



A FORT TRYON PARK SUCCESS STORY

Effective outreach strategies are essential in order for volunteer groups to grow and help their City parks thrive. The Friends of Fort Tryon Park is one such group that has learned how to take full advantage of myriad networking opportunities in and around their community.

They are devoted to recruiting new membership and diversifying their group to represent an accurate slice of life in Manhattan. Throughout multiple changes in their board, two decades of shifting politics in Manhattan, and the ever-evolving nature of the neighborhood around Fort Tryon, the Friends group have made it their mission to serve supporters and reach out to local residents.

The Friends have been setting up outreach tables at events since their conception in 1982. These tables are usually staffed by two or three volunteers and offer membership flyers, newsletters, cleanup schedules and calendars to the public. On weekends members of the Fort Tryon Friends Steering Committee -- consisting of the standard structure of president, vice president, secretary, and treasurer -- walk through the park to greet familiar faces and welcome new park users.

This community group recognizes the benefits of specialized publications and the media as attractive outreach tools. They produce a full-color quarterly newsletter called the *Fort Tryon Gazette* with human interest articles, event announcements, and other park-specific information. *The Gazette* reaches 350 group members and is supported by membership dues and fundraisers. Fort Tryon news is also publicized in the Northern Manhattan section of the *New York Times* and the

Washington Heights & Inwood Report, two city papers that reach out to the surrounding community and greater New York City.

The Friends' attractive and easy-to-navigate website (www.hhol.org/fftp) further supports their outreach efforts, which in turn attracts funds for the future. A tiered membership page listing each progressive level of support from student to business backer, makes memberships fees clear and joining easy. Once registered as a member of the Friends of Fort Tryon Park, one can peruse the site through the "member's gate", a portal that offers additional features and information on events for members only.

In 2000, the Friends group further expanded their outreach capabilities through a local photography contest, supported in part by a *Partnerships* grant, that sought to collect the best representations of Fort Tryon Park throughout the four seasons. The popular photo contest led to the creation of greeting cards, a successful endeavor that featured six winning images of snow-laden trees, dazzling sunsets and colorful flowers in a series. Local vendors sell the cards on consignment and they are also available via the Friends' *Continued ...*

MORE FROM THE WORLD WIDE WEB

Check out our website for user-friendly printable versions of our tips sheets such as *Effective Outreach Techniques*. Visit www.itsmypark.org/resources/workshops/ and click on the title of the workshop you're interested in.

FALLING INTO AUTUMN



Clean Ups events, bulb plantings and Halloween happenings abound this fall. Here are a few examples of upcoming park events and information about how to find out about more events near you.



It's time once again for the *Partnerships for Parks* annual **Fall "It's My Park!" Day**, which will take place in all five boroughs on **Saturday, October 19**. Come help thousands of New Yorkers show solidarity and support for the City by gathering, planting, raking and caring for our neighborhood parks. To register or to find out about a Fall "It's My Park!" Day project taking place near you, please contact your *Partnerships* Outreach Coordinator.

This season would not be complete without Parks' annual Halloween happenings. The **Great Halloween Party** in **Central Park** is now in its 8th year, and will take place on Saturday, October 26, from 11:00am to 3