

# I LOVE MY PARK *days*



## Top 10 Tips for a Successful I Love My Park Day

*Use these tips from previous organizers to help plan your I Love My Park Day event*

### 1. Good Projects

You want to make the most of the day and utilize the volunteers you have. Select at least one project that can be completed so volunteers can see the results of their work (and it makes for great before and after photos!). Plan projects early. Friends groups and park site staff should work together to decide on projects. Set achievable goals and adjust if turnout looks different than you first expected.

### 2. Coordination

Good coordination and communication between the Friends group, park staff, and Parks & Trails New York is essential. We all have the same goals! Be sure everyone is on the same page and don't be afraid to ask for help.

### 3. Organization

Communicate with volunteers early and often. Let them know what to bring, when to arrive, and where in the park to meet. Have a system for signing people up and assigning them to projects the morning of ILMPD. Assign project leaders to work with volunteers.

### 4. Outreach

A great event depends on the participation of volunteers. Reach out to Friends group members and past volunteers to help coordinate and to attend the event. Also reach out to the general public and broader community.

### 5. Publicity

Bringing new volunteers to your park or historic site is one of the goals of ILMPD. Use press releases, media advisories, flyers in local businesses, social media, and online events calendars to get the word out. Consider outreach to local elected officials, which can help increase the visibility of your event.

### 6. Outside Partnerships

Volunteers come in groups, as well. Corporations, community groups, scouts, and churches all may be interested in sending groups of volunteers to your site. In addition, our AmeriCorps partners can help coordinate, plan, and assist with day-of activities. Let PTNY know early if your park wants AmeriCorps assistance.

## 7. Fundraising

Monetary or material donations can help lower costs for parks and Friends, as well as build up community support. Seek sponsorships from local businesses: ask garden stores if they can contribute flowers or tools, ask local banks about grant programs, and see what businesses would consider in-kind donations like printing, media advertising, or gear for raffles.

## 8. Back-up Plans

Remember to have alternative schedules and projects in the case of bad weather, unexpectedly high or low turnout, or any other glitches that might occur.

## 9. Share the Day

Tell the story of your ILMPD event through photos, social media, and in Friends or park publications. Let volunteers, sponsors, and the public know the successes and the fun had by all!

## 10. Follow-up and Evaluation

Tell everyone thank you! You want these volunteers to stick around, so step one is letting them know you appreciate their time and effort. Park staff and Friends should evaluate the day in order to make the next year's ILMPD even more successful!

*See the Organizers' Manual for a complete guide to organizing an ILMPD event along with template materials.*



Parks, Recreation  
and Historic  
Preservation



I Love My Park Day is organized by Parks & Trails New York in partnership with the New York State Office of Parks, Recreation and Historic Preservation and local Friends groups.

Parks & Trails New York is the leading statewide organization working to preserve and enhance a network of parks, greenways and trails for all New Yorkers for generations to come.

### For more information:

518.434.1583 | [ilovemypark@ptny.org](mailto:ilovemypark@ptny.org)

[www.ptny.org/ilovemypark](http://www.ptny.org/ilovemypark)

## I Love My Park Day Planning Checklist

*This list is not meant to be comprehensive. Every organization will have needs specific to its site.*

- Contact PTNY to confirm participation
- Planning meeting with Friends group and park/site staff
- Select volunteer project(s)
- Determine material needs
- Decide upon backup plans in case of bad weather
- Request AmeriCorps members (if needed) through PTNY
- Solicit sponsorships and donations from local businesses
- Invite:
  - Members
  - Past volunteers
  - General public
  - Employee volunteer groups from local businesses
  - Community groups (churches, YMCAs, youth centers, etc.)
- Publicize, publicize, publicize!
  - Flyers
  - Media (Press releases, media advisories)
  - Social media
- Assign roles for the day
  - Setup
  - Sign-in (assign tasks to volunteers, distribute PTNY-supplied T-shirts)
  - Emcee
  - Project leaders
  - Photographer/videographer
- Send volunteers an email a week before the event with event details (start time, directions, what to bring, etc.)
- Publicize success
  - Media
  - Membership
  - Social media
- Send thank you notes
  - Volunteers
  - Sponsors
  - Elected officials
- Evaluate among Friends & park staff
- Complete PTNY evaluation
- Celebrate!