

FUNDRAISING INITIATIVES

2018-2020 Fundraising Initiatives – High Priority Options (to be reviewed annually by the Board of Directors)

Fundraising Initiative & Estimated Budget	Funding Purpose	Category	Approach/ Timeframe	Potential Funders	Planning & Kick-off	Estimated Funding Receipt
1. Education and 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)	Youth Education and School Outreach	Funding proposals	Grants/ 2018-2020	Private and corporate foundations, other local grantmakers	1-3 months	3-6 months upon submission of application
2. Marketing and Public 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)	Air Quality Visibility/ Awareness	Media Campaign	Corporate sponsorship /2018-2020	Corporate sponsors	2-4 months	0-2 months after initial request
<u>#BreatheEasy Concert/Event</u> – include paid media to promote event and campaign messaging/outreach to previous and prospective corporate sponsors (\$50-\$70K)	Air Quality Visibility/ Awareness	Special Event/ Media Campaign	Corporate sponsorship /2018	Current corporate sponsors, others TBD	4-6 months	0-2 months after initial request

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<p><u>Lawn and Garden Equipment Exchange/Event</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 gasoline-powered lawn and garden equipment for electric or natural gas-powered versions. Included with this event are vendors and/or service providers to feature and/or sell their products. (\$200K-\$300K)</p>	Green Living/ Home & Garden	Special Event/ Media Campaign	Corporate sponsor(s)/ 2020	Home Depot, Lowes, Sears, garden stores, Washington Gas, Pepco, public utilities, etc.	12 months+	0-4 months after initial request and upon completion of event
<p><u>MLB Baseball Game/Season-Long Sponsorship</u> – Opportunity to partner with the Nationals or Orioles. Advertising options throughout the 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. In addition, can align with youth outreach by including contest to promote healthy living and educational activities for sports teams and youth groups. (\$90K+)</p>	Air Quality Visibility/ Awareness	Special Event/ Media Campaign	Corporate sponsor(s)/ 2019-2020	Current corporate sponsors, others TBD who have high visibility and presence in the area (sponsorship packages at different levels)	6-8 months	0-2 months