



F R I E N D S   O F  
**ROBERTS FIELD**

# March 8, 2018 Meeting

Prepared 3/5/2018

# Meeting Agenda

- Playground Design Review
- 501c3 Nonprofit Update
- Fundraising Update:
  - Buy A Brick
  - Corporate Sponsorship
  - Grants
  - Merchandise Sales
  - Restaurant Flyers
- Slack and Online File Sharing

# New Playground Project Update & Discussion





# Fences





# Roberts Field Updated Site Plan



# Natural Play Area Design

- Sensory Garden (touchable plants and grasses)
- Flowering Perennial Garden
- Chelmsford MA Rocks! Box
- Animal Tracks
- Signage - Nature Scavenger Hunt sign
- Climbing Boulders
- Buddy Bench?



# 501c3 Nonprofit Update

- Met with lawyer, CPA and treasurer 2/23
- 1023 form filed (postmarked) 2/26
- Determination likely within 90 days

# Buy A Brick

## Friends of Roberts Field Buy A Brick Campaign Goals

3/5/2018						Current Sold		Goal One: \$25K		Goal Two: \$18k		Goal Three: \$10k	
Brick	Cost*		Price	Proceeds	Sold	Price	Proceeds	Proceeds	Bricks Sold	Raised	Bricks	Raised	Bricks Sold
4 x 8	\$	20.05	\$	50	\$	29.95	54 74%	\$	14,603	488	\$	10,514.47	351
8 x 8	\$	39.40	\$	100	\$	60.60	19 26%	\$	10,397	172	\$	7,485.53	124
					73			\$	25,000	659	\$	18,000	475
									11%		15%		28%

Campaign Launch Date: 2/20/18

Notes:

\*Cost includes Gift Brick purchase cost + paypal credit card fees



# Buy A Brick Marketing

- Table top event sales
  - Winter Farmer's Market, Town Election Debates, Volunteer Fair
- Printed flyer distribution
- Press Release (Independent, Sun)
- Facebook, Instagram and Patch posts
- Email to all Chelmsford school district parents
- Three emails to Roberts Field mailchimp list
- Video and message board slide on CTM
- Co-op advertising with Ready Realty
- Town Talk appearance
- Yard Signs ????



Look for "Antique & Consignment Ads" inside this issue!

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# Corporate Sponsorship

- Goal = \$50k
  - Tiered Donations
    - Platinum (\$10k+), Gold (\$5k), Silver (\$2500), Bronze (\$500)
  - Playground Equipment
    - Equipment and structure list and costs
  - GoFundMe
    - General Playground Donations
- Process
  - Database, email, phone call, donation or meeting
  - Need cold callers and company ambassadors

# Grants

- Goal = \$25k
- Process
  - Database, grant discovery and writing
- Needs
  - Grant researchers and writers



# Merchandise Sales

- Goal = \$1k
- Process
- Needs

# Restaurant Flyers

- Goal = \$5k
- Process
  - Identify and schedule participating restaurant nights
- Needs
  - Receive 501c3 determination from the IRS
    - On hold until determination letter is received

# Slack and Online File Management