

How Madison Parks Foundation Can Help

Once you've received your approvals from the City of Madison, you can enroll your project with the Madison Park Foundation. As a 501(c)(3) organization, we provides tax deductible status to your project efforts by receiving and receipting donations received, saving you valuable time and work. Additionally donors can use our website to make their donations online.

- » Your organization can create a named fund with a minimum of \$250.

(A 2% administrative fee is applied to each donation received. However, the entire gift supports Madison Parks and is considered a charitable gift. All community organizations have operating costs. In general, revenue from contributions helps in part to support them whether or not a formal gift "fee" is identified. Large fundraising organizations, for example, typically charges fees of 15 percent or more.)

- » Madison Parks Foundation's 501(c)3 status allows donations to your project to be eligible for a 100% tax-deduction, as applicable in your specific financial situation or allowed by law.
- » Madison Parks Foundation can receipt and thank the donors to your project, saving you valuable time and efforts.
- » Madison Parks Foundation can serve as a quick and easy-to-use resource for your supporters who wish to donate online.

(For a nominal annual charge, we can equip you with a PayPal donation button for posting on your website. All donations are promptly acknowledged by PayPal and subsequently sent a thank you letter by the Foundation. Supporters can allocate their donations to your specific account at the Foundation. The cost to the Fundraiser to establish this service is \$25.00 annually, which is payable by cash, check or wire transfer promptly upon the Fundraiser's initial posting of the graphic and link on its website, and on each anniversary thereof. Additionally, for each donation made using the Foundation's PayPal account, PayPal charges a flat charge of 30 cents plus 1.8% of the total donation, collected by PayPal upon donation (this comes out of your donation).

You can enroll simply by contacting the Foundation by sending an email or letter to the Madison parks Foundation.

The email address is info@madisonparksfoundation.org, or mail to 1402 Wingra Creek Parkway, Madison, WI 53715.

A Guide For Neighborhood Park Fundraising



A Guide For Neighborhood Park Fundraising

Many of the improvements made in Madison's parks are the result of individuals or groups who saw the need and got to work channeling neighborhood energy and support. If you have some good ideas about improving a neighborhood park, the Madison Parks Foundation and the Madison Parks Division are here to help.

Establish parks committee chair/co-chair

- » Select someone who is very engaged, organized and committed to the project.

Establish a parks committee

- » Find people who wish to volunteer their talents to the project.

Assign roles within the committee

- » Marketing, Communications, Media, Events, etc.

Establish a Mission

- » By establishing a mission, everyone on the committee has the same vision, and a consistent message will be relayed to prospective supporters.
- » This mission and project should be submitted to the Madison Parks Division for approval to insure that the mission is in line with the Division's goals.
- » When applying for a matching People for Parks Grant through the City of Madison, please provide a one-page summary with a description of the project. This should include how the project will benefit the park and/or the neighborhood, project cost, the anticipated amount to be raised from the neighborhood and how much you require for a matching grant to achieve the project goals.

Establish a regular meeting time

- » Can be weekly, monthly, etc.

Establish a fundraising goal

- » Set a specific dollar amount with a timeframe.
- » This goal should be submitted to the Madison Parks Division.

Create plans for name recognition or naming opportunities which require approval by the Madison Parks Division.

Establish a strategy to achieve your fundraising goals:

- » Include a plan that discusses the best way to make your project well known in your neighborhood. Consider establishing a Facebook presence, a park project website for your project, twitter updates, etc.
- » Each committee member should establish a prospect list, which may include, but are not limited to: neighbors, family members, area businesses, etc. (Focus on nearby businesses and citizens). Keep in mind, there may be other park project committees or non-profits that are also fundraising in the area.
- » Your fundraising events should be outlined and updated throughout your fundraising goal timeline to insure that your project receives the greatest amount of exposure to raise funds.
- » Consider other fundraising efforts, for example: a letter-writing campaign, grant proposals, a brick or donor wall, door-to-door solicitations, PowerPoint presentations for local area groups (businesses, service organizations, etc.)