

Encouraging Community Awareness and Engagement

- Development of the Master Plan
 - Encouraged local community participation in public meetings
 - Paid for by the Friends of Mabry Park
- Social/Online Marketing
 - Web site – mabrypark.org
 - Monthly newsletter (912 subscribers)
 - Facebook page (335 likes)
 - Twitter (327 followers)
 - LinkedIn
 - Pinterest
- Local Schools
 - Partner in Education with three local schools
 - Garrison Mill tree planting event
 - Successful “Money for Mabry Park” fundraiser with Garrison Mill and Davis Elementary
 - Raised \$3,900 (over 250 pounds of coins)
 - Can serve as a model for other schools
- Local Businesses
 - Reciprocal social media presence
 - Selling car magnets and commemorative bricks
- Local Neighborhoods
 - Participation in numerous local festivals
 - Almost 400 neighborhoods in our territory
 - Articles and ads published in local newsletters and magazines
 - Neighborhood-level (one to three neighborhoods) fundraising events
 - Windsor Oaks Fun Run
 - Planning wine or craft beer social events
 - Can serve as model to be duplicated in other neighborhoods
- Three annual Fall Park Preview events (2010, 2011, 2012)
 - Only opportunity for the public to walk the land - very well received
 - Average 250 visitors each year
 - Average \$2,500 raised each year

Fundraising

- Ways to donate
 - Web site “Donate” page
 - Purchase car magnet at local businesses
 - Purchase a commemorative brick (online form)
 - T-shirts and other merchandise sold at local events
- Donations (approximate)
 - Total: \$63,000.
 - In-kind services: \$31,000.
 - Corporate: \$14,000 – only a few large donors
 - Civic: \$2,000
 - Private: \$37,000
 - Merchandise Sales: \$5,000
 - Money for Mabry Park elementary school campaigns: \$4,000
 - Windsor Oaks Fun Run: \$250
- In-kind services
 - Centerline Surveying: all land surveying services.
 - John Heath Engineering:
 - Design of access road (recently completed)
 - Design contest for bridge across the lake
 - UPS Store in Sandy Plains Village: post office box services
 - Local business profit-sharing of select merchandise