

# Fund Your Park

## Page One

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The National Recreation and Park Association (NRPA) is excited to announce **Fund Your Park**, a crowdfunding platform designed exclusively for park and recreation agencies. This platform will allow agencies to creatively raise community support and funds. Applications open on June 6 and are due by July 7, 2016. Campaign projects will be selected by July 14, 2016. This group of projects will launch on August 23, 2016 and crowdfunding campaigns will run until September 23, 2016.

**WHAT IS CROWDFUNDING:** Crowdfunding is the practice of funding a project or venture by raising many small amounts of money from a large number of people usually through the internet. For examples of crowdfunding and campaign projects, visit [Fund Your Park](#).

**WHY IS NRPA DOING THIS:** NRPA understands that sometimes it takes creative new ways to get things done! In order to help our members utilize the power of technology and community-driven support, Fund Your Park allows the public to donate directly to projects, while making a tax deductible donation.

### HOW YOU BENEFIT:

1. **It's Free!** Use of Fund Your Park is free to members and each campaign project retains any funds that are raised through Fund Your Park, even if you don't reach your funding goal. NRPA retains a 5% administration fee on all donations in order to support the site and administration cost.
2. **Donations are tax deductible!** All donations are processed by NRPA, a non-profit 501 (c) 3 organization, as charitable contributions- and therefore tax deductible!
3. **Hands on Support!** NRPA will provide the crowdfunding platform, help with crafting messages, and training on how to run your campaign.

### HERE'S HOW IT WORKS:

1. Fill out this application and submit it by midnight (24:00 EDT) on February 2, 2016
2. Applicants will be notified of the selection outcome by February 8, 2016
3. NRPA helps you launch your project on the Fund Your Park site. The projects will go live to the public on March 29, 2016
4. Crowdfunding campaigns will close on April 28, 2016 (total of 30 days)
5. Approximately two weeks after the close of your campaign, NRPA issues you a check for the funds raised, less the 5% administration fee.

## **WHO CAN APPLY?**

NRPA invites campaign project proposals from organizations meeting the following requirements:

- Applicant must be a member of NRPA.
- Applicant must be a local, municipal or regional governmental agency (e.g., park and recreation department) or non-profit organization working in partnership with a park and recreation agency (e.g., park foundation) with full authority to implement the proposed project.

## **HOW TO PICK YOUR PROJECT AND FUNDING GOAL:**

- Project must incorporate one or more of NRPA's Pillars: Conservation, Health and Wellness and Social Equity
- Your funding goal must be realistic and achievable for the contacts within your network of donors- smaller goals are sometimes better
- Project must be able to be completed by a single campaign. If you are funding a large project, break it up into phases that each achieve a specific goal
- Project should be specific and something the community will be able to get behind. You're not simply asking people to contribute their money, you're including them in a movement for change. Think about what your community needs and be creative!
- Project must be started within six months of the close of your campaign and your results must be reported back to the donors and NRPA.
- Applicant **must** commit any necessary project expenses beyond those raised through this fundraiser to achieve their project's goal.
- Applicant must have dedicated staff to conduct social media outreach and fundraising - this is a continual job throughout the 30-day life of the crowdfunding campaign.

Your staff will be responsible for:

- o Creating the information for your crowdfunding project (storyline and video/photo)
- o Collecting and organizing your contacts for your community outreach (social media, emails, traditional media, etc.)
- o Promote your campaign continually throughout the 45 days
- o Active engagement via social media throughout the campaign
- o Corresponding directly with donors and fielding questions about the campaign project

## **TIPS FOR FILLING OUT YOUR CAMPAIGN:**

Answer the questions in this application in a way that would compel your community members or a friend to support your project.

## **TIMING**

**Applications are due by Midnight EDT July 7, 2016.**

**Finalists will be selected by July 14, 2016 and possibly will be required to submit additional details for further consideration. If you have any questions, please contact Roxanne Sutton at [rsutton@nrpa.org](mailto:rsutton@nrpa.org) or Michele White at [mwhite@nrpa.org](mailto:mwhite@nrpa.org).**

## 1. Applicant Information (Organization):

Organization Name \*

Street Address

Apt/Suite/Office

City \*

State \*

Zip \*

Phone Number

URL

Are you or your agency an NRPA member? \*

Yes

No

2. Primary contact for this application: \*

First Name

Last Name

Title

Organization Name

Email Address (A copy of your completed application will be sent to this address)

Phone Number

3. Amount Requested: \*

Please indicate the amount of funding you seek to raise through our site to achieve your project/program. Use whole numbers only.

\$

4. Describe what your project/program will accomplish if you reach your funding goal. \*

(1,500 character max)

5. Which of the pillars will this project include (you may select more than one): \*

Health and Wellness

Conservation

Social Equity

6. Describe the impact your project will have on the community and why your community would want to support it: \*

(1500 character max)

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7. Who owns the project site property: \*

(if applicable with a project, not needed for a program)

8. Are any other organizations partnering on this project? \*  
(List organization names one per line)

9. How much, if any, funding and or in kind support has already been secured for this project/program? \*

10. Explain what is your fundraising and outreach strategy/marketing plan:  
(who will you connect to and how?)

11. Please provide links to your social media sites:

Facebook

Twitter

Instagram

Youtube

Other

Other

12. Explain your relationship with your local media:

13. How many staff will you have working on this project?

14. If selected to participate, how will you ensure your project is achieved even if you don't reach your funding goal at the end of the 30 days? What will be your back up plan?

15. Provide a timeline for the project if you were to receive the funds by October 20, 2016? \*

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### Submit Application

If you are ready to submit your application, please click *Submit*. Otherwise click *Back* to review your data or click *Save And Complete Application Later*.

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**Thank You!**



Thank you for submitting your application for NRPA's Fund Your Park. You will be notified of your status by July 14, 2016. You may now close this window.