Institute for Urban Parks
Webinar Series

October 3, 2017
Managing Corporate Volunteer Programs

Elizabeth Jordan, Corporate Development Manager, Central Park Conservancy
Webinar Objectives

- Describe briefly the Conservancy’s volunteer programs

- Examine corporate development strategies and the Conservancy’s Corporate Partners program

- Discuss the planning and facilitation of the Day in the Dirt corporate volunteer program

- Share five key takeaways when developing and operating a corporate volunteer program for urban parks
Volunteering in Central Park

- 350 + Regular Volunteers
  - Once weekly
  - Three hour shifts

- 1300 + Corporate Volunteers

- 3000 + One-time Volunteers

- 6 Full-time Staff Employees in Volunteer Department
Volunteer Opportunities

Greeters

Painters

Gardeners

Tour Guides
Volunteer Opportunities

- Greeters
- Gardeners
- Painters
- Tour Guides
Corporate Volunteer Tasks

- Gardeners
  - Raking
  - Weeding
  - Mulching
  - Clean-up

- Painters
  - Benches
  - Pipe Rail
  - Clean-up
Corporate Development Overview

Corporate Giving Climate

- Companies are focused on impact, visibility, and engagement
- Donations via marketing and philanthropic budgets
- Demand for high-quality corporate volunteerism and service opportunities
Philanthropy vs. Sponsorship

Corporate Philanthropy = Charitable Gift

Corporate Sponsorship = Marketing Relationship
What’s the Difference?

Corporate Donor
- A company that makes a charitable contribution to a charity with no expectation of promotional or marketing return to the company

Corporate Sponsor
- A relationship in which a company makes a cash and/or in-kind contribution in return for the ability to use the assets of the non-profit to augment and support its marketing and promotional platforms
Corporate Partners Program

Central to New York
Become a Corporate Partner

Make Central Park Part of Your Company Culture

As a Corporate Partner, you'll have access to the following opportunities for team-building and entertaining:

“Day in the Dirt” Volunteer Sessions
Foster team-building, community service, and environmental stewardship by spending a rewarding half-day volunteering in Central Park. Projects and group sizes are determined based on the Park’s needs, and may include painting benches, planting ground cover, or raking leaves. Your company will be acknowledged on signage displayed in the work area while activities are underway. If you would like to schedule a picnic after your volunteer experience, the Conservancy can provide vendor names and location suggestions.

Team-Building Days in Central Park
Enhance group cohesion and team spirit through facilitated recreational activities in Central Park. Experienced group leaders will plan and lead an afternoon of activities that meets your interests and goals. Games and activities include softball, kickball, capture-the-flag, pipeline, corporate maze, and many more. Each activity is followed by a debrief conversation to emphasize the key components of teamwork, such as goal-setting, respect, and communication.

Employee Engagement Events
- Employee invitations to a variety of family-friendly events such as the Annual Skating Party, Family Night at Victorian Gardens amusement park, and access to our preferred viewing area at the Central Park Conservancy Film Festival.
- Executive invitations to behind-the-scenes tours and receptions with Park professionals, networking events in private homes with Conservancy trustees and friends, special events such as Shakespeare in the Park performances, and a private tour of Central Park.
- Opportunity to schedule company-wide events in Central Park, such as a picnic for up to 350 guests on a cherished meadow or lawn.

Central to the Park
Become a Corporate Partner Today

For over 150 years, Central Park has provided New Yorkers with a scenic retreat from the stress of urban life, and has become an integral part of New York City’s culture, history, and economy.

Moreover, a thriving Central Park has proven to be a social and economic engine for New York City, responsible for more than $1 billion in annual economic activity and revenue for New York City.

Central Park Conservancy exists to restore, manage, and enhance Central Park for the enjoyment of all—and is committed to keeping Central Park in a beautiful and healthy state for generations to come, ensuring its continued impact on the City of New York.

As the organization entrusted with the responsibility of caring for one of New York’s legendary public spaces, our work is founded in the belief that citizen leadership and philanthropy are the keys to ensuring that Central Park remains healthy, beautiful, and thriving.

You can help the Conservancy preserve and protect Central Park by joining the Corporate Partners Program today. As a Corporate Partner, you will invest in the sustainability of New York City’s economic environment and help to improve the lives of your employees and customers. We invite you to learn more about this important opportunity to support Central Park.

corporate@centralparknyc.org | 212.330.0663
## Corporate Partners Program

### Levels of Support and Benefits

<table>
<thead>
<tr>
<th>Level</th>
<th>Annual Support</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>American Elm Level</strong></td>
<td>$50,000+ annually</td>
<td>The majestic American Elms that line the Mall and the Park’s perimeter constitute one of the largest and last remaining stands of American Elms in North America, counting them among the Park’s most important horticultural features.</td>
</tr>
<tr>
<td><strong>Kwanza Cherry Level</strong></td>
<td>$25,000 annually</td>
<td>Kwanza Cherry trees, found surrounding the Reservoir, are native to Japan, Korea, and China and are best known for their distinctive double-petal flowers and bright pink blossoms.</td>
</tr>
<tr>
<td><strong>Pin Oak Level</strong></td>
<td>$10,000 annually</td>
<td>Celebrated for its adaptability and important role in encouraging biodiversity, the Pin Oak was one of the first tree species planted in Central Park by Central Park’s co-designers Frederick Law Olmsted and Calvert Vaux.</td>
</tr>
<tr>
<td><strong>London Plane Level</strong></td>
<td>$5,000 annually</td>
<td>The London Plane’s most dramatic feature is its bark, which flakes to reveal younger and lighter inner layers. It is uniquely suited to thrive in urban environments.</td>
</tr>
<tr>
<td><strong>Eastern White Pine Level</strong></td>
<td>$1,000 annually</td>
<td>Evergreen trees were an integral part of Central Park’s original plan, specifically along the Park’s West Drive. Today, the Arthur Ross Pinetum honors this tradition and is home to 19 species of evergreen, including the Eastern White Pine.</td>
</tr>
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*Please note: The number of tickets offered for these events is based upon the level of support provided.*

