



Splash Pad Fundraising Guide



1-800-267-5753

www.abcrecreation.com

info@abcrecreation.com



Let's Get Started

Over the years, our team at ABC Recreation has worked closely with many municipalities and service clubs 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 splash pad 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 splash pad plan before you start fundraising
- Helpful tips on what to look for when choosing your splash pad manufacturer
- Suggestions for how you can spread the word about your project
- Fundraising ideas and creative ways to acknowledge your supporters




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@abc recreation.com if we can help.

Signing off from the splash pad,

ABC Recreation Team

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

Stay Connected

 @abc recreation
 @abc recreation
 @abc.recreation





Establishing Your Splash Pad 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 need some guidance when considering:

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



PLANNING TIP

Community members are more likely to be motivated to support your splash pad 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. To facilitate this method, simply follow these steps:

- 1 Participants are each given a set number of dot stickers.
- 2 They place dot stickers next to options presented that they like.
- 3 Options with the most dots “win”.

Establishing a Budget & Timeline



One of the first tasks of your fundraising committee will be to outline a splash pad budget.

A detailed budget will make the fundraising task more manageable and keep everything on track as expenses pop up. Generally, your budget should account for:

Site Work

For a new splash pad installation, you may need to start with site work, such as excavation and gravel preparation. If you're replacing an old wading pool or splash pad, you'll need to budget for removing old equipment.

Equipment

The splash pad equipment and water management solution are two of the major costs and should be the focus your fundraising efforts. Determining the type of splash pad equipment required for your project is key to developing a budget. Additionally, there are various types of water management solutions, some of which cost more than others. Plan to purchase quality equipment that is durable, safe and designed with inclusivity in mind.

Amenities

In addition to splash pad equipment and a water management solution, you should also consider site amenities, like shade structures, benches, litter receptacles, signs, lighting, picnic tables and other features.

Installation

Installing the equipment and amenities at your splash pad will carry an additional cost. Professional and certified installation is a smart move since it ensures your splash pad features are safely and expertly put into place.

Operational Costs

You should take into consideration the operational costs to run a splash pad such as water consumption, maintenance labour, energy and monitoring, as well as start-up and shut-down costs. This will have a recurring impact on a municipal budget which should be considered.



Additionally, you will want to anticipate any expenses required to carry out fundraising events, like supplies and rentals. Setting a clear budget will help establish goals for your project, as well as any limitations for fundraising.

A timeline will also keep things progressing and everyone working towards your splash pad fundraising goal. Start with your build date then work backwards and be sure to include different milestones that need to be accomplished by a certain date. Put everything on the timeline from grant deadlines to fundraising events to holidays and school breaks!

