

Fundraising

RESOURCES ON SUPPORT AND METHODS

Accessing your Donor Data

Seattle Parks Foundation makes your group's donor data available through Dropbox. At the beginning of your partnership with us, you will receive an email invitation to your Dropbox. You can view your data directly in Dropbox or you can download it if you want to sort or analyze. You will need to create a Dropbox account to access these files. Accounts are free. New donor and gift data is updated on a weekly basis by our Systems and Operations Manager, but only if new gifts have come in during that time.

For questions about your donor data or about accessing your Dropbox, please contact Robert Furlong, our Systems & Operations Manager: robert@seattleparksfoundation.org.

Gift Acknowledgment

As your fiscal sponsor, all your supporters, no matter the size of their gift, are shown gratitude from Seattle Parks Foundation and acknowledged directly. If the donor gives through our online giving platform, Classy, they are immediately sent an electronic gift receipt that includes all tax-deductible information and crafted messages that represent your project and shares your goals, so the donor is reminded what they gave to and what their monetary gift goes to support. If the gift given through Classy is \$1,000 or more, they are also sent a printed, signed, and snail mailed acknowledgement letter that has specific information about you and their gift for tax purposes. If Seattle Parks Foundation receives the gift via check, DAF, or in some other paper form, they are sent a snail mailed signed acknowledgement letter.

All donors are called by our development team and thanked directly for their support. Our goal is to do this within a week of their gift. We then take notes in our database to assure this person was acknowledged via phone and if there is a conversation, we note anything of importance if they express further interest in supporting this work in other ways, like volunteer opportunities or other neighborhoods of interest.

You are always welcome to thank your donors as well if your time allows. We want to assure you that this is happening in multiple ways from Seattle Parks Foundation, but if you and your team have the capacity, your donors always appreciate hearing directly from you.

[Email Templates from Classy: Thanking Your Donors](#)



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Workplace Giving

If a donor intends to give through their workplace, they will need to set it up through their employer. This is typically done by contacting their HR department to learn how and through which platform they work to match gifts with their employees. They will need to provide our tax ID # 91-1998597, and instruct the gift go to your specific project. It is also helpful if you notify us of the donor and the company they work for, just in case that information doesn't come with the gift. We are currently registered with the following matching platforms:

America's Best Local Charities: <https://www.bestlocalcharities.org/home>

Benevity: <https://causes.benevity.org>

Your Cause: <https://nonprofit.yourcause.com/login>

If you have any regular donors or volunteers that work at the companies listed below, this could be a great giving opportunity. Use this [employer matching search function](#) to see if an employer provides matching gifts.

Volunteer Hours Matching

Some employers provide matching gifts for volunteer hours that donors and supporters have provided to your project. The same directions apply as above for your donor. Please make sure the donor supplies your project name so that these matches are applied to your project.

And if you expect this match to be sent over to Seattle Parks Foundation, please consider emailing donations@seattleparksfoundation.org and we will watch for this gift to come in and include all relevant information in our records.

Examples of some volunteer hours matching corporations:

- Alaska Airlines
- Bill & Melinda Gates Foundation
- Boeing
- Expedia
- Google
- Microsoft
- Tableau



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Employee Matching Gifts

Employee matching gifts are donations an employer makes to match its employees' charitable contributions. Employee matching gifts are often half on the dollar, or dollar-for-dollar, but some companies will give double or even triple the original donation. The following are just a few of the many generous companies that match employee gifts to Seattle Parks Foundation.

If your employer isn't listed, contact your HR department for specific information on the company's matching gift program.

- Adobe Systems, Inc.
- Apple
- Bank of America
- BECU
- Bill & Melinda Gates Foundation
- Boeing
- Business Wire
- Cambia Health Solutions
- Expedia
- Goldman Sachs & Co.
- Google Inc.
- IBM
- Liberty Mutual
- Microsoft
- Motorola Solutions
- Nasdaq
- Nintendo of America, Inc.
- Nordstrom, Inc.
- Salesforce.com Inc.
- Seneca Real Estate Group
- Starbucks Coffee Company
- Tableau Foundation
- Visa, Inc.

Car Donation

Do your donors have an old car taking up space in their driveway? They can donate it! We accept most cars, trucks, trailers, boats, RVs, motorcycles, off road vehicles, heavy equipment, and most other motorized vehicles.

The donation will be 100% tax deductible. To get started, you can direct your donor to complete an online donation form [here](#).

Or call 855-500-7433 or 855-500-RIDE to speak to a representative. [Read more.](#)



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Parks Legacy Circle

The [Parks Legacy Circle](#) honors people who have made an investment in our city's parks and public spaces by establishing a future gift through their will, trust, or other planned giving. You can learn more about this option by following the link above.

The following types of gift commitments qualify you for membership:

- Gift through a will or living trust
- Beneficiary designation on a variety of assets, including IRAs, 401(k)s, 403(b)s, qualified retirement plans, life insurance, brokerage accounts, bank accounts (checking or savings), and real estate
- Life income arrangement [charitable remainder trust]
- Charitable lead trust
- Remainder interest in your home
- Other planned gift arrangements

Grant Research

Grants are another important way to raise funds for your project. If you're interested in gaining more grant support, please reach out to your project liaison, who will connect you with our Manager of Grants and Institutional Engagement. We subscribe to grant research tools and would be happy to pull a report of current and upcoming grant opportunities, based on your project and the funder's interests.

