

Because We CARE.

A FUNDRAISING CAMPAIGN IN SUPPORT OF
PARKS AND RECREATION



About the CARE Campaign:

We're excited to have you as a key player in our donation campaign. Within this document are every resource, campaign image and social media support you'll need to be successful.

TRAPS' Campaign Purpose:

- **Fundraising Goal:** Raise \$5,000 to support the Texas Recreation and Park Society's initiatives.
- **Awareness Goal:** Increase awareness of the TRAPS' mission and the impact of our four pillars: Connection, Advocacy, Resource, and Education.
- **Engagement Goal:** Encourage at least 50% of the membership to participate in the campaign, either through donations or by spreading the word.
- **Membership Goal:** Strengthen the sense of community and belonging among members by highlighting their contributions and involvement.
- **Long-Term Support Goal:** Lay the foundation for future fundraising efforts and establish the organization as both a professional organization and a charitable entity in the eyes of members and the community.

Campaign Dates:

Now-December 24

Lead Contacts:

For general info, email traps@traps.org





About TRAPS:

Texas Recreation and Park Society (TRAPS) is committed to advancing parks, recreation and conservation efforts that enhance the quality of life for all people. We cannot do this alone. TRAPS invests in and champions the work of park and recreation professionals as a catalyst for positive change in service of communities across Texas.

Key Stats:

- 2,300 members across the state, spanning five regions
- Members are part of municipal government, therapeutic recreation facilities, hospitals, universities and more

Hashtags:

Hashtags that may be promoted throughout the campaign include one that is more specific to the donation campaign and the use of TRAPS regularly used official hashtag.

Campaign Hashtag: TRAPS' Official Hashtag:
#EssentialinParksandRecreation TRAPS_CARE

Donate Your Awareness:

When money cannot be donated, word of mouth and social media engagement are equally as critical to the campaign's growth and success. Comment, like, and share content across TRAPS' social channels for added support. Follow us @TRAPSTX and Texas Recreation and Park Society on all channels.



Assets to Help:

Emailing potential donors: Share our [solicitation email](#) template with potential donors to the campaign.

Sharing with local media:

Customize the [press release template](#) and distribute to appropriate reporters, bloggers and broadcast media in your area.

Social Media Graphics

For sharing content across social channels, a campaign graphic and donation banner have been created to for sharing across social media. Once your donation has been made, download the Donation Banner to share across social accounts!

Campaign Graphics:

[Facebook](#) • [Instagram](#) • [X](#) • [LinkedIn](#)

Donation Banner:

[Facebook](#) • [Instagram](#) • [X](#) • [LinkedIn](#)

TRAPS Logos

[Horizontal Logo- Full Color](#)

[Horizontal Logo - White/Transparent Background](#)

[Round Logo - Full Color](#)

[Round Logo - White/Transparent Background](#)

[Stacked Logo - Transparent Background](#)

2025 Campaign Video is Coming Soon!



Frequently Asked Questions

What is the TRAPS: Because We Care campaign?

The TRAPS: Because We Care campaign is the Texas Recreation and Park Society's (TRAPS) second-annual charitable giving campaign. It will run through December 24, with the goal of raising \$5,000 to support our mission through our four pillars: Connection, Advocacy, Resource, and Education (CARE).

What is the purpose of this campaign?

This campaign allows TRAPS to:

- Increase programmatic reach: Additional funds enable us to expand our existing programs and develop new initiatives.
- Offer more programs and speakers: Increased funding allows us to bring in more expert speakers and offer a wide variety of educational programs.
- Enhance outreach to Texas communities: We can better serve with enhanced resources and support. Parks and recreation's value: This campaign helps highlight the critical role parks and recreation and our professionals play in building healthy, vibrant communities.
- Strengthen our financials: By diversifying our revenue streams, we continue to ensure financial stability and sustainability.

How will the funds be used?

The funds raised will support TRAPS in various ways, aligned with our four pillars:

- Connection: Funding community events and initiatives that bring people together.
- Advocacy: Supporting efforts to advocate for policies and funding that benefit parks and recreation.
- Resource: Providing essential tools and resources to park and recreation professionals.
- Education: Offering educational programs and training opportunities to empower professionals.

How can I participate in the campaign?

There are several ways you can get involved:

- Donate: Every dollar counts!
- Spread the Word: When money cannot be donated, donate your awareness. Share the campaign on social media and encourage others to support.
- Participate: Share your stories and engage with us online throughout the campaign.

What is the goal of the campaign?

- Fundraising Goal: Raise \$5,000 to support the Texas Recreation and Park Society's initiatives.
- Awareness Goal: Increase awareness of TRAPS' mission and the impact of our four pillars: Connection, Advocacy, Resources and Education.
- Engagement Goal: Encourage at least 50% of the membership to participate in the campaign, either through donations or by spreading the word.
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Why should I donate to TRAPS?

Your donation will:

- Support vital community programs: Help us build stronger, healthier communities across Texas.
Advocate for parks and recreation: Ensure that parks and recreation receive the recognition, funding, and support they deserve.
- Provide resources and education: Equip park and recreation professionals with the tools and knowledge they need to excel.

Is my donation tax-deductible?

Yes, as TRAPS is a 501(c)(3) nonprofit organization, your donation is tax-deductible to the extent allowed by law. You will receive a receipt for your donation for your records.

How can I help spread the word about the campaign?

We've created a campaign toolkit with social media templates, email templates, and other promotional materials. You can use these resources to share your support and encourage others to join the cause. The toolkit will be available on our website soon.

What if I have more questions?

If you have any additional questions or need more information, please feel free to contact us at traps@traps.org. We're here to help!

How will I know the campaign's progress?

We will update our website and social media channels with campaign progress, including the total amount raised and highlights of our activities. You can also sign up for our e-newsletters to receive updates directly in your inbox.



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**RECREATION & PARK
SOCIETY**

