



## **GETTING OFF THE GROUND!**

### **Fundraising, Promotion, and Scavenging**

1. *Fundraising: Much like gardening, fundraising is about growing relationships.*

Fundraising is daunting at first, but remember, you have something to offer your community, your neighbors, your environment, and your donors.

Be sure to have your goals, mission and vision very clear before you start fundraising.

- **RESOURCE:** HOT SALSA [www.hotsalsa.org](http://www.hotsalsa.org)
- **RESOURCE:** Center for Non Profit Advancement  
[www.nonprofitadvancement.org](http://www.nonprofitadvancement.org)
- a. Who gives money?
  - Non-profits, government, foundations, individuals, private businesses
  - **RESOURCE:** The Foundation Center [www.foundationcenter.org](http://www.foundationcenter.org)
- b. Get the Word Out!
  - Hold events to bring attention to your organization and build community awareness
    - o Events at your projects location enable people to experience the magic of your project
    - o Events at a formal location are also fun and engaging, but be sure to provide information on and photos of your project
    - o Don't be afraid to ask for money at your event. Either charge to attend or ask for a suggested donation – be sure to specify a suggested amount.
    - o DO realize events take time and energy to plan. Be sure you have a core group of helpers.
  - Direct mail and email
    - o Mailing is expensive and time consuming but is appreciated by many
    - o Email is quick and free but many emails are deleted without thought

## QUICK TO DO's:

- Be positive about your projects and ability to be successful
- Be open to try a new idea. Donors often love unique ideas! (But also, re-inventing the wheel isn't always best).
- Write thank you cards after receiving a donation
- Read and follow all instructions and requests on applications carefully
- Make a long-term fundraising plan
- Ask for advice and help. There are tremendous resources (often FREE) out there for start-up projects

## 2. *Turn Trash into Treasure*

- Recycle found or free objects: There's almost no limit on what kind of item can serve as a pot. (bathtubs, broken wheelbarrows, yogurt containers, etc.)
- Don't buy new unless you really have to. Be Creative!
- Store things so you can use them again
- Wood chips can be delivered free from a tree company
- Dumpsters and alley are great resources
- Compost and mulch are free in Takoma Park and many nearby municipalities
- Manure is available for pick-up at the Rock Creek Park horse stables
- Community Forklist is a great salvage center in Hyattsville, MD