LEAP
SANDCASTLE CLASSIC 101
Introductions/Leap and Sandcastle History
Jill Dineen, Executive Director

Sandcastle Basics
Samee Sheikh, Sandcastle Guru

Sandcastle Online
Julianne Quimby, Operations Director

Fundraising 101
Miquel Penn, Catherine Howley, Patrick Dyer

Guidelines to the Classroom
Fatimah Guienze

Q + A / Evaluation
INTRODUCTIONS AND HISTORY

Introductions

Leap | Arts in Education History

The case for arts education

Schools need it!

Students need it! 21st Century Skills:

- Critical Thinking
- Communication
- Collaboration
- Creativity
LEAP PROGRAMS:

DISCIPLINES: Visual, Performing and Architecture
Theatre
Music
Architecture
Painting
Dance
Sculpture
LEAP IS SPECIAL

• Customized programs
• Unique disciplines
• Sequential, hands on residencies
• Deep impact on students
• Top quality Teaching Artists
• Long standing relationships
• Small but mighty!
• 6000 students in 25 Bay Area schools
SANDCASTLE CLASSIC

History

Impact on Leap

Leap’s 2016 Sandcastle goal: $300,000

Team goals average $8,000

2016: MAKERS & MOVERS

“the people and things that move us!”
FUNDRAISING 101

Learn about Leap | Arts in Education

Set your team goal for 2016:
- 10-20% above last year
- Team average from 2016 = over $8,000
- Top team raised over 42K in 2015!
- Group goal for 2016 = $300K

Brainstorm companies/subcontractors that work with your firm for potential team partners or donors

Send customized letters to prospects and show benefits they receive (team building, marketing, PR)

Get creative! Past teams have been successful raising funds with bar events, silent auctions, bake sales. Even selling breakfast burritos!

FOLLOW UP – FOLLOW UP -- FOLLOW UP

Send thank you cards with event photos and link to www.leapsandcastleclassic.org

TIPS AND TRICKS!
What’s worked well?
Words of wisdom.
TOP EARNING TEAMS 2015

• Butler Armsden Architects
• Clayton Timbrell & Co.
• Geoffrey De Sousa Interior Design
• Strandberg Engineering
FUNDRAISING 101: USE ONLINE RESOURCES
Templates, tools, letters, lists and tracking....

Visit LeapArts.org | Learn more about the Sandcastle Classic

Test Team

My goal is to raise $4,000.00

Thank you for visiting our team’s page! Your support helps us fundraise for Leap and will benefit arts education in schools around the Bay Area.

Our team is:
[Insert company names and school.]

If you prefer to donate offline, please download the Sandcastle Donation Form and mail in the completed form along with your check to Leap. Checks should be made payable to Leap:
Leap
2601 Mission Street, Suite 603
San Francisco, CA 94110

Team Donor Giving Levels:
Donate to a team and receive the following benefits!

PLATINUM SHOVEL: $1,500+
TRACK YOUR TEAM PROGRESS!

About Leap:
Leap was established in 1979 in response to severe budget cuts in arts programs in California schools. These cuts continue to affect arts education in our schools today, and the need for high-quality arts programs is now greater than ever. Leap’s programs place professional teaching artists in classrooms to work with grades K-5. Every year, these educational programs—in music, dance, theatre, creative writing, visual arts, and architecture—serve over 6,000 students in more than 25 elementary schools throughout the Bay Area.

<table>
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<tr>
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<th>Amount</th>
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Count: 1 $5.00
MAKE THE CASE FOR SUPPORT!

• Art is a fundamental part of education
• The State of California mandates that kids have art
• Then why don’t we have art?
• Education, and especially art, is not prioritized
• What can you do about this?!?
  ▪ Leap’s professional teaching artists are highly skilled
MAKING THE ASK! 7 STEPS TO SUCCESS!

1) Get prepared: Make lists of potential donors, tailor all communications

2) Do your research: Find out what your donors care about and how their interests connect with Leap’s mission/Sandcastle Classic

3) Make your purpose clear: Share the big vision. Communicate that you are interested in talking about Leap and involvement with Sandcastle Classic. Zero surprises!

4) Be specific: Know how much you will ask your contact to donate. Make it easy for them and don’t keep them guessing.

5) Practice! Practice! Practice!

6) Don’t be afraid of silence

7) Follow Up

Did we mention PRACTICE?
FOR EXAMPLE...

“Would you consider a gift of $___?”
“I hope you’ll join me in supporting Leap this year. Let me tell you about their incredible work”
“We’re trying to get 100% participation from our firm by the end of the month.”
“We really want to beat X firm this year. Could you help us out with a gift of $500?”
“How about I call you early next week?”
“When is a good time to talk about this?”
“As promised, I’m following-up…”
“Will you join me with a Leap Sandcastle Classic gift?”
CREATIVE, INTELLIGENT, AND GOOD LOOKING ASKERS...

1. Ask early
2. Create a sense of urgency
3. Encourage competition
4. Ask often
5. Make it EASY
6. Personalize and tailor all communications
7. Follow up
MARK YOUR CALENDAR!

Team Registration Deadline: Monday, July 11th, 2016

Sandcastle Building 101: Learn tips and tricks in a hands-on, collaborative environment
Saturday, September 10th, 2016 from 10am – 12pm
Ocean Beach, San Francisco (Sloat/Great Highway)

Pre-Party for teams and sponsors: Receive your beach site location. Networking, drinks, food, merriment, and raffle prizes.
Thursday, October 6th 2016, 6pm – 8pm
NBBJ (88 Kearny St #900, San Francisco)

34th Annual Sandcastle Classic Main Event!
Saturday, October 15th, 2016, 11am – 4pm Ocean Beach near Cliff House (Great Highway and Balboa Ave.)

Castles & Cocktails (aka Post-Party): Celebrate this year’s success! Awards ceremony, networking, drinks, food, merriment and raffle prizes.
When: Thursday, October 26th, 2016 from 6pm – 8pm
Where: Exygy, 2601 Mission Street, Suite 300, San Francisco
FINAL NOTES...

Q & A

Evaluations

Thank you!