

Neighborhood Fundraisers

Lay Out Your Needs

How will you use the funds?

Why are you raising funds? Contributors want to know what their money will be used for. How much do you need and what do you need. Create a budget that estimates how much you will need to complete your projects. Set a goal and keep your neighborhood involved with progress reports.

Obtain In-kind Contributions

Consider Your Resources-Do you need money up front? Do you need volunteers to make it a reality? Are you searching for funds to purchase a swing set? Maybe there is a swing set manufacturer or distributor willing to donate a set to you. If your first try at asking for a donation fails try another place. Mention that it could be a tax-deductible donation.

Develop a Multi-faceted Approach

You can combine methods and ask for individual and corporate donations, sale of products, events, and grant writing are all ways you can raise funds. Identify your neighborhood goals and values, and then chose a type of fundraiser that fits. Don't let your neighborhood get into a rut when it comes to fundraising.

Recognize Contributors

Say thanks, follow up on every contribution no matter the size with a thank you card. You can also build some immediate gratification into your fundraiser, like selling bricks with names etched into them, or promising funders space on your website.

Spotlight: NWDA Umbrella Project

Northwest District Association developed a unique project that allowed them to raise funds and to promote pedestrian safety. The project evolved from efforts to improve pedestrian

visibility following an accident in which two pedestrians were struck by an automobile crossing NW 23rd Avenue. It was nighttime and raining heavily. Neither the surviving pedestrian nor the driver involved claim to have seen each

other. The "Walk Safe" umbrella was created to be highly visible for drivers with its bright yellow color and reflective striping and to allow greater visibility for pedestrians with clear plastic panels.



The umbrella project received a grant from Metro, which funded educational opportunities. Low-income residents viewed pedestrian safety videos at Friendly House. A Crosswalk-a-Thon guided walkers throughout the neighborhood highlighting new pedestrian safety features. The grant allowed the neighborhood to gift many umbrellas at these and other events.

In addition to the initial grant, the umbrella project raised thousands of dollars earmarked for grassroots, neighborhood pedestrian-safety projects.

NEIGHBORS WEST-NORTHWEST: A Coalition of Central Westside Neighborhoods

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