



## Advisory Council Guidance for Fundraising, Sponsorships, and Grants

ARC's Advisory Councils can raise funds for their community centers and programs in partnership with ARC, a nonprofit organization, that otherwise might not be available to Seattle Parks and Recreation, as a government entity.

One of the main responsibilities of an Advisory Council is to help secure donations for programs that meet important needs for their community center or program. This is an overview of how the Development Department can help.

**Please review and adhere to the ARC Fundraising Policy before and during your fundraising activities.**

The Development team can help in the following ways:

1. Assist with fundraising event planning
2. Help secure sponsorships
3. Write and submit grant proposals to private and public foundations, and government agencies
4. Fundraise from individuals in the community
5. Create customized donation pages
6. Secure in-kind donations from retail and commercial businesses
7. Send formal acknowledgement letters to donors for their gifts

Please contact us any time.

Sonia Doughty  
Development Director  
[sonia.doughty@seattle.gov](mailto:sonia.doughty@seattle.gov)  
206.727.8792

Procedures for working with the Development team:

## Small-Scale Fundraising

Typical small-scale fundraising is usually done in-person as a “suggested donation,” most often to offset the cost of a community event, like a pancake breakfast, BBQ, car wash, or carnival.

Guidance for this type of activity is simple:

- **Cash or Check Donations:**
  1. Follow City cash handling procedures in partnership with SPR staff and process all cash contributions onsite through point-of-sale.
  2. Collect donor information (name, email, mailing address, phone) for any donation where the donor would like a receipt of their donation.
  3. After all point-of-sale donations are collected, the SPR staff must generate an ACTIVENet report of those transactions and email it to Alex Wheeler; he'll ensure that the donations are recorded and acknowledged.
- **Credit Card Donations:** The easiest way for someone to make a donation is through the ARC website at [www.arcseattle.org/donate](http://www.arcseattle.org/donate). They will automatically receive an email acknowledging their donation. The Development Department can also create a QR code for promotional flyers and posters to easily direct the donor to the donation page.

## In-Kind Donations

An in-kind donation is made in the form of volunteer time, services, or expertise, and can also be physical items, most often donated by individuals or businesses. ARC is also set up to collect car donations through a third party. Please contact the Development Team to inform them of your intent to pursue in-kind donations.

## Larger-Scale Fundraising

Larger-scale fundraising efforts have a more specific purpose and may take months or years to reach the goal. In this case, ARC requires that you complete the Donation Request Form, <https://arcsea.wufoo.com/forms/arc-donation-form-request/>.

Completing this form helps ARC to determine the best next steps for your fundraising efforts.

## Sponsorships

ARC has relationships with many businesses and corporations, both locally and nationally. If you are hosting a special event that may be attractive to a corporate sponsor, complete the Sponsorship Request Form, <https://arcsea.wufoo.com/forms/event-sponsorship-request-form-long>.

## Capital Improvement Projects

Capital Improvement Project requests must be submitted to **SPR Planning and Development** no later than June for the following budget year. You must work with your SPR Representative and their Recreation Manager to ensure that there is SPR approval to pursue funding sources for Capital Improvement Projects. Before pursuing any funding, please contact ARC's Development Director, [Sonia.Doughty@seattle.gov](mailto:Sonia.Doughty@seattle.gov). An approved project plan must also be submitted to the ARC Executive Director.

# Grants

Grants are available from businesses/corporations, public and private foundations, and governmental agencies. You must submit a formal proposal to apply for a grant. If you're planning a project or event and would like to see if a grant might support it, complete the Grant Inquiry Form, <https://arcsea.wufoo.com/forms/k1jbk67r1fq48ds/>.

All grant applications must be reviewed and approved by the Development Department before they are submitted.

## ARC and SPR Fees Associated with Fundraising, Sponsorships, and Grants

ARC assesses an administrative fee on all successful fundraising activities of 3% of the total award. This cost should be included in all fundraising plans and project budgets.

Both ARC and SPR have processing fees associated with donations depending on the form of the donation.

### **Blackbaud credit card processing fees (ARC online donation system):**

- 2.78% + \$0.26 per transaction
- ACH/Direct Debit: \$0.75 per transaction and \$5.00 per returned transaction

### **ACTIVENet processing fees (SPR point of sale and online payment system):**

- Staff side transaction fee: 0.78%
- Credit card fee: 2.34%