

**Clean Air Partners Draft Fundraising Initiatives
2018-2010 Planning – Executive Committee Review**

FUNDING PURPOSE	BRIEF DESCRIPTION AND ESTIMATED BUDGET(S)	CATEGORY	APPROACH/TIMEFRAME	POTENTIAL FUNDERS	PLANNING AND KICK-OFF	ESTIMATED FUNDING RECEIPT	PRIORITY (HIGH, MEDIUM, LOW)
<p>Fundraising Campaign Themes (2018-2020) – In order to galvanize a larger audience and integrate the various fundraising and marketing initiatives and activities, Clean Air Partners will develop a consistent theme or message during a specified period of time (annually, biannually). This umbrella theme will provide the broader scope under which the various marketing campaigns, events and fundraising activities will be clustered.</p>							
Youth Education and School Outreach	<u>On the Air Curriculum and Youth Outreach*</u> - Expansion and continued funding of youth outreach and summer camps (\$130K); Refresh <i>On the Air</i> curriculum to align with Common-core with STEM focus (\$60K-\$75K)	Funding proposals	Grants/ 2018-2020	Private and corporate foundations, other local grantmakers	1-3 months	3-6 months upon submission of application	
Air Quality Visibility/Awareness	<u>#BreatheEasy Concert*</u> – include paid media to promote event and campaign messaging/outreach to previous and prospective corporate sponsors (\$60-\$70K)	Special Event/Media Campaign	Corporate sponsorship/ 2018	Current corporate sponsors, others TBD who high visibility and presence in the area	4-6 months	0-2 months after initial request	
Air Quality Visibility/Awareness	<u>Ozone Season Campaign*</u> – Clean Air Partners can develop packages for organizations to sponsor paid media to raise awareness of the simple actions the public can take to improve air quality in the region. Media components offered could include transit, pumptoppers, radio, or digital. In addition, teams of Clean Air Ambassadors can be deployed to engage with people at targeted events or locations. An alternative, smaller initiative could be sponsorship for printing of donated media (\$10K-\$150K; scalable)	Media Campaign	Corporate sponsorship/ 2018-2020	Corporate sponsors	2-4 months	0-2 months after initial request	
Air Quality Visibility/Awareness	<u>MLB Baseball Game/Season-Long Sponsorship</u> – Opportunity to partner with the Nationals or Orioles. Advertising options throughout the	Special Event/	Corporate sponsor(s)/ 2019 or 2020	Current corporate sponsors, others TBD who have	6-8 months	0-2 months	

* = Clean Air Partners initiatives that have taken place previously.

**Clean Air Partners Draft Fundraising Initiatives
2018-2010 Planning – Executive Committee Review**

FUNDING PURPOSE	BRIEF DESCRIPTION AND ESTIMATED BUDGET(S)	CATEGORY	APPROACH/TIMEFRAME	POTENTIAL FUNDERS	PLANNING AND KICK-OFF	ESTIMATED FUNDING RECEIPT	PRIORITY (HIGH, MEDIUM, LOW)
	stadiums of varying size and scope, plus in-game radio to reach a larger audience. There can also be a small fan giveaway with potential logo/branding opportunities. (\$90K+)	Media Campaign		high visibility and presence in the area (sponsorship packages at different levels)			
Green Living/ Home & Garden	<u>Lawnmower Exchange*</u> – Building off of one of the most successful Clean Air Partners events (the Great Maryland Lawnmower Exchange, sponsored by MDE), Clean Air Partners will develop a signature event that encourages residents in the Baltimore-Washington region to exchange their gas-powered lawn and garden equipment for electric versions. Included with this event are vendors and/or service providers to feature and/or sell their products. (\$200K-\$300K).	Special Event/ Media Campaign	Corporate sponsor(s)/ 2019 or 2020	Home Depot, Lowes, Sears, garden stores, etc.	12 months+	0-4 months after initial request and upon completion of event	
Green Living	<u>Green Living Events</u> – Promote greener living at large food festival. Encourage farm to table restaurants, alternative energy means of cooking food and have giveaways of items; can also include grassroots outreach at the event itself. This could also be in line with quarterly “clean air sustainer events” that are organized by seasonal themes such as “clear air gardening” for spring or “farm-to-table” for autumn (\$TBD).	Special Event	Corporate sponsors/ 2019 or 2020	Restaurants, corporate sponsors	12 months+	0-4 months after initial request	
Green Living/ Youth Outreach	<u>Youth “Green” Gaming</u> – Family friendly gaming events in which young people and/or adults gather in a large recreational space to play video games with environmental themes	Special Event/ Media Campaign	Corporate sponsor(s)/ 2019 or 2020	Current corporate sponsors, green businesses, tech companies	6-12 months+	0-4 months after initial request and upon	

* = Clean Air Partners initiatives that have taken place previously.

**Clean Air Partners Draft Fundraising Initiatives
2018-2010 Planning – Executive Committee Review**

FUNDING PURPOSE	BRIEF DESCRIPTION AND ESTIMATED BUDGET(S)	CATEGORY	APPROACH/TIMEFRAME	POTENTIAL FUNDERS	PLANNING AND KICK-OFF	ESTIMATED FUNDING RECEIPT	PRIORITY (HIGH, MEDIUM, LOW)
	such as https://www.makeuseof.com/tag/10-environmental-games-teach-kids-earth-ecology-conservation/ or https://inhabitat.com/inhabitots/6-video-games-with-an-environmental-focus/ . No entrance fees and adults pledge dollars for scoring (\$TBD).					completion of event	

* = Clean Air Partners initiatives that have taken place previously.

Clean Air Partners Draft Fundraising Initiatives 2018-2010 Planning – Executive Committee Review

Fundraising Considerations:

- Is the expected return on investment worth the capital outlay and time and effort needed?
- What resources will Clean Air Partners require to make these fundraising initiatives successful?
- Do we have quantifiable data on our impact in each of the areas identified?
- How do these initiatives align with Clean Air Partners' goals?
- Will the initiative be appealing to funders?
- Which of these initiatives can turn into a signature event?

Results from February 2018 Clean Air Partners Board Survey:

- Clean Air Partners three priority areas in terms of fundraising are (in order of priority): 1) Education and Outreach; 2) Campaigns and Special Events; 3) General operating support
- Clean Air Partners fundraising approaches (in order of priority): 1) Signature Clean Air Partners event; 2) School education activities; and 3) Paid media campaign
- In terms of sponsor cultivation, the majority of Board members (14 of those who responded to the survey) are comfortable with cultivation either with or without support, while 5 are not comfortable
- List of potential sponsors or funders as indicated by the Board:
 - Local businesses with common goals
 - CBRE
 - JLL
 - Walmart
 - DOE State Energy Program grants
 - EPA environmental education grants
 - Town Creek Foundation
 - Rausch Foundation
 - Johns Hopkins University
 - Children's National Medical Center
 - Medstar Health
 - Captain Planet Foundation
 - Clarence E. Heller Charitable Foundation
 - Grant Neef USA grants
 - Utility companies

* = *Clean Air Partners initiatives that have taken place previously.*