Major Initiatives in Annual Giving

See below for a rundown of Seattle Parks Foundation's fundraising initiatives by calendar year. In addition to fundraising for Seattle Parks Foundation's general operations, we highlight our partners each week, to draw attention and funds towards your projects.

When a fundraising effort is marked with an asterisk (*) this means SPF is fundraising during this time/appeal for unrestricted funding. **Continued below.**



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Major Initiatives in Annual Giving

Please reach out to Sarah Olivo, our Annual Giving Manager, at sarah@seattleparksfoundation.org if you have any questions about our fundraising calendar. Promotional requests and ideas can be sent to communications@seattleparksfoundation.org.

Please note this calendar will be updated based on availability and recently completed toolkits:

January -
February

Planning period and grant prospect searching

- Tax Summaries sent to all donors who made more than one contribution in the calendar year.

March

Spring Appeal*

- Highlight SPF goals, plans and progress. If applicable to letter's message, share partners' stories and any major highlights such as reaching fundraising goals and/or project completion and open to the public.

April

Spring Newsletter*

- Updates on SPF efforts and share partners' stories based on time of year, relative to progress, and new project highlights.
- Acknowledge all donors in virtual list by first giving date.
 - [Spring 2022 donor list](#)

May

GiveBIG (statewide giving day)

- There is a two-week lead up to this two-day fundraising push, typically the first Tuesday and Wednesday of the month. This is a chance for you to highlight your efforts on social media and/or via email campaigns. We encourage you to participate and SPF staff will provide support.
- Crowdfunding campaign (see below)
- [Partner Resources for GiveBIG](#)



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June

Summer Appeal*

- Summer Appeal*
 - Celebrate the outdoors and all the opportunities for recreation and play our partner project's offer throughout Seattle.
- Recurring Donor Appeal (See below)

October

Fall Newsletter* & Fall Appeal*

- Fall Newsletter*
 - Updates on SPF efforts and share partners' stories and any major highlights such as reaching fundraising goals and/or project completion.
 - Acknowledge all donors in virtual list by first giving date.
- Fall Appeal*
 - Highlight SPF goals, progress and plans. Share partners' stories and any major highlights such as reaching fundraising goals and/or project completion and open to the public.

November

#GivingTuesday (International Day of Giving)

- This is always the Tuesday after Thanksgiving, a day to really go big and share widely! We encourage you to participate and SPF staff will provide support.
- [2021 Partner Toolkit](#)

December

End of Year Appeal*

- Recurring Donor Appeal (see below)
- End of Year Appeal*
 - [9 Proven Steps to Write a Better Year-End Fundraising Email Appeal](#)



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Recurring Donors

Because your project may take several years to complete, attracting recurring donors can be important to your campaign. These supporters provide a predictable stream of revenue that gives you an opportunity to plan accordingly for costs and expenses of things you will need to complete your project. Recurring donors are also more likely to show additional support throughout the year as well.

As monthly giving is an option on all Classy donation pages, it's a good idea to create custom language to specifically target recurring giving in your messaging. Here are some resources to help you write those communications:

- [Quick Tips for Nonprofits to Increase Monthly Giving from Community Boost](#)
- [8 Email Templates to Upgrade Your Recurring Donors from Classy](#)
- [Recurring Giving Sample Donor Comm Flow and Templates from Network for Good](#)
- [The Ultimate Guide to Recurring Giving](#)
- [Top 7 Reasons to Invest in Monthly Recurring Donations](#)

If you would like more information or need support on recurring giving, please reach out to Sarah Olivo, our Annual Giving Manager, at sarah@seattleparksfoundation.org.

You are also welcomed to use the language below that Seattle Parks Foundation has in the past. See suggested language below:

*Monthly giving is dedicated support that we count on to continue our important work throughout our city and greenspaces. Our mission to **INSERT MISSION** could not happen without reliable giving from supportive community members like you. Your ongoing support makes all of this possible.*

*To make your contribution recurring, simply select 'monthly' on our online giving pages. If you have questions on how to activate a monthly gift in support of **PROJECT NAME**, please reach out to donations@seattleparksfoundation.org.*



SEATTLE PARKS FOUNDATION



For more information on ways to give, please visit:
<https://www.seattleparksfoundation.org/ways-to-give/>

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Crowdfunding Campaign Support

A Crowdfunding page highlights one campaign/project with a fundraising goal. It is a great tactic to use during major giving days like GiveBIG, #GivingTuesday, or if you have a specific target to reach and campaign to market.

The benefits of a Crowdfunding page include:

- It can feature a progress bar or circle to visually display amount raised towards goal.
- It can have a social activity feature where donors can add comments of support, and see that others have donations (ie “Sarah says: I love this project” and “Shava just donated”)
- If the group wants to manage this page, they can post updates and news stories, perhaps weekly messages to keep interest going.
- Here’s an [example of a crowdfunding Classy page](#).

[This blog](#) shares some successful examples of campaigns and ideas to make your project stand out!

You can refer to this document from 2021 #GivingTuesday Partner Toolkit for [step-by-step instructions](#) to create and manage your Crowdfunding Campaign on Classy.

Additional Resources to Support Your Fundraising

- [Nonprofit Resource Center from Classy](#)
- [Nonprofit Resource Directory from 501 Commons](#)
- [Giving Tuesday Virtual Headquarters](#)
- [5 Steps to Plan Your Annual Fundraising Strategy from Classy](#)



SEATTLE PARKS FOUNDATION



For more information on ways to give, please visit:
<https://www.seattleparksfoundation.org/ways-to-give/>