



Successful Fundraising

for the *WhisperGLIDE*® Swing

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Fundraising Approaches & Ideas

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-Local Organization & Business Support

-Foundation Grants

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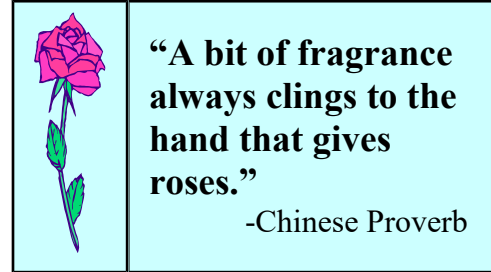


WHY PEOPLE DONATE TIME & MONEY

The primary reason people donate their own time or money is because they believe they are making a lasting worthwhile contribution, and thus, this gives satisfaction to the giver. It is important however, to ask!

Simply said, you feel good when you help others. Recent estimated charitable donations account for \$190 billion a year.

It is easy to see why the *WhisperGLIDE*® swing can be a natural “fundraising project”. Most of us identify with swinging, and the design of the *WhisperGLIDE* makes swinging an intergenerational, social, inclusive therapeutic activity.



FUNDRAISING APPROACHES & IDEAS

From retirement and care centers across America, there is an amazing number of different type money-raising methods used. This ranges from simply selling candy bars to getting support from a local bank or VFW. Fundraising activities often can be classified into three “methods” or “approaches”- and many times it is a combination of two or three activities which works best for your particular fundraiser. These approaches are:

1. Facility-directed fundraising activities

Examples: annual bazaars, picnics, bake sales, memorial gifts, etc.

2. Local organization & business support

Examples: Service groups such as Rotary, American Legion, VFW, and large and small businesses such as the local hardware store or Walmart.

3. Foundation grants

Types: Local foundations, foundations interested in geriatric care, community care foundations, etc. See “Keys to Obtaining a Grant” under Free Guides on our website.

Facility-Directed Fundraising Activities

There are many different approaches that a facility may use to successfully raise funds for any worthy project. Examples include: Matching grant from your facility's budget

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|------------------|--------------|--|-------------|
| *Annual bazaar | *Picnic | *Charitable bowling event | *Chili-feed |
| *Memorial gifts | *Flower sale | *Charitable golf event | *Raffle |
| *Sell candy bars | *Bake sale | *Fundraising solicitation in facility newsletter | |

Consider involving community youth in your fundraising efforts. For example, Life Scouts of the Boy Scouts of America who desire to earn the coveted Eagle Scout designation must complete a project such as fundraising for a nonprofit organization. This project could be an extensive enhancement of an existing courtyard. Foundations are often very receptive to an appeal by a prospective Eagle Scout. Talk to your local scout organization about this possibility. Just think: a *WhisperGLIDE* or two in a beautifully landscaped courtyard just for the asking!

Another example is asking your local school to participate in a “penny drive”- collecting pennies to fund the swing.

Local Organization & Business Support

With so many local organizations that wish to support the community, the number one rule-of-thumb is just ask! This support is given in monetary gifts, matching funds or help with raising the needed money.

Local organizations to consider for support:

- Service groups: *Lions Club *American Legion or VFW *Scouts *Community Bank
- *Rotary Club *Affiliated Church *Retail businesses, large or small
- *Miscellaneous organizations – ask your Chamber of Commerce for advice

Communicating to interested parties can be done very well with product literature available on the *WhisperGLIDE* website!

Foundation Grants

Networking, and also research at the library, works best here. Many foundations specifically state a focus on interests such as “Alzheimer’s”, “Nursing Homes”, or “Geriatrics”.

See the guide *Keys to Obtaining a Grant for WhisperGLIDE Swings*, available on the *WhisperGLIDE* website under Free Guides and Support. This guide contains a review of foundations, how to write a grant.

FUNDRAISING ACTIVITY SUMMARY

Regardless of the method(s) chosen in fundraising, frequently the outcome depends upon the success of your initial contacts, so take a little time and see if someone you know has a key contact (network!).

When you complete your fundraising activity, take time to recognize donors. In addition to a thank-you letter, short notes from individuals who benefit from the swing (residents, volunteers, staff) are greatly appreciated. Also consider donor recognition as part of a newspaper article, a mention in your facility newsletter, or participation in a swing “dedication party” (see *Marketing & Community Relations with your WhisperGLIDE Swing*, the free guide available on our website.

Thanks

PUBLISHED RESOURCES

You will find there are many published resources on the subject of fundraising. Visit your local bookstore or the websites www.amazon.com or www.barnesandnoble.com.

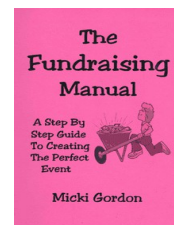
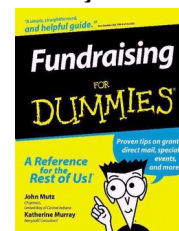
For example:

Fundraising for Dummies is a complete, fun-to-read guide to the art and science of raising money for nonprofit endeavors.

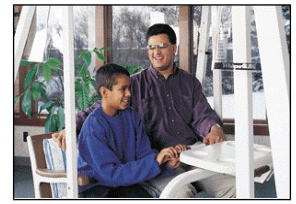
- * How to conduct effective grass roots campaigns, phone and mail solicitations.
- * Fundraisers learn the tricks that get the cash!
- * Scores of proven ways to raise money for nonprofit organizations

The Fundraising Manual serves as an all-in-one resource guide for fundraising professionals and volunteers.

- * A step-by-step guide to creating the perfect event
- * A list of fundraising resources



QUICK-PLAN CHECKLIST for A *WhisperGLIDE*® Fundraiser



Fundraising Approach

- **Facility Activity** Notes: _____
Type _____
- **Local Organization Donations** _____
Who _____
- **Foundation Grants** _____
Who _____

Material Resource Needs

- **Internal Resources** Notes: _____

- **External Resources** _____

- **Other** _____

Human Resource Needs

- **Facility Staff** Notes: _____
Who _____
- **Volunteers** _____
Who _____
- **Other** _____
Who _____

WhisperGLIDE Swing Company Resources

- ***WhisperGLIDE* Product Literature** Notes: _____

Project Plan Dates

- **Meet with facility staff by** _____ Notes: _____
- **Materials available by** _____
- **Personnel available by** _____
- **Date of fundraising event** _____
- **Post-fundraising “thank you” activities by** _____
- **Marketing & Public Relations activities complete by** _____

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WhisperGLIDE Swing Co.

1-800-944-7737

www.whisperglide.com

eMail: swings@whisperglide.com

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