

CWCM Funding Activities

Activity Name	Activity Description	Describe fundraising efforts to support activity	Timing
Special Events			
Family Sweetheart Dance	Fundraising event for families including a dance, food, crafts, and a silent auction	letter / proposal Sponsors are solicited to support the event. In-kind donations are sought for silent auction items and event supplies.	Requests begin in Nov; Event date: 2 nd Friday in February (before Valentine's Day)
Kids Walk Wisconsin	A one- or two- mile walk for families ending in a dance, food and prizes at the finish line.	letter / proposal Sponsors are solicited to support the event. In-kind donations are sought for raffle prizes and event supplies.	Requests begin in Mar; Event date: 1 st Friday in June (evening before Walk Wisconsin)
Healthy Halloween Hoedown	A dance, food, and activities for families in conjunction with CenterPoint MarketPlace's annual costume contest and trick-or-treating	letter / proposal Sponsors are solicited to support the event. In-kind donations are sought for event supplies.	Requests begin in July; Event date: Friday before Halloween
New Years at Noon Party	A New Years celebration for families while the kids are still awake! Celebrates the new year traditions of cultures around the world.	letter / proposal Sponsors are solicited to support the event. In-kind donations are sought for event supplies.	Requests begin in Oct; Event date: December 31
Annual Giving Campaign			
"Be A Bud" Annual Campaign	Letter solicitation to previous donors, members, and new prospects; individuals, businesses, and associations	letters, some follow-up phone calls	Beginning of May through December 31
End of the Year Reminder for Annual Campaign	Mailing sent to previous donors who have not yet given in the current year and some new prospects	letters	Beginning of November through December 31
Matching Sponsor for "Be A Bud" Campaign	The "Be A Bud" Annual Campaign sponsor(s) match gifts from new donors or increases over previous donor gifts up to an amount determined by the sponsor.	letter / proposal	Late in the year for next year's campaign.
Ongoing Funding Options			
Corporate Membership	Businesses or organization can purchase memberships that allow their employees and immediate families to visit the Museum for free for one year.	letter / proposal	ongoing
Every Child, Every Family, Every Group Fund	An access fund that provides admissions for low-income families and nonprofit groups that serve low-income families	letter / proposal	ongoing
Program Sponsorship			
Free Admission Day Sponsorships	CWCM offers free admission days that correspond to downtown events such as the Family Fun Fair, Crazy Days, and Harvest Fest. Businesses are also welcomed to sponsor additional free days at anytime during the year.	letter / proposal One admission sponsor (\$500) is sought for each free day.	Family Fun Fest - April, Crazy Days - July Harvest Fest - October other dates, ongoing
Discovery Days Summer Workshops Sponsorship	In-depth workshops on fun subjects for parents and kids to do together in June and August	letter / proposal	Requests sent in the spring of each year
Ongoing Program Sponsorships	CWCM's ongoing programs (during the school year) include Toddler Music, Spanish for Preschoolers, and Chinese for Preschoolers.	letter / proposal	Requests sent in the summer Fall
Exhibit Sponsorships	New permanent exhibits, exhibit enhancements, or traveling exhibits at the Children's Museum. Opportunity for a business to have ongoing name recognition at the Museum on an exhibit that "fits" their business. For example - the Basic American Foods Farm to Market garden and grocery store exhibit.	letter / proposal	ongoing