

Fundraising Campaign Strategic Plan Guidance and Template Document

Community Investment for Town Center and Town Green Enhancement

Introduction: Enhancing the built environment and fostering health equity in *[insert Vermont community]* can only come to fruition with direct investment in community health infrastructure. Your support is crucial in helping us create vibrant and inclusive town centers, green spaces, and recreational and connectivity opportunities that benefit all ages, abilities, and backgrounds. Below is a strategic fundraising plan to guide our efforts:

Campaign Goals:

1. Revitalize Town Centers
 - Goal: \$X for town center and green space development
2. Restore Old Town Hall
 - Goal: \$Y for old Town Hall rehabilitation
3. Promote Recreational Diversity
 - Goal: \$Z for diverse recreational opportunities
4. Foster Community Engagement
 - Goal: \$W for community events and meetings
5. Encourage Intergenerational Connectivity
 - Goal: \$V for intergenerational programming and supportive streetscape

Target Donors:

- Local Businesses
- Individual Donors
- Foundations and Grants
- Government Agencies
- Community Organizations

Fundraising Strategies:

1. Donor Cultivation:

- Identify potential donors: Research local businesses, philanthropic individuals, and community leaders who have shown an interest in supporting community development and health equity. Vermont-specific data may be available through local business directories, chamber of commerce websites, regional planning commissions, or philanthropy databases.

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- Example: The [Vermont Community Foundation](#) (VCF) has a history of supporting community development projects. They have funded various initiatives with various [health equity and well-being](#) and [community economic development equity impact development](#) success stories. See list of grantee examples from [VCF's Health Equity Capacity-Building Grants](#).

2. Grant Applications:

- Research grants: Identify grants from sources like the [Vermont Arts Council](#), [Vermont Community Foundation](#), and federal agencies. Review their guidelines and eligibility criteria to ensure alignment with your project goals.
- Example: The [Vermont Department of Housing and Community Development](#) offers grants for downtown revitalization projects. An example is the [Waterbury Revitalization Initiative](#), which received funding for streetscape improvements and green space development.

3. Corporate Partnerships:

- Collaborate with local businesses: Approach businesses that have a vested interest in the success of your projects. Offer sponsorship opportunities or propose specific ways they can contribute.
- Example: In Burlington, VT, the [Church Street Marketplace District](#) has partnered with local businesses for events and beautification projects. These businesses benefit from increased foot traffic and a vibrant community.

4. Community Engagement:

- Organize community events: Host fundraisers, workshops, or public meetings to engage the community. Encourage residents to become donors and volunteers.
- Example: The "[Friends of the Mad River](#)" in Waitsfield, VT, organized community events like river cleanups and art shows to raise funds for riverfront park improvements.

5. Crowdfunding Campaign:

- Create an online campaign: Use platforms like Kickstarter, GoFundMe, or Indiegogo to reach a broader audience. Share compelling stories and videos about your projects. Also see [DHCD's Better Places Program](#) for crowdsourcing guidance.
- Example: The [Montpelier Alive](#) organization successfully ran a crowdfunding campaign to create a pocket park in downtown Montpelier, VT.

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6. Legacy Gifts:

- Encourage planned giving: Inform donors about the option to include your organization in their estate plans.
- Example: The [Vermont Land Trust](#) has received significant support through legacy gifts, helping to conserve land and promote outdoor recreational opportunities.

Budget Allocation:

- Define how funds will be allocated equitably among various project components. Ensure transparency in your budget planning.
- Example: The [Vermont Housing and Conservation Board](#) has a clear allocation of funds for affordable housing and conservation projects across the state.
 - Fundraising Expenses: X%
 - Town Center Development: Y%
 - Old Town Hall Rehabilitation: Z%
 - Recreational Opportunities: W%
 - Community Event Spaces: V%
 - Intergenerational Programming: U%

Recognition and Stewardship:

- Regularly update donors on the progress and impact of their contributions. Share project updates through newsletters and social media, showcasing the impact of their contributions.
- Recognize donors through newsletters, website listings, and plaques in project spaces.
- Express gratitude through personal thank-you letters and invitations to project-related events.
- Example: The [Lake Champlain Maritime Museum](#) in Vergennes, VT, keeps donors informed through newsletters and offers special access to events.

Timeline:

- Develop a detailed timeline for fundraising activities and project milestones, including grant application deadlines, events, and construction phases.
- *[Insert specific timeline for fundraising activities and project milestones.]*
- Example: The [Vermont Downtown Development Board](#) provides a timeline for its annual competitive grant application process for downtown revitalization projects.

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Evaluation:

- Regularly assess fundraising progress against goals (at the community level, internal/organizational level, and local, regional, Vermont-state, and federal levels).
- Measure the impact of funds raised on community well-being: Assess the success of your fundraising efforts by tracking the amount raised compared to goals and evaluating the community's response to your projects.
- Adjust strategies based on feedback and results.
- Example: The [Vermont Arts Council](#) evaluates the impact of its grants by monitoring the cultural and economic benefits of funded projects.

Adapt these examples and strategies to your specific community and project needs. Conduct research to find more recent Vermont-specific examples and sources to support your fundraising efforts.

Conclusion: Your support is vital in creating vibrant, equitable, and inclusive communities in *[insert Vermont community.]* Together, we can make a lasting difference in the lives of residents of all ages, abilities, and backgrounds. Please consider contributing to our campaign and helping us achieve these important goals.

Contact Information: *[Insert organization's or project lead's contact information.]*