



Playground Fundraising Guide



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Let's Get Started

Over the years, our team at ABC Recreation has worked closely with many schools and service groups to bring enriching and inclusive play spaces to their community. Along the way, we have gained some valuable insight into the effective and innovative ways that these groups are raising the necessary funds to make their play vision a reality.

Looking at the financial hurdle you must overcome to build or modify a play space in your community can be daunting, but fundraising doesn't have to be a chore – it can be fun, rewarding and a great opportunity to rally your community together for a shared cause.

We developed this fundraising resource to help guide you through the process as you take the first step on this exciting journey. This guide includes:

- Recommended steps to help you establish your playground plan before you start fundraising
- Helpful tips on what to look for when choosing your playground manufacturer
- Suggestions for how you can spread the word about your project
- Fundraising ideas and creative ways to acknowledge your supporters
- Listing of grants and other funding opportunities that you may be eligible for




We look forward to working together to enhance outdoor spaces in your community! Reach out to us by phone at 1-800-267-5753 or e-mail info@abcrecreation.com if we can help.

Signing off from the playground,

ABC Recreation Team

PS. Have we worked together on a project?
Share your photos online and tag us!

Stay Connected

-  @abcrecreation
-  @ABC_Rec
-  @abc.recreation





Establishing Your Playground Goal

It's important to have a clear picture of what you're working towards in order to maximize your fundraising efforts. Our team at ABC Recreation can provide you with resources to help you more clearly define your goal if you are in need of some guidance when considering:

- 1 What type of playground would your school or community benefit from?
- 2 What are the ages and abilities of the children who would use the playground?
- 3 What structures or components would you like to have on the playground?
- 4 What is a realistic budget and timeline for your project?



PLANNING TIP

Community members are more likely to be motivated to support your playground project if they are involved in the process and understand the vision for the space.

Some individuals—children in particular—may respond better to visuals. Using a “Dotmocracy” voting method is a great way to gather feedback from your community on what features they like the most. Learn more about how to facilitate this method [here](#).

Your Playground Journey



1

Playground Committee

Rally together a team of 4 to 8 parents, teachers, school administrators or other community members. Prepare a fundraising calendar and schedule meetings well in advance so your volunteers can plan ahead to attend.

2

Interview Playground Companies

Do your research and ask plenty of questions so you can be confident you're making the right choice.

3

Select Your Playground Partner

They are meant to be a resource and will guide you every step of the way to ensure your project is successful.

4

Field Trip

Visit some playgrounds in local parks to determine what equipment is the best fit for the kids you're serving.

Start Fundraising

Review our list of grant opportunities and fundraising ideas for some inspiration as you kick-off your campaign.

Celebrate

You did it! Now it's time to celebrate your success with a grand opening event. This is a great opportunity to acknowledge all the individuals and groups who made your playground possible.

5

Design Your Playground

Consider colour palettes and themes as you start to visualize how your play space will appeal to the community.

6

Board Approval

Go through the proper channels to get the approvals you require. You're almost done!

7

Playground Build

Work with your playground company to have the equipment installed or bring local residents together for a community build to reduce your installation costs.

8

9



Choosing Your Playground Manufacturer



Kicking off a new playground project is exciting, but it can also be overwhelming as you think about all the options to consider and the questions you have. We've put together a checklist that will help point you in the right direction as you begin your search for a playground partner.

Materials:

- Does the manufacturer use aluminum for their posts, clamps and post caps? Aluminum will not rust or corrode and will preserve the structural integrity of your play structure.
- Does the manufacturer use stainless steel and tamper resistant fasteners? These fasteners cannot be removed with common tools which means added security and safety for your users.
- What kind of durable coating is used for gripping or high wear areas? Adequate coating will make the equipment far more user friendly in extreme temperatures.

Warranty:

It's imperative that you choose a playground manufacturer that offers a comprehensive and quantifiable warranty. We would recommend you partner with a manufacturer that can provide:

- 100 years for posts, post caps and clamps
- 15 years for all plastic and steel components
- Minimum 3 year warranty on all other parts

Colours & Finishes

From climbing cables to panels and swing chains to decks, it's important that you choose a playground manufacturer that maintains rigorous colour and finish standards for fade-resistance, gloss retention and durability. Your play equipment should be designed to withstand the demands of extreme heat, harsh climates, moisture and UV exposure.

Components

Does the manufacturer offer playground components that are engineered to move? This type of equipment will offer sensory stimulation and develop children's balance, depth perception, coordination, gross and fine motor skills.

Safety & Compliance

Is the manufacturer's products IPEMA certified to [CAN/CSA-Z614?](#) Being an IPEMA member only is simply not enough. Choose a playground manufacturer that can provide you with a letter stating all the products you are purchasing are CSA compliant as per IPEMA.

