Central Park Conservancy Institute for Urban Parks

Building the Next Generation of Philanthropists
Statement of Purpose

The Central Park Conservancy Institute for Urban Parks is the educational arm of CPC.

The Institute develops programs designed to facilitate discovery of the Park and transfer knowledge of our world-class urban park management and stewardship practices, both locally and globally.
Overview

• Part 1: Who are the next generation of philanthropists?
• Part 2: Exposure & securing the first gift
• Part 3: Building a program
• Part 4: Remaining on the donor priority list
• Part 5: Questions & shared experiences
How to Inspire Millennial Giving

Source: Millennial Alumni Study, by Achieve and The Chronicle of Philanthropy

- Offer narrowly tailored giving options and make it easy to give
- Communicate through digital channels, including email and social media (Avoid phone solicitations)
- Use colorful storytelling that illustrates how gifts are used
- Offer great customer service
- Provide opportunities to donate time and skills, in addition to money
- Be clear about how donors’ money will be spent

Part 1: Who are the next generation of philanthropists?
The Value of Young Members

- Brand awareness
- Inclusion across the organization
  - Corporate
  - Operations
  - Special Events
  - Development
- Investment in the future

For your organization: What is the value add? What is the goal of your young members group?

Part 1: Who are the next generation of philanthropists?
Who are your potential new members?

What drives young professionals to your Park?

What do they enjoy about it?

How do they engage with it?

Relaxing with friends

Exercise and sports

Public events (Film festival, music festival, food festival)

It’s free and bigger than their apartment

Volunteer programs

Part 1: Who are the next generation of philanthropists?
What can you do to encourage a first gift that capitalizes on what they love about your Park?

But will these engagement activities lead to a donation?

*Just because they *like* something doesn’t mean they will *give* to it.*

*Part 1: Who are the next generation of philanthropists?*
The Greensward Circle

Founded: 2008
Total number of members since founding: 340
Current Members: 160

FY13 Overall Revenue: $43,700 ($22,700 Membership; $21,000 Event)
FY14 Overall Revenue: $74,460 ($32,430 Membership; $42,030 Event)

Part 1: Who are the next generation of philanthropists?
Part 2: Exposure and securing the first gift

Case Study: Evening in the Garden

Annual Summer benefit held in the Conservatory Garden
Evening in the Garden

Featuring food, drinks, live band, and silent auction

Part 2: Exposure andSecuring the First Gift
Evening in the Garden

$75 ticket (increasing to $100 in 2015)

Online: Website, Social Media, GiltCityNYC

Word of Mouth: Host Committee, Members

Part 2: Exposure and Securing the First Gift
Evening in the Garden

High Social Sharing factor
#greenswardcircle

Part 2: Exposure and Securing the First Gift
Evening in the Garden

639 Tickets Sold
636 Attendees

All members received 2 complimentary tickets

Larger solicit-able base including:

• Members
• Lapsed members
• Event ticket buyers
• Silent Auction winners

Part 2: Exposure and Securing the First Gift
Evening in the Garden: Follow Up

Email
- Follow up email with membership information (June)
- Email invitation to join (August)

Word of mouth
- Current member +1s and friends

Greensward Circle has welcomed 21 new members since Evening in the Garden 2014
What we’ve seen

Annual Event Revenue Growth

**FY12**
- Tickets sold: 142
- Gross revenue: $10,100

**FY13**
- Tickets sold: 405
- Gross revenue: $31,125

**FY14**
- Tickets sold: 636
- Gross revenue: $52,565

Part 2: Exposure and Securing the First Gift
Part 3: Building a Program

Now that you have members, how do you keep them engaged?
Opportunities to donate time and skills

Monthly Volunteer Days
- Regularly scheduled
- Open to guests
- Visible impact on the Park
- 45 unique members/10 per session

Part 3: Building a program
Opportunities to donate time and skills

Leadership Committee (16 members)

- Led by two Co-Chairs
- Provide input on events, service, and overall mission
- Selected annually from pool of nominations
- Galvanize members to recruit and build the program
- Identify new prospective members

Part 3: Building a program
Communicate through digital channels

Facebook

- Title includes brief description
- Photo albums that encourage sharing and tagging
- Work in collaboration with Central Park Conservancy

