

Donation Information

First review “How to Get Started.” Once you have an approved plan, contact the Madison Parks Foundation (MPF) to establish a fund agreement. Our 501(c)(3) non-profit status allows you to raise money while the MPF manages the bookkeeping and tax reporting.

- Establish a named fund with a minimum of \$250. Be sure donors specify the fund name.
- Each donation is subject to a 5% administrative fee.
- Donate online through the Madison Parks Foundation website. In addition to the 5% administrative fee, online donations are subject to a 3% credit card processing fee.
- Donations are tax deductible as applicable in your financial situation or as allowed by law.
- Receipts are provided for donations over \$50 and all online donations.
- If you raise more money than the project and improvements require or your fund becomes inactive, remaining funds are subject to use by the Madison Parks Foundation to support other parks or park projects.



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PARKS & Fundraising

Do you have ideas about improving a park? The Madison Parks Foundation and the City of Madison Parks Division are here to help bring your ideas and efforts to reality.

How to Get Started

Establish a Team

- Find individuals who wish to volunteer their time and/or talents.
- Select people who are engaged and committed to the project.
- Meet as a group to discuss goals for the park and the team.
- Meet with Parks staff to discuss preliminary plans/goals.

Establish a Vision, Create a Plan

- As a team discuss the potential improvements of the park.
 - » What does the neighborhood need today? 10 years from today?
- Draft a plan, be sure to include:
 - » An overall project vision.
 - » A fundraising goal.
 - » A marketing plan.
- Determine fundraising goals.
 - » How much do you think can feasibly be raised?
 - » How much do you think the project will cost?
- Create a marketing plan.
 - » How will you get the word out?
 - » Consider a social media presence with engaging posts, fundraising events, and creating a potential donor list.
 - » Outline marketing efforts and strategy.
- Meet with Parks Staff.
 - » Set a meeting with Parks staff to discuss and secure approval of your plan.
 - » Modifications may be needed, adjust accordingly.

Establish Regular Team Meetings

- With an approved plan, you may begin marketing and fundraising efforts.
- Keep the momentum going by scheduling regular, reoccurring team meetings.
- Keep Parks staff informed of your progress.

How to Reach Your Fundraising Goals

Social Media

- Establish a social media presence through Facebook, Twitter, Instagram, etc. Provide a link to the park project page and post regular updates.

Donor List

- Have each team member create a list of potential donors, such as neighbors, family members, and nearby businesses. Divide the list and conquer!

Events

- Consider hosting a fundraising event at or near the park.

Other Ideas

- Grants (be sure to coordinate efforts with the Madison Parks Foundation)
- Presentations at area organizations and service groups
- Door-to-door solicitation or door hangers
- Letter writing campaign

