Central Park Conservancy Institute for Urban Parks
Statement of Purpose

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

The Institute teaches park users and managers to care for urban parks everywhere.
Central Park Conservancy
Membership Program

Elizabeth Jordan
ID # 10389-01
Expiration Date: 12/31/2016
Discount Code: MINTON20

Thank you for being Central to the Park!
General Information | 212.310.6600
Membership Office | 212.310.6672
Volunteer Office | 212.360.2751
Questions? Please call our Membership Office or email us at membership@centralparknyc.org

Central Park Conservancy
central to the park
35 Years in the Making...

A Case History of Rockefeller’s Watergate
Miss Lillian: The Hand That Rocked Carter’s Cradle
Sex in Washington, by Richard Reeves

75 CENTS
JUNE 14, 1975

NEW YORK
Keep Central Park Green

Working On the Weed Patrol
And 31 Other Useful Things You Can Do To Help

32 Ways Your Time or Money Can Rescue Central Park

By Elizabeth Barlow

... The survival or ultimate death of New York City's parks depends entirely on how much people care about them...
Good Times

Support for Park keeps growing

More than 16,000 citizens, 80 foundations, and 220 corporations have committed to the Central Park Conservancy since its founding in 1980. In just four years, their support has totaled $9 million, and the total increases each year in news of Central Park's restoration spreads.

Volunteers winter in the Park

Despite below-zero temperatures and icy winds, some volunteers were out in the Park this past winter, pruning, mulching, and picking up litter. These sturdy souls had signed up for the first winter L.V.E. program (Learning and Volunteering for Volunteering in the Environment). On the first day of their eight-week session, they pruned oaks and removed hawthorn from an area near the Great Lawn, and made the slope along the East Drive behind the Metropolitan Museum. To help them warm, L.V.E. volunteers Charles Sokolnik donated sweatshirts and facemasks carrying the Conservancy logo. L.V.E. is funded by the Exxon Corporation, which has supported the Conservancy since 1981.

Hear the sound of the gurgling Gill

The stream that runs through the Ramble, called the Gill, will be flowing again this spring, thanks to the generosity of longtime Park patron Ethelna Giffen Schaffer. For many years, the stream, which was degraded to such diverse rankings like a sewer, has been still and stagnant. But, over the past three years, the Park's in-house restoration crew has rebuilt the spillway.

The Flowers That Bloom . . .

Spring . . .

Good News (continued from page 1)

Central Park Conference

Rebuilding Central Park, a conference to introduce "The Management and Restoration Plan," will be held May 4 at the New-York Historical Society with a presentation of the plan by Elizabeth Barlow, Central Park Administrator, and Pamela F. Twin, Executive Director of the Central Park Conservancy, followed by tours of the Park conducted by Conservancy staff. A box lunch, participants will attend a panel discussion on specific aspects of the plan. The conference is sponsored by the Conservancy and the Parks Department and is supported by a grant from the National Park Service, U.S. Department of the Interior. For more information, call 308-6235. To register, see page 14.

Concentrator honors Mrs. Astor

The third annual Frederick Law Olmsted Award will be conferred on Mrs. Vincent Astor as a benefit luncheon sponsored by the Women's Committee of the Central Park Conservancy on May 1 at Tavern on the Green. Mrs. Ades, a long-time supporter of the Park, provided the initial support that essentially led to the creation of the Central Park Conservancy.

Mrs. Richard F. Pump is chairman of the luncheon, and John F. McGill, chairman of the board of Manufacturers Hanover Corporation, is the corporate chairman. American Express and Warner Leffy of Tavern on the Green are undertaking the cost of the luncheon so that all the money raised can go to the restoration of the benches complex in the Park, 84th Street and the West Drive. Last year's Olmsted Luncheon raised more than $200,000 for Central Park.

