

Fundraising Priorities & Investment Levels

Eight strategic investments that transform how society understands, values, and practices play as a public health necessity.

8 Priorities

STRATEGIC FOCUS AREAS

\$12M+

TOTAL INVESTMENT RANGE

Global Impact

RESEARCH, ACCESS & COMMUNITY

01

Organizational Capacity & Leadership Development

Building the team and infrastructure to scale play science from a founder's vision to a sustainable, impactful organization.

- Director of Marketing to amplify reach and visibility
- Director for Research to design studies and partnerships
- Director for Product Development to create and refine Play Styles, Play Portals, and assessment tools
- Director for Events to execute and expand the Playposium
- Director for Advancement to cultivate funding partnerships
- Funding for CEO, COO, and Director for Finance salaries to ensure strong operational leadership during transition

* 18-24 months of compensation and benefits to establish a stable foundation

INVESTMENT RANGE

**\$500,000 –
\$700,000**

02

INVESTMENT RANGE

**\$150,000 –
\$300,000**

Equitable Access to Play Talks and Products Initiative

Spreading the power of play to underserved communities to improve cognitive, social, emotional, and physical outcomes.

- Scholarships for Play Styles and Play Portals assessments for schools, nonprofits, and community organizations serving low-income populations
- Fund/sponsorship for speaking opportunities for nonprofits, schools, and community organizations unable to pay a speaking honorarium
- Subsidized Train the Trainer certifications for educators and youth workers in under-resourced areas
- Free access to Science of Play online courses for schools and community-based organizations

03

ONE-TIME INVESTMENT

\$100,000

Intellectual Property Acquisition Fund

Securing Dr. Stuart Brown's life work for the public good, ensuring 40+ years of pioneering play research remains accessible rather than commercialized.

- One-time acquisition to own foundational IP, assessments, frameworks, and research materials
- Protects organizational assets and future revenue streams
- Preserves legacy and mission alignment

04

ENDOWMENT GOAL

\$10,000,000

Play Research Institute

Building the evidence base that transforms how society understands and values play.

- Endowed Research Institute for Play Science embedded at the University of Denver, creating permanent academic infrastructure and credibility for the field
- Global Play Assessment Survey conducted by NIFPlay to establish baseline data on play patterns worldwide
- Major research projects studying play's impact on cognition, mental health, workplace productivity, and human development in partnership with leading organizations and institutions

05

INVESTMENT RANGE

**\$200,000 –
\$400,000**

Global Play Network Expansion and Playposium

Creating a worldwide movement of play advocates, researchers, and practitioners who advance the science and practice of play to enhance human flourishing.

- Annual Playposium convening bringing together international play leaders, researchers, and practitioners
- Micro-grant program (\$2,000–\$10,000 grants) for community members to fund local play projects and grassroots research
- Quarterly virtual gatherings with competitions, prizes, and playful connection for the global network
- Regional play hub development to sustain local communities of practice

06

INVESTMENT RANGE

**\$100,000 –
\$200,000**

Digital Platform & Assessment Technology

Building world-class digital infrastructure that makes play science accessible, measurable, and scalable.

- UX redesign and website improvement for intuitive user experience
- HubSpot CRM, project management, sales platform, and content management system migration
- Professional video production for Science of Play online courses and educational content
- Play Styles assessment platform development and data analytics capabilities
- Secure database infrastructure for research data collection and participant tracking
- Mobile-responsive design and accessibility features

07

INVESTMENT RANGE

**\$100,000 –
\$200,000**

CEO Strategic Initiatives Fund

Empowering nimble leadership during a pivotal growth period when speed and flexibility create competitive advantage.

- Flexible resources for time-sensitive partnership opportunities
- Pilot funding for innovative programs that don't yet fit established categories
- Strategic investments in emerging opportunities (speaking engagements, media, conferences, collaborations)
- Bridge funding while formal systems and processes are being established
- Market research and positioning

08

PRODUCTION FUND

\$500,000

Documentary Filmmaking Fund

Documenting play experts and capturing play stories to inspire and transform communities through motion picture.

- Partnership with documentary filmmaker
- Shooting NIFPlay-specific content
- Securing play industry experts for interviews and content

National Institute for Play (NIFPlay)

Advancing play science as a public health necessity — for every person, every age, everywhere.

To discuss partnership and investment opportunities, contact us at inquiry@nifplay.org