Quality Assurance

Is the manufacturer [ISO 9001:2015](#) certified? This standard is based on a number of quality management principles including a strong customer focus, the motivation and implication of top management, the process approach and continual improvement.

Environmental Stewardship

Does the manufacturer offer products manufactured using a high content of recycled material? Is the manufacturer [ISO 14001:2015](#) certified? This assures you that the manufacturer is committed to the prevention of pollution and environmental management practices.



DID YOU KNOW?

"Lifetime warranties" offered by some manufacturers can cover as little as 7 years or less. We suggest that you take the time to thoroughly read through the terms of your warranty to avoid any disappointment down the road!





Make Your Pitch

How We Can Help

Our dedicated marketing staff can support your fundraising and storytelling efforts in a variety of ways.

We can:



Work collaboratively with you to develop presentations, posters and other marketing materials to highlight the developmental benefits of each play element within your design.



Help share your project story through targeted posts on social media to attract prospective donors in your community.



Donate ABC Recreation branded items that can be used as prizes for fundraising initiatives.



Act as a resource or second set of eyes throughout the application process should you be applying for a grant.



DID YOU KNOW?

At ABC Recreation, we will supply you with a complimentary large 3-D colour rendering of your playground. You can post this in your community to motivate your volunteers, inspire prospective donors to give and also provide a focal point for meetings.





Spread The Word



Once you've determined your fundraising goal it's time to start promoting! With so many different possibilities available, it's helpful to develop a targeted strategy that outlines how you intend to spread awareness of your cause and attract potential donors.

Fundraising Website

If you intend to market your fundraising campaign online, the first thing you should think about is creating a fundraising website using a platform such as [Canada Helps](#). Use this site as your fundraising hub — a place to share information with all audiences. Not only will you be able to collect online donations, but this is the logical platform to tell stories about what you're trying to accomplish, explain how funds raised will be used, share pictures and post sponsor logos.

Leverage Social Media

Be sure to spread the word through your social networking channels such as Facebook, Twitter or LinkedIn. Keep followers and fans informed with updated announcements about fundraising activities, donations received to-date and how much is needed to reach your goal. Make the conversation ongoing so people can follow your progress!

Traditional Media Outreach

Mass communication has become easy for everyone, but don't forget the value of more traditional media outlets. Reach out to targeted media organizations to help you spread awareness and promote your fundraising campaign. You may also want to highlight the story of someone who is personally impacted by your project or significantly influenced by your organization's efforts. These inspirational stories may be just what editors are seeking for an upcoming feature. This is a fantastic opportunity to reach a much broader audience at no cost if your story is picked up in a local newspaper or an online blog.

Source: <https://bit.ly/2DRUZVvk>



Let's Get Fundraising



Recruit a volunteer to lead the class such as yoga or boot camp and ask attendees to donate to participate

Encourage participating vendors to donate all or a percentage of proceeds

Many of the groups we work with choose to host fundraising events to generate awareness and funding for their project. Planning a successful first-time fundraising event will motivate your volunteers, local businesses and other community members to support you again in the future.

See if prominent leaders in your community would be willing to donate their services for a day

- Live Auction
- Neighbourhood Garage Sale
- Trivia Night
- Community Cook-off
- Gift Wrapping
- Special Event Parking
- Haunted Hayride



- Outdoor Fitness Class
- Craft Show
- Bottle Drive
- Bowl-a-Thon
- City Wide Scavenger Hunt
- Car Wash
- Swim, Bike, Walk or Run-a-thon

Ask businesses in the area to be check-in points and acknowledge their involvement in event promotions

Solicit local companies to donate prizes and gift certificates

- Raffle
- Pancake Breakfast
- Pizza Day
- Golf Tournament
- Fashion Show
- Movie Night



In addition to entrance fees, have hot drinks or snacks available for sale with proceeds supporting your project

Soups, chili and baked goods...oh my! Invite restaurants and home cooks to put their recipes to the test and charge admission

Host a film screening at a local park or auditorium with tickets and treats for sale for a suggested donation



Showing Your Appreciation

All successful fundraisers know the importance of donor stewardship; the relationship-building activities and communications that take place after a gift has been received. There are a variety of meaningful ways you can foster that donor relationship and show your appreciation:

- Handwritten thank you with photo
- Shout out on social media
- Sponsor page with logos on your fundraising website
- Verbally address your contributors at an event such as the grand opening
- Record a video of you and your team saying thank you

Leaving Their Mark

Find opportunities on the playground to acknowledge more significant supporters, such as corporate donors, who may be looking to get some marketing benefit in return for their investment. You could design a panel on your play structure to include company logos, list donors on a sign that welcomes visitors to the site, add custom benches with laser cut logos, build a donor pathway/wall with an engraved stone/brick for each major donor and so much more. The options are endless!

