



How to Encourage Large Donations & Tools for Success!!

CALPA CONFERENCE 2011

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1. How to Have a Financially Successful Annual Fundraising Event

- Come up with a great theme and make it fun!
- Carefully select your Honorary Chair or Chair Person
- Develop levels for Sponsorship and Underwriting
- Create a Sponsor Packet with the following documents
 - Letter of Introduction
 - Sponsor Levels
 - Underwriting Levels
 - One-page fact sheet on your organization
 - Promotional Page showing last year's event photos and sponsors
 - Invitation to your Sponsor Party
- Solicit In-Kind Sponsors - Attempt to get as many hard cost items donated
- Solicit Cash Sponsors – SUPER IMPORTANT!!!
- Hold a Sponsor & Underwriters Party
- Have a great event... and ultimately a great event manager
- Start small and make it grow each year!

2. Develop a good relationship with your local Community Foundation

- Understand what a community foundation does
 - Introduce yourself to their executive director
 - Become familiar with who is on their Board of Directors
- Invite them to your park for a tour
- Clearly articulate the mission of your organization
- Create a one-page fact sheet that talks about your organizations strengths and milestones for the past year
- They will then be more inclined to recommend you to their donors and match you up with potential donor advised funds

3. Develop an On-Site Donor Recognition Program

- How is your organization currently recognizing your large donors?
- Meet with Parks to determine a favorable location for donor recognition
- Design a panel that blends well within your park
 - Incorporate a historic timeline
 - Historic photos or paintings of your park unit
- Establish levels and criteria for recognition
- Audit your donations records to date and establish cumulative giving levels
- Have your donors sign off on cumulative donations to date & name recognition

4. Other Tools to Explore for your Cooperating Association

- Ambassador Program
- PRI-Program Related Investments
- Restoration Campaign
- Join CALPA and become a board member!!