

# We all have a role to play — what's yours?

Depending on where you sit in the life cycle of play space or skatepark development, there are a range of lessons learned from this study that can inform your approach.



Let's ...

# Find Funding

You have rallied support for a new play space or skatepark in your community – now you need to find the resources to bring it to life.



← You might relate to someone like **Nancy Winzer** of Port Huron, MI Parks & Recreation, who used the unifying power of play to bring city leaders and philanthropy together to back a range of play projects – from nature play to SuperSlide to a skatepark – across her city.

You might be...



Find Funding

# Tactics for raising funds and building buy-in to get the project started

A “Skate of the Art” fundraising event in Ellicottville, NY was one of many initiatives put together by the project team to raise funds for their new SK8EVL skatepark, including a BBQ cook-off, a soup bowl fundraiser, ski and skateboard raffles, and more. →



PHOTO: COURTESY OF SK8EVL TEAM

## Make the vision concrete through visuals.

Help potential donors imagine the proposed play space with conceptual sketches, renderings, and other visuals that bring the project from an abstract idea to a space that feels plausible.

★ Kate Litwin, project lead at Howell Summit Gardens, reported that early renderings from a landscape architecture firm helped communicate what’s possible, and catalyze fundraising for her whimsical play space vision.

## Target funding sources that are earmarked for connected community priorities.

Expand beyond play-centric funding sources to those related to environmental, community and economic development, health, and other priorities.

★ The Rochester Play Walk used health-related funds, including funding from the New York State Department of Health, the Greater Rochester Health Foundation and Excellus Blue Cross Blue Shield.

## Identify savvy public servants experienced in cobbling together funding sources.

Connect with trusted, local civil servants who can help get funding across the finish line.

★ In Springville, NY, the grantee organization, Green Springville, initially faced challenges fundraising during COVID; the organization worked with the Village Administrator, Liz Melock, who unlocked public funds for the new skatepark.

## Show the catalytic effect of investing in play through follow-on funding.

As a fundraising messaging strategy, highlight the return on investing in play space development.

★ 43% of Built to Play projects who participated in a survey reported follow-on funding after the initial investment from the grant.