, Temple Elementary School teachers get a pie in the face! For every \$1,000 raised this week, a different teacher will get a pie in the face at our playground’s ribbon cutting ceremony. Help make your child’s dream come true and donate today! Hurry! We only have four more days until our fundraising deadline.

Donate here: www.indiegogo.com/mypage

Mr. McCord

Collateral: Social Media

With 67% of Americans on social media, you won't want to miss this advertisement opportunity. Post regular updates about your campaign and supporters. Be sure to do the following to get the most out of your posts:

- ✓ **Using popular or trending hash tags = #awareness**
- ✓ **Always include your campaign link**
- ✓ **Ask your followers to retweet or share your post**
- ✓ **Be careful not to post too much**
- ✓ **Tell people about your perks, if applicable**
- ✓ **Post shout outs to local news stations**
- ✓ **Post shout outs to large campaign supporters**

Use the below text templates as status updates or tweets when planning your social media posts for the week. Replace text in examples with your organization's information where applicable (#templetigers, Temple Elementary School, etc.).

Touch Point One: Join the Campaign

[Post photo of playground design] It's launch day! Join Temple Elementary School in our efforts to raise \$250,000 for a new playground for our current and future students. Visit our fundraising site: www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

Let's stand up for the benefits of play! Join us in our commitment to raise \$250,000 for our new playground. Donate today! www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

Help us spread the word! Share our fundraising site: www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

Wow, \$45,000 already? Our supporters are the best! We can already picture our new playground now! www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

A BIG thank you to @TCMarket for donating \$10,000 this week to our new playground! Corporate sponsors like you are very much appreciated! www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

Touch Point Two: Personal Stories

[Post photo of playground design] It's a VERY happy Monday here at Temple Elementary School! Thanks to all your support, we've already raised enough money to purchase our new playground structure! Isn't it awesome? www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

[Ask one teacher to record their students answering "What are you looking forward to most about out new playground?"] We asked our Mrs. Brown's students what they are looking forward to most about our new playground. Hear what they have to say and donate today! www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

[Ask one teacher to record their students answering "What are you looking forward to most about out new playground?"] We asked our Mrs. Hahn's students what they are looking forward to most about our new playground. Hear what they have to say and donate today! www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

[Record your staff answering "What are you looking forward to most about out new playground?"] Our staff is just as excited for a new playground as our students! www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

A BIG thank you to @Publix for donating \$10,000 this week to our new playground! Corporate sponsors like you are very much appreciated! www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

Collateral: Social Media

Touch Point Three: Strong Call to Action

Can you believe it? Only TWO more weeks until our fundraiser ends! That means you only have two weeks left to make a difference in our students' lives. Join our campaign and donate today! www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

Big news! We've raised \$95,000! Our supporters are the best! www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

[In reference to the your "hype"] We have a secret! Check back next week for a fun surprise! www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

Help us spread the word! Share our fundraising site: www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

A BIG thank you to @Chick-fil-A for donating \$10,000 this week to our new playground! Corporate sponsors like you are very much appreciated! www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

Touch Point Four: Create Urgency

The news is out! For every \$1,000 donated this week, a different teacher will get a pie in the face at our ribbon cutting ceremony! Share this post with your favorite Temple Elementary School teacher. www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

Four more days left! Keep those donations coming. You guys are rocking it! www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

[Post special reminder from the principal] Mrs. Cook has a special message for all those following our campaign. Check it out! www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

Two more days! Help us reach our goal by sharing our fundraising site: www.indiegogo.com/mypage #indiegogo #templetigers #partnershipsforplay

Oh my! All of your hard work paid off. We can't believe it! We raised \$250,000 for our new playground and we couldn't have done it without you! #success #indiegogo #templetigers #partnershipsforplay

Design It: Panel Contest

Does your play structure have lots of panels? Good! What if you held three different panel contests — one between kindergarten and first grade, one between second and third grade, and one between fourth and fifth grade — to get the children excited about their new playground?

Step One: Inform Your Sales Rep

Inform your sales representative that you plan to incorporate custom panels into your play structure design.

Two: Give the Contest a Theme

Give the overall contest a theme (such as character building) and ask each student to design their very own custom panel, through a drawing or even just words.

Three: Choose the Winners

Once all designs have been collected, have students or faculty vote on their favorite design from the grade level categories (for a total of three different custom panels for your play structure).



Custom panel examples