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<td><strong>London Plane</strong></td>
<td>10 tickets</td>
<td>Complimentary tickets to the annual Skating Party at Wollman Rink and annual Family Night at Victorian Gardens amusement park*</td>
</tr>
<tr>
<td><strong>Pin Oak</strong></td>
<td>20 tickets</td>
<td>Invitations to exclusive Conversancy’s Circle members’ events in private homes for company’s executive representative</td>
</tr>
<tr>
<td><strong>Kwanza Cherry</strong></td>
<td>30 tickets</td>
<td>Invitations to the Conservancy’s Corporate Partners webpage and annual Gala at the Central Park Conservancy Film Festival*</td>
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</tbody>
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*Please note: The number of tickets offered for these events is based upon the level of support provided.*

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*CENTRAL PARK CONSERVANCY — Central to the Park*
Building the Relationship

- Fulfill all benefits
- Cultivate the relationship and look for ways to integrate the company, its brands and the employees into your organization – employees do encourage companies to remain involved with organizations in which they feel invested
- Create a true partnership
Benefits of a Volunteer Experience

- Company benefits:
  - Fosters team building, community service, and environmental stewardship

- Conservancy benefits:
  - Augments staff for projects requiring extra manpower
  - Financial support
  - Builds a relationship which can often lead to increased contributions in the future
Day in the Dirt

- An opportunity for a company’s employees to participate in an organized volunteer project in the Park
- Benefit of Corporate Partners Program membership
- Monday, Tuesday, Thursday & Friday
- 10:00 am – 1:00 pm
- 20 - 25 volunteers
- 2 - 4 CPC Volunteer Field Staff members
- 1 CPC Corporate Development Staff member
Day in the Dirt: Scheduling & Setup

Long-term and ongoing
- Pro-active early outreach for VIP Companies
- Making exceptions to the rules
- Fielding special requests
- Rain dates
- Weekly hort meetings
- Volunteer project site visits

Two weeks out
- Project selection confirmation
- Send project summary

One week out
- Confirm group size and waiver status
Day in the Dirt: Project Summary

Date: Thursday, October 20
Time: 10 AM – 1 PM
Meet at: W. 67th Street and Central Park West

Description: This is a bench painting project along the Closed Centre Drive. We will be using oil based paint so participants should wear clothes that they don’t mind getting paint on, as the paint will NOT come out of clothing. The project will also involve some light weeding. Please note that closed toed shoes are required for this project.

Contacts: Central Park Conservancy
Onsite Contact
Liz Jordan
Mobile: 646-477-3561

Important Notes

- Each participant must be at least 18 years old and sign the Conservancy Volunteer Waiver prior to the project. [www.centralparknyc.org/volunteerwaiver](http://www.centralparknyc.org/volunteerwaiver)
- Please confirm the final number of participants one week prior to the project.
- The Conservancy will provide all of the supplies and tools necessary for the project including gloves and bottled water.
- A Conservancy vehicle will be parked at the project site and available for participants to leave their belongings. The vehicle will remain locked through the project.
- We recommend that participants wear lightweight pants and dress in clothing that can get dirty. Hats and sunscreen are also recommended. **Sturdy, close-toe shoes are required (no sandals or flip flops).**
- In the event of rain or wet conditions, the project may need to be rescheduled. Conservancy staff will decide if the project must be cancelled due to weather by 7:30 AM on the day of the project (and will call the on-site manager to confirm). If you wish to cancel the event prior to this time, you may do so at your discretion.
Day Of: Day in the Dirt

- Arrive early to prep and clean the site
- Meet group at Park’s perimeter
- Check that each participant has a completed waiver and provide paper copies as needed
Day Of: Day in the Dirt

Speaking Program (20 minutes)

- Welcome and Thank you
- Park history and location specific information
- CPC Zone Management
- Project Overview
- Group photo with sign
- Lock valuables in the van
- Distribute gloves, hats, and tools

Get to Work!
Day in the Dirt: Visibility

- Signage on site
- Social Media
  - Day of @CentralParkNYC tweet with photo and company hashtags
- Newsletters
Post-Project Follow Up

- Send Group Photo
- Survey
  - Knowledge and understanding of CPC
  - Knowledge about company’s CSR initiatives
  - Program specific feedback

After your volunteer experience, do you feel that you have a better understanding of the daily work and mission of Central Park Conservancy?

- Yes
- No
- Not sure

Prior to your volunteer experience, did you know that your company provided charitable support to Central Park Conservancy?

- Yes
- No
- Not sure

Answered: 97  Skipped: 0

CENTRAL PARK CONSERVANCY
central to the park
Potential Challenges

- Projects have a shelf life
- Anticipate possible fluctuation in group size
- Enthusiasm levels vary from company to company – Be guided by your previous experience
Key Takeaways

✓ Keep it simple – Plan projects with little to no training

✓ Consider the needs of the Park – Not what the company thinks you need

✓ Ensure a positive experience

✓ Build a relationship – Not a one-day event
Q & A
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