

Pana High School Baseball Turf Project Fundraising Strategy

- 1) Target major corporations to see if large donations can be obtained.
- 2) Identify local business groups that might be willing to go into together to sponsor specific portions of the remaining unfunded equipment. For example, 4 business each donating \$3000 to sponsor a bullpen, or 5 business each donating \$5500 to sponsor the batting cage, etc.
- 3) Meet with the lending institutions to see if they are willing to sponsor donor blocks on the scoreboard.
- 4) Meet with Sav-A-Lot and Nelson's Catering to discuss options for cookouts/catered meals.
- 5) Social media:
 - a. Create turf specific social media page.
 - b. Create an inspirational video (similar to Christmas lights in the park) with donation links and project status banners on our social media page.
 - c. Run ads in both Breese Courier and Pana News detailing project and how to donate.
- 6) Continue to approach local businesses for general fundraising.
- 7) Reach out to past alumni for donations.

Current Funding Status:

\$259,085.00 donated

Turf Infield Cost: \$257,480.00

Batting Cage: \$26,250.00

Bullpen #1: \$11,025.00

Bullpen #2: \$11,025.00

Scoreboard: Between \$30K and \$50K (Still waiting on quote from vendor.)

Timeline:

The schedule for fundraising is very fluid. We are focused on coordinating these fundraising efforts as soon as possible, with the above steps being carried out in parallel where possible. Our current fundraising team is meeting every two weeks, but communicating via email and text whenever correspondence concerning the project is required. Our ultimate goal is to get funding in place prior to any further price increases or schedule delays.

Other options:

The fundraising team has numerous other options for fundraising ideas, which we can provide. We feel like the above strategy will be the most effective in the least amount of time. We will employ the other options if they become necessary.

Please feel free to reach out to myself, C.J. Cothorn (217-827-8414) or Blair Angel (217-825-9870) for any questions you may have.

Thank you,

C.J. Cothorn