Facebook to share relevant updates

Part 3: Building a program
Communicate through digital channels

Instagram

- Highly visual medium, perfectly suited for beautiful Parks
- Employ hashtags to share user photos
- Where Am I Wednesday, and regular content
- Instameet for #centralparkmoments

Part 3: Building a program
Mission-centric events

Anniversary Party & Leadership Summit

NYC Marathon Breakfast

Seating at NY Philharmonic

I Heart Central Park

Part 3: Building a program
Part 4: Remaining on the donor priority list

Challenge

• Millennials are…. Facing nearly constant exposure to charitable asks

• Millennials have… High expectations for service and results

Opportunity

• Millennials are… Highly loyal to causes and eager to make a difference in their communities

• Millennials have… Increasing capacity to give to worthy causes
Use colorful storytelling...

Your Greensward Circle membership expired in October 2014

RENEW TODAY!

As a young New Yorker, Central Park has been central to your life...
...when your apartment's front yard was really more of a front sidewalk

...when you cancelled your gym membership in favor of the Reservoir running track

@enzolboy

...when you needed the perfect spot for a romantic picnic

@leelachina

...and for all the little moments when you just needed an escape from the busy, crazy pace of life in New York City

@helsysplace

Your Greensward Circle membership is the perfect way for you to show your gratitude, appreciation, and love for Central Park. It is time to renew your support for Central Park.

Part 4: Remaining on the donor priority list
The Park can’t take care of itself. Your unrestricted, annual support allows us to...

- Restore 55 acres of lawns
- Compost 2,000 pounds of fallen leaves
- Plant 2,000 Korean chrysanthemums
- Apply 20,000 pounds of seed to Central Park’s lawns

Millennials want to know exactly how their money will be used!

“Autumn is a second spring, where every leaf is a flower.”
— ALBERT CAMUS

Autumn in Numbers
Every season in Central Park presents us with a unique set of challenges. No one knows better than our members what it takes to keep the Park beautiful for 40 million visitors every year—but in case you forgot why your support is invaluable to us, here is a breakdown of this autumn’s work for you:

- 175,000: Visitors to Central Park on a typical autumn Sunday
- 38 million: Aeration holes in the Park’s lawns
- 633,400: Square feet of lawn renovated by intense cultivation, grading, and seeding
- 116,530: Bulbs planted in landscapes throughout Central Park
- 20,000: Pounds of seed applied to Central Park’s lawns
- 10,000: Cubic yards of fallen leaves collected
- 2,000: Korean chrysanthemums planted Parkwide
- 2,000: Pounds of compost created from fallen leaves
- 500: Tons of sand applied to ballfields and meadows
- 55: Acres of lawns restored by aeration and seeding
- 24: New trees planted throughout Central Park
- 5: Soccer fields prepped for play with the installation of freshly painted goals and fields.

Part 4: Remaining on the donor priority list
Simple and easy to use web presence

- One centralized form and page
- Mobile giving

Create multiple membership options

- Dual membership
- Leadership Giving Levels

Central Park Conservancy is responsible for the management, restoration, and enhancement of Central Park, and we rely on private donations to fund that work. In fact, 75% of the budget needed to keep the Park beautiful and vibrant comes from individual donors.

Your tax-deductible gift today is an investment in the American masterpiece that is Central Park. Please support this vital and beloved New York resource.

Part 4: Remaining on the donor priority list
What we’ve seen

Annual Membership Growth

**FY12**
- New: 32; $11,000
- Renew: 18; $9,025
- Total: 50; $20,025

**FY13**
- New: 37; $13,200
- Renew: 29; $9,500
- Total: 66; $22,700

**FY14**
- New: 63; $20,325
- Renew: 34; $12,105
- Total: 97; $32,430

Part 4: Remaining on the donor priority list
What we’ve seen

**FY14**
July 1, 2013 – November 1, 2013

New: 14; $4,150  
Renew: 2; $800  
Total: 16; $4,950

**FY15**
July 1, 2014 – November 1, 2014

New: 12; $4,600  
Renew: 19; $6,300  
Total: 31; $10,900

Part 4: Remaining on the donor priority list
What have YOU seen?

Questions & Comments & Best Practices

And please, keep in touch!

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Part 5: Questions & shared experiences