Central Park Conservancy

830 Fifth Avenue
New York, N. Y. 10021

Greenhouse Structure

Winter 1986/87

Spring 1988
Today’s Membership Program

$50  Gardener
$100  Arborist
$250  Protector
$500  Contributor

$1,000  Belvedere Knight
$2,500  Bethesda Angel
$5,000  Patron’s Circle
$10,000  President’s Circle
Today’s Membership Program

SPECIAL MEMBER GROUPS
$125  Family Membership
$300, $500  Greensward Circle
$40 New Yorker at Heart
Value Proposition

PSYCHIC BENEFITS

➢ Need: Members are essential to keeping the Park beautiful, “Central to the Park” tagline
➢ Ownership: Members are responsible for the care of Central Park
➢ Partnership: Members are Conservancy partners, working with the Conservancy to support the Park
➢ Belonging: When you join, you join thousands of like-minded people
➢ Legacy: Membership support ensures the health of the Park for generations to come
Value Proposition

TANGIBLE BENEFITS

Engagement and Cultivation
- Special member programs
- Cultivation events
- Bloom Guide access
- Discounts on Official Central Park Tours, CPC Gift Shop, select in-park vendors
- Seasonal Print Newsletter
- Membership card

Premiums
- Backend (maps, tote bags, hats) - branded merch can act as awareness tool
- Front end (calendar, note cards, oversized map) – can act as engagement and education
Value Proposition

Why recruit members?

MEMBERSHIP HELPS SECURE THE NEXT GIFT
to build a loyal, steady donor base, and feed the pipeline!
Acquisition Strategies

DIRECT MAIL

ONLINE
- Recruitment
- Campaigns
- Website
- Social media

IN PARK

GRASSROOTS
Acquisition Strategies

DIRECT MAIL

- Direct Mail used since 1983
- Even as online grows, direct mail still accounts for lion’s share of revenue, true across the industry
- Lifetime value of direct mail donors has been higher than LTV of online donors
- ~700,000 pieces mailed annually from internal, exchange, rental lists
- Ave DM gift $201
- 2,300 new DM members
Acquisition Strategies

ONLINE – Recruitment

- Aka building your email list
  - Unlike direct mail, you have to build your own prospect list. If recruitment is the horse, the cart is the ask.

Tactics:
- Lightbox
- Engagement
- Website
- Public programs
- In-park efforts
- Social media
Acquisition Strategies

ONLINE - Campaigns

- Try “sprints” instead of “long distance runs”
- Create timed campaigns with a goal, deadline, incentive
Acquisition Strategies

ONLINE - Website

- Optimize web traffic
- Make donating obvious and easy
- Use best practices on donation forms
- Optimize for mobile
Acquisition Strategies

ONLINE - Social Media

- Focus on engagement and recruitment
- Weave giving into overall messaging, leverage press and topical info
- Get specific, currently testing FB advertising
Acquisition Strategies

**IN PARK**
- Create on-site specific premiums or incentives
- Tailor offer to locals and tourists
- Use signage to create awareness for need to give
- Tabling, presence at events

**MEMBERSHIP**
Take home *Strawberry Fields: Central Park’s tribute to John Lennon* when you become a Central Park Conservancy Arborist member today.
Acquisition Strategies

**GRASSROOTS**

Central to Spring

*Central to Spring* brings together thousands of residents in private homes and other event space near the Park for a simultaneous celebration of the beauty of Central Park in spring. Hundreds of *Central to Spring* hosts in Park-perimeter buildings act as CPC ambassadors, encouraging their guests to support CPC’s work.
Retention Strategies

- Stewardship
- Mail renewals
- Email renewals
- Appeals
- Newsletters – print and email
- Engagement mailings and emails
Upgrade Strategies & Feeding the “Pipeline”

- Bi-annual mail effort to upgrade from General Members to Conservators
- Ereneral segment with upgrade
- Event promotions
- Data mining
- One on one meetings
Please Keep in Touch!

Shanta Mali
Director of Membership
smali@centralparknyc.org
212-310-6612