



# community fundraising

for an Imagination Playground

## Community Fundraising—Communities Love to Help!

Want to bring the Big Blue Blocks to your School or Organization? We know that you may need help—and also know there are those in your community that would like to support your efforts. Please follow our step-by-step guide and feel free to reach out to us with any further support we can provide. You can reach us via **678-604-7466** or by emailing us at [contactus@imaginationplayground.org](mailto:contactus@imaginationplayground.org). We look forward to hearing from you!

### How to get started:



01

#### Assemble Your Team...get volunteers to help!

- Create a signup sheet and discuss at a parents' event.
- Look for team members with specific skills (marketing, graphics, etc...)
- It's an exciting project...get the students involved!

02

#### Identify Your School's Needs and Determine Funding Timeline.

- Determine which Blue Blocks set is right for you – call us for help.
- When would you like to have your blocks delivered? 30-40 day delivery is required as the blocks are hand-crafted to order.



03

#### Identify Your Network...include parents, community leaders, business leaders.

- Send home notices to parents.
- Information sign on marquee to inform community.
- Decorate bulletin board with goal and progress near front office.

04

#### Choose a Crowd-funding Platform for Collection.

We have suggestions!

- [GoFundMe](#)
- [YouCaring](#)
- [DonorsChoose](#)
- [ClassWish](#)

05

#### Write a Project Description and Tell Your Story.

- Include what you are looking to fund (amount).
- Explain why it would be important to the student body.
- Highlight what you are hoping to add to the curriculum based on the purchase.



## Community Fundraising—Communities Love to Help!

### How to get started...continued:



06

#### Craft a Project Video or Slideshow.

- A picture is worth a thousand words...graphically tell your story.
- Great for sharing on your funding platform, but also useful for social media.
- Need high resolution photos? See links on next page!

07

#### Brainstorm Perks...offer prizes at different levels of donation.

- Great to offer prizes that elevate the giving.
- Prizes don't have to be monetary...for example, invitations to the unveiling event for the Big Blue Blocks.



08

#### Kick-off Party/School Assembly!

- Host a “building party” with the Big Blue Blocks.
- Be sure to recognize your Volunteer Team.
- Thank your donors.

09

#### Update Your Network.

- Remind daily via school events.
- Post to Facebook your progress.
- Email distribution lists are valuable for updating student's parents.



10

#### Celebrate and Debrief Your Campaign.

- Let everyone know that you achieved your goal.
- Make sure to thank everyone and finalize numbers on your funding platform.
- Celebrate with your volunteer team!

### For More on Fundraising: Read these articles...

- [Raise Money With Crowdfunding: Top 9 Tips for Schools](#)
- [Do-It-Yourself Fundraising Ideas](#)
- [Fundraising Ideas](#)

## Resources for Your Campaign

Click to Download Imagination Playground Resources:



mission brochure



logo



images



### What is Imagination Playground

Imagination Playground is a breakthrough block-based system designed to transform children's lives through play.



### Play. Work. Build.

This award-winning interactive exhibition at the National Building Museum in Washington DC was a collaboration between the museum and Imagination Playground, and highlights hands-on block play.

## Tips from Other Successful Play Fundraisers:

- Send home notices to parents.
- Have community members purchase one block at a time (and name them!)
- Offer a range of giving options so that everyone can be involved.
- Thank each donor, regardless of the size of the donation.
- Get the kids involved! Offer students leadership opportunities.
- Every donation of \$10 or more gets a handwritten note from one of the students.
- A “garage” sale on your playground – community contributes items and sale funds go to support the effort.
- Have local businesses adopt the campaign...they can help you get the word out!

get in touch



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