



# **AUSTIN PARKS FOUNDATION**



**PEOPLE PLUS PARKS**

## **Fundraising Tool Kit**

Your go-to guide for Third-Party Fundraising  
with Austin Parks Foundation

# INTRODUCTION

Congratulations! You are one step closer to hosting your own fundraiser for APF. In this Fundraising Tool Kit you will find all of the tools, tips and resources to make your event successful. Thank you so much for supporting Austin Parks Foundation and making our parks a better and more accessible for every Austinite. Did you know: 87 cents of every dollar raised for APF goes directly back to park projects and programming? That's why we are so grateful for your time and effort in leading your own fundraiser!

## WHAT IS THIRD-PARTY FUNDRAISING?

Third-party fundraisers are events or initiatives organized by an individual, company or community organization that are not official Austin Parks Foundation events but benefit Austin's parks, trails and greenspaces. Acting independently and with APF's approval, third party fundraisers are an important resource for raising funds and increasing awareness about APF's mission and work.

## WHY WE NEED YOUR SUPPORT

We accomplish more when we work together. You can play an important role in engaging our community by organizing a third party fundraiser in support of APF. These events and initiatives are a great way to expand our support base, increase awareness about the work we do in our parks and the opportunities we offer. Your commitment can inspire people within your networks to support something you are passionate about - our parks!



### FEATURED FUNDRAISER Wheatsville Co-Op Give Back

Wheatsville is not only a proud sponsor of APF, but also selected APF as their community partner for March 2019. All month long cash donations were collected at each register by rounding up customer purchases at check out. Wheatsville was able to raise more than \$14,000 and spread the word to their customers about what we do!

# HOW WE CAN SUPPORT YOU



## PLANNING

APF will offer advice for fundraising and planning your event. Once you fill out our Fundraising Request Form - it will give us a better idea of what you are interested in doing and how we can support you in hosting a successful fundraiser!



## IMPLEMENTATION

You can use this fundraising toolkit to help guide you through your fundraiser. We offer specific give back days where you can join other partners in our community who share the same love of parks. We can even provide on-site credit card donations via our DipJars and donation forms that will make collecting funds a breeze!



## PROMOTION

Once your event is approved, you will have access to our logo for your promotional use, APF branded materials (e.g. stickers, pens) and brochures to help you convey the importance of community efforts in supporting our parks. Depending on the type of event, APF will also promote your initiatives through our social media platforms and in our newsletters. [CLICK HERE FOR OUR BRAND GUIDELINES.](#)



## POST-EVENT

You will be responsible for ensuring your supporters are thanked and donations are submitted to Austin Parks Foundation. In order for APF to provide tax receipts and/or acknowledgment letters, all donor information must be collected and submitted to Austin Parks Foundation.

# FUNDRAISING IDEAS

## APF Give Back Days

Join APF in our existing fundraising efforts! These days are already marked in our social media calendar and newsletters:

- **Earth Day:** April 22
- **APF's Birthday:** June 12th
- **First Day of Fall:** September 21st
- **Giving Tuesday:** December 3rd

## Host Your Own Event

Bring your community together by hosting your own giveback event. Think yoga in the park, a happy hour, barbecue and more!

## Get Creative: Tell Us Your Ideas

At APF, we love hearing your new ideas and are open to opportunities that align with our brand and mission!

## Social Media & Online Fundraising

Encourage your friends to raise funds in lieu of birthday or anniversary gifts through a social network! Check out our blog to learn how to fundraise for APF via Facebook & Instagram: [CLICK HERE](#)



### FEATURED FUNDRAISER

#### Feel Good Pilates Donates Class Proceeds

Feel Good Pilates hosted donation-based classes on APF's Birthday! 100% of proceeds from classes benefited APF and were collected via DipJar at the studio. This type of fundraiser is a great way to get your daily workout and support a meaningful cause!

# GETTING STARTED

## 1. Check Out the Resources APF Provides

### Get to know Austin Parks Foundation

Want to learn more about our mission? Learn more about [The Challenge](#) facing Austin's parks and [About APF](#) as an organization on our website.

### Check out the different fundraising opportunities we support

Use this fundraising tool kit as a resource throughout your planning process! We also encourage you to get inspired by our previous success stories. This will give you a better idea of what types of events we've supported and the businesses we like to partner with.

## 2. Tell Us About Your Fundraising Idea

Fill out our to solidify your ideas and apply to host an event or initiative. Once submitted, an APF representative will get back to you to help you bring your fundraising vision to life.

### Consider these questions when filling out the form:

#### Why do you want to support APF?

There are over 300 parks and 29,000+ acres of public green space in Austin. It is important that we come together to ensure our parks are healthy, safe and accessible to people all over Austin. Knowing why **you** want to support APF will help you tell the story of your fundraiser when you begin promoting it to your networks.

#### What kind of fundraiser would you like to host?

Be part of one of our give back days or create your own event! Use this tool kit to explore your options and find the best fit for you!

#### What is your fundraising goal?

87 cents of every dollar donated to APF goes back to park programming and projects. Understanding your projected impact helps us understand how we can support you.

#### How will you promote your fundraiser?

Send out emails and text messages to your friends and family. Post your event on your social media channels. Help us support your efforts by letting us know where to look for your fundraiser.

### How will your funds be raised?

- Donation form
- DipJars (easy-to-use credit card donation machine)
- Cash
- Ticket Sales
- Auction/Raffle
- Sponsorships

Each donation method has its perks and drawbacks, but we'd love to help you find the right fit!

## 3. Share Your Event

Promote your fundraising event on social media. Check out our [News and Press page](#) to see brand guidelines and our brand voice.

## 4. Collect Donations

If you would like your donors to be thanked by APF, make sure to collect their contact information (Name, Email, Phone, Preferred Address). Please note - DipJar does not collect donor information, so donors will not be thanked personally by APF.

## 5. Thank Your Awesome Donors

### Thank Your Supporters

Make sure to thank all of your supporters through a thank you card, email, or shout out! It goes a long way thanking people for supporting your fundraiser.

### We'll Help You

APF will also send acknowledgment letters to donors who provided you with their contact information

## 6. Submit Funds Raised to APF

Payment from partners should be paid out to Austin Parks Foundation within 30-60 days post-event unless an alternative payment date is discussed prior to the event. APF accepts donations by cash, credit card or check.

## Mail Payments to:

Austin Parks Foundation  
1023 Springdale Rd #4B  
Austin, TX 78741

## Any Questions?

Contact our Development Team at [development@austinparks.org](mailto:development@austinparks.org)

## Helpful Links

Facebook: <https://www.facebook.com/austinparksfoundation/>

Twitter: <https://twitter.com/austinparksfdn>

Instagram: <https://www.instagram.com/austinparksfdn/>

Brand Guidelines: <https://austinparks.org/news-and-press/>



### FEATURED FUNDRAISER

#### Kammok Donates Online and In-Store Sales

Kammok is an APF sponsor that participated in one of APF's give back days (APF's Birthday) by donating all proceeds that day from their Roo Single Camping Hammock!



### FEATURED STORY

#### Austin Ranks 43rd in Park Access, Down One Spot from 2018

The Trust for Public Land released their rankings of the 100 largest cities' parks in May 2019. Austin moved down to 43rd from 42nd in 2018. [Click here to learn more about how our parks aren't meeting the needs of our residents.](#)



One last thing...

# THANK YOU!

We're thrilled that you're interested in supporting People + Parks. It means the world to us that you'd like to raise funds for us, and we look forward to hearing from you.