Your Splash Pad Journey



1

Splash Pad Committee

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

2

Field Trip

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

3

Interview Splash Pad Companies

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

4

Select Your Splash Pad Partner

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

5

Design Your Splash Pad

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

6

Start Fundraising

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

7

Board & Municipal Approval

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

8

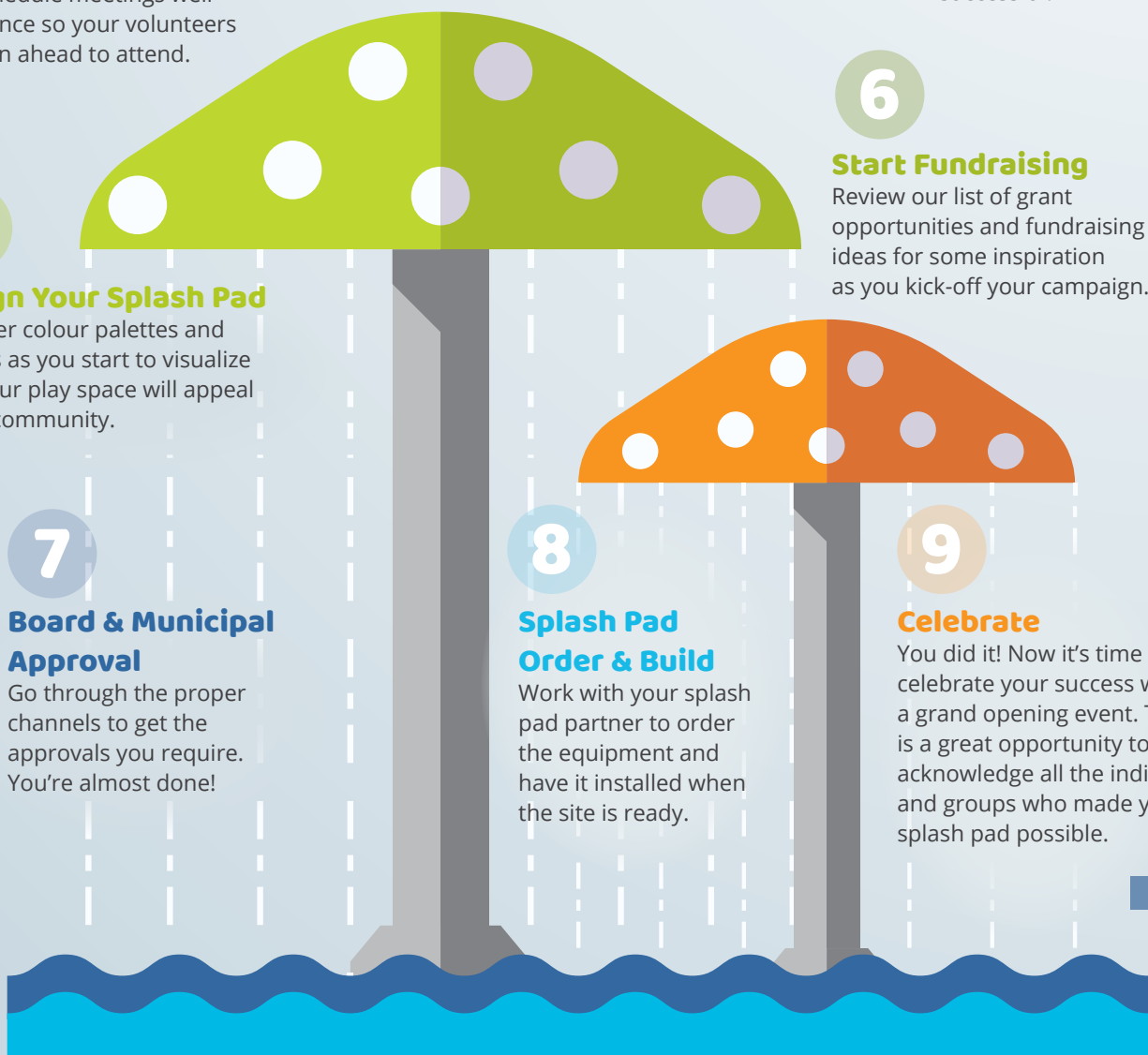
Splash Pad Order & Build

Work with your splash pad partner to order the equipment and have it installed when the site is ready.

9

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 splash pad possible.



Choosing Your Splash Pad Manufacturer



Kicking off a new splash pad 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 splash pad partner.

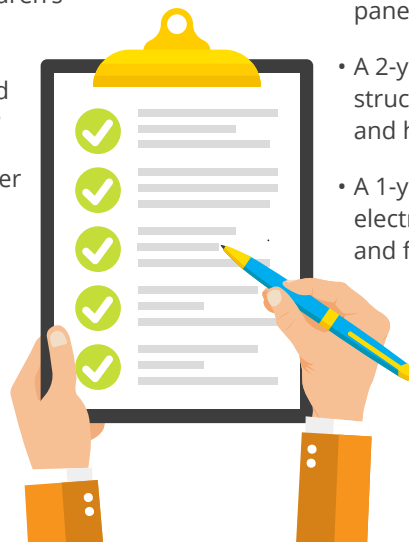
✓ Materials

- Does the splash pad company use stainless steel as the primary material in manufacturing? The structural strength and corrosion resistant properties of stainless steel make it ideal for all features, anchoring systems and hardware.
- Are the spray heads, ground sprays and nozzles on above-grade features machined from solid stock, lead-free brass for long term durability?
- Do the features have a soft-touch elastomer cap that protects children's toes from anchoring hardware, is resistant to chlorinated water and is ultraviolet stabilized to prevent fading from sunlight?
- Does the splash pad manufacturer use impact-resistant polymer? This product is resistant to both UV rays and chemicals while offering visually stimulating aquatic play products.

✓ Warranty

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

- A 25-year warranty on stainless steel tubing
- A 10-year warranty on structural stainless steel and weld workmanship
- A 5-year warranty on aluminum, brass, polymer panels and spray nozzles
- A 2-year warranty on finishes, galvanized steel structures, plumbing components, mechanism and hardware, polymer and elastomer
- A 1-year warranty on concrete components, electrical components, paint graphic and decal and fiberglass composite



Choosing Your Splash Pad Manufacturer



✓ Colours & Finishes

It's important that you choose a splash pad manufacturer that maintains rigorous colour and finish standards for fade-resistance, gloss retention and durability. Your splash pad equipment should be designed to withstand the demands of extreme heat, harsh climates, moisture and UV exposure.

✓ Components

Does the manufacturer offer splash pad 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 products IPEMA certified to CAN/CSA-Z614? Being an IPEMA member only is simply not enough. Choose a splash pad 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.



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!

Grants & Funding Opportunities

Before you start filling out a grant application, it's important to understand the funder's objectives and define how your splash pad project fits into their mission. This will help you better tailor the content of your proposal and ensure it follows the ideals of the funding organization. In addition to the opportunities listed on our website under the Splash Pads category, we also encourage you to look into any funding that may be available through your municipality (i.e. community foundations) or local recreation organization.





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 splash pad. You can post this in your community to motivate your volunteers, inspire prospective donors to give and 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!

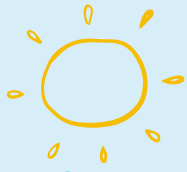
Traditional Media Outreach

Mass communication has become easy for everyone, but don't forget the value of more traditional media outlets. Reach out to media outlets 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 blog.

Consider Email Marketing

Email is an excellent way to reach a large audience of potential participants, donors, volunteers and sponsors. Sending an initial email to your entire database to announce the fundraising initiative is a great way to inform your network of supporters and partners. Include a link to your fundraising website in your email message, making it simple for potential participants to sign up and donors to make online contributions.

Source: <https://bit.ly/3f3ww53>



Let's Get Fundraising



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.

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

Solicit local service clubs to pledge money to help get you on your way towards your fundraising goal

Encourage participating vendors to donate all or a percentage of proceeds

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

See if prominent leads 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
- T-Shirt or calendar campaign

- 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 at the splash pad 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 customize a feature to include a company logo, list donors on a sign that welcomes visitors to the site, add custom benches with laser cut logos, build a donor pathway or wall with an engraved stone or brick for each major donor and so much more. The options are endless!



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