

Five Rivers MetroParks Philanthropy Plan

Strategic Goals, Initiatives and Action Steps

1. DEI: prioritize funding for services/amenities in the urban parks

- Initiative: Secure funding for a new splash pad at Island MetroPark in 2023. Create a fundraising plan for playground equipment at Island MetroPark for 2024.
 - Action Step: Work with the Foundation Board to identify community partners – Chief of Philanthropy
 - Status:
 - Action Step: Identify grant prospects Corporate Giving/Grants Manager
 - Status:
 - Action Step: Create prospect list of local funders – Chief of Philanthropy
 - Status:

2. Climate Change Mitigation

- Initiative: Secure alternative revenue for projects and programs that respond to climate change
 - Action Step: Identify donor prospect to fund solar array at 2nd Street Market – Chief of Philanthropy
 - Status:
 - Action Step: Identify grant prospects that respond to needs to Climate Change Mitigation strategy plan – sCorporate Giving/Grants Manager
 - Status:

3. Financial Stability: Develop broad community support for MetroParks and awareness of Five Rivers MetroParks Foundation

- Initiative: Grow Five Rivers MetroParks Foundation Champions program
 - Action Step: Secure individuals in the community to hold Champion parties – Chief of Philanthropy
 - Status:
 - Action Step: Update website with information and content to hold Champion parties – Chief of Philanthropy
 - Status:
 - Action Step: Challenge board members to host a Champions party or to invite six people to become a Champion – Chief of Philanthropy
 - Status:
 - Action Step: Event presence at FRMP Events (i.e. Bike to Work, Passport to MetroParks, Summer Music Series, OutdoorX) – Philanthropy Manager, Chief of Philanthropy
 - Status:

- Initiative: Identify annual program, special project, and sponsorship opportunities
 - Action Step: Conduct ongoing meetings with staff to determine scheduled events and programs for the year and financial need to meet cost recovery goals – Corporate Giving/Grants Manager, Chief of Philanthropy
 - Status:
 - Action Step: Conduct ongoing meetings with marketing staff to discuss consistency in recognition of sponsorships, in-kind donations and monetary donations – Corporate Giving/Grants Manager
 - Status:
 - Action Step: Update Sponsorship Benefits Spreadsheets with required deliverables for program, event, and marketing staff once sponsors have committed – Corporate Giving/Grants Manager
 - Status:
 - Action Step: Ensure sponsorship benefits are being fulfilled by staff – Corporate Giving/Grants Manager
 - Status:
 - Action Step: Provide consistent and timely post-event thank you letters/reports to all sponsors – Philanthropy Manager & Corporate Giving/Grants Manager
 - Status:
- Initiative: Review Cox Arboretum rental program options
 - Action Step: Review pricing, discounts, and add-ons – Philanthropy Manager, Events Coordinator
 - Status:
 - Action Step: Review venue options and expansion of offerings in the ELG – Philanthropy Manager, Events Coordinator
 - Status:
 - Action Step: Review business plan for Cox Arboretum rental program – Philanthropy Manager, Events Coordinator
 - Status:
 - Action Step: Fill the open event facilitator position, evaluate a hybrid admin position shared with funding from FRMPF – Philanthropy Manager, Events Coordinator
 - Status:
- Initiative: Review/Expand Tribute Program/Adopt-an-Animal Program
 - Action Step: Review current options and prices – Philanthropy Manager
 - Status:
 - Action Step: Implement adopt-an-animal program for Animal Ambassadors and Carriage Hill Riding Center – Philanthropy Manager
 - Status:

- Initiative: Increase awareness about foundation support throughout MetroParks
 - Action Step: Implement signage plan at parks acknowledging foundation funded projects – Chief of Philanthropy
 - Status:
 - Action Step: Attend meetings and events to communicate with the public – Chief of Philanthropy
 - Status:

4. Create opportunities for sustained financial growth

- Initiative: Create a plan to sell naming rights to the 2nd Street Market & RiverScape Pavilion
 - Action Step: Determine price and benefits (value of naming) – Chief of Philanthropy
 - Status:
 - Action Step: Identify prospective funders – Chief of Philanthropy
 - Status:
- Initiative: Increase overall contributions from private donors
 - Action Step: Implement appeals calendar for mailing and eblasts for Foundations – Philanthropy Manager
 - Status:
 - Action Step: Increase ask amounts for membership renewals/appeals – Philanthropy Manager
 - Status:
 - Action Step: Work with marketing department to revamp the Foundation webpage and add additional pages to highlight foundation accomplishments and initiatives and options to donate – Philanthropy Manager
 - Status:
- Initiative: Propose, evaluate, and select options for funding needs identified in the Repair and Replacement Plan
 - Action Step: Work with P&P to identify features for naming at each park and funding amount – Corporate Giving/Grants Manager, Chief of Philanthropy
 - Status:
 - Action Step: Work with P&P to identify other projects with descriptions and funding amounts for Island MetroPark, Wegerzyn MetroPark and Carriage Hill MetroPark – Corporate Giving/Grants Manager, Chief of Philanthropy
 - Status:
 - Action Step: Work with Planning and Projects staff on Government grant opportunities – Corporate Giving and Grants Manager
 - Status:

- Action Step: Develop a menu of project needs of varying price points for parks based on each site Master Plan – Corporate Giving/Grants Manager, Chief of Philanthropy
 - Status:
- Initiative: Work with board members to help find alternative funding for capital projects, programs, and events
 - Action Step: Working with foundation presidents to solicit board gifts, secure 100% annual Foundation board giving and messages encouraging increased giving – Philanthropy Manager, Chief of Philanthropy
 - Status:
 - Work with foundation boards on strategic planning for fundraising and information/advocacy events – Philanthropy Manager, Chief of Philanthropy
 - Status:
- Initiative: Take over beer sales at Wagner Subaru Outdoor Experience to benefit the foundation
 - Action Step: Work with foundation board to implement timeline and volunteer schedule for logistics leading up to the event and sales over the weekend – Philanthropy Manager, Chief of Philanthropy
 - Status:
 - Create Champions fundraising plan for event with updated marketing and onsite giveaways – Philanthropy Manager, Chief of Philanthropy
 - Status: