



A CORPORATE & COMMUNITY PARTNERSHIP CAMPAIGN

MAYOR NUTTER'S SUMMER FUNd GOALS

Three Prong Approach

1. Give children a safe place to swim during summer months;
2. Partner and engage the business community to support operating cost;
3. Assure that there is Equity among pool openings in every community;



NEW STRATEGIC DIRECTION

COMMISSIONER'S DIRECTIVE

- Assure that the new campaign is aligned with the Mayor's Strategic Direction;
- Assure the Campaign aligns with New Mission Vision & Goals for the Parks and Recreation Department;
- Be Inclusive & assure that there is Equity Among Pool Openings & Contributions;



SUCCESS FACTORS OF SUMMER FUNd CAMPAIGN...

1. Raise funds with the support of each council district
2. Assure all pools meet new federal pool legislation;
3. Secure an agency to administer campaign funds through competitive process- **United Way of Southeastern Pennsylvania**
4. Develop a Corporate Communication Plan to promote campaign;



HOW YOU CAN SUPPORT THE CAMPAIGN!

- q Give Directly to the Summer Fund Campaign via special fund: www.Phillysummerfund.org
- q Identify Local businesses, individuals and corporations who could be potential Prospects to help support the Summer Fund Campaign;
- q Organize a Fundraiser to Support the Summer Fund Campaign;



LEVELS OF SPONSORSHIP

INDIVIDUAL SPONSOR, \$5,000

- Donor honored at the victory party, recognized in press materials. Donor receives a signed thank you letter from the Commissioner.

BRONZE SPONSOR, \$10,000

- Donor honored at the victory party, recognized in press materials. Donor receives a signed thank you letter from the Commissioner. Donor acknowledged as a sponsor on radio appearances.

SILVER SPONSOR, \$25,000

- Donor receives plaque from the Mayor's Office with a letter signed by the Mayor, and the Commissioner. Donor acknowledged as a sponsor on radio appearances and print materials.

GOLD SPONSOR, \$60,000

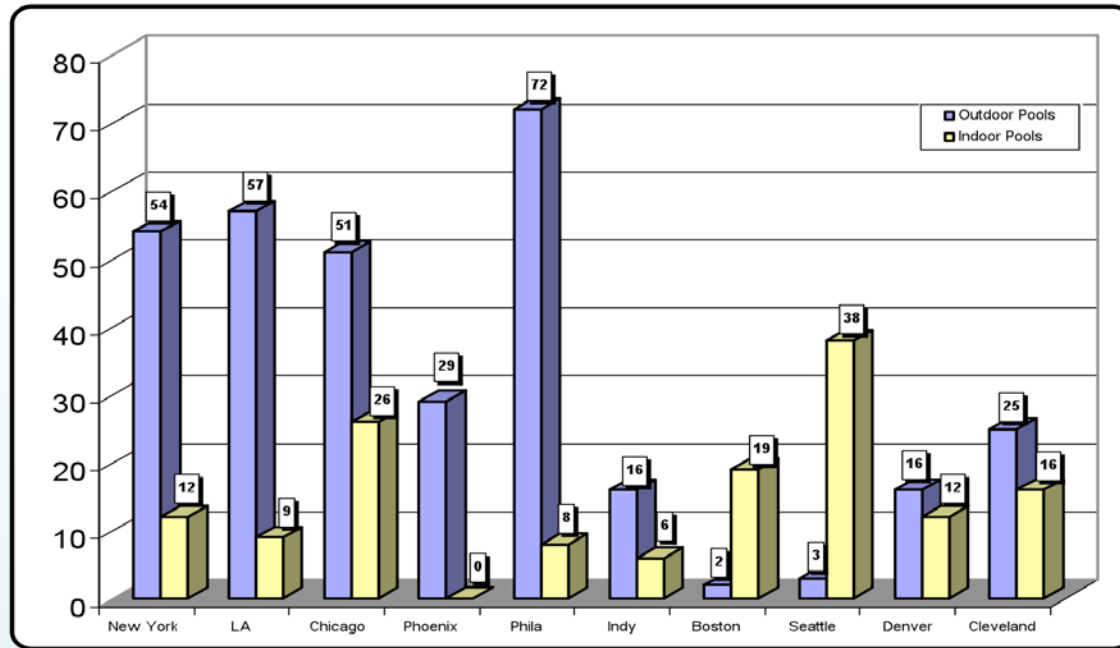
- Donor honored at the victory party, recognized in press materials. Donor receives a plaque from the Mayor's Office, Donor acknowledged as a sponsor on the city's recreation website, radio and television appearances.

PLATINUM SPONSOR, \$100,000

- Donor honored at the victory party, recognized in press materials. Donor receives a platinum sponsor plaque from the Mayor. Donor acknowledged as a sponsor on city's recreation website, radio, print and television appearances. Title sponsor name will be on a banner at all city pools over the next 2 years.



Comparison to Other Cities





**Pools Are Open
Mid-June**

All seasonal Staff are hired Certified, and Trained

Work with Health Dept. to provide drug screenings
Send all background checks

Pools Are Open!

Pool Season Tasks (August)

Re-certify all staff in CPR, and First Aid
application for next year is completed

New Recruits (January)

Recruit at Universities & High Schools
Public Service Announcements

Medicals (March)

Physicals are Completed and drain covers are installed

Processing (April/May)

Screenings & Checks (March/April)

Time is of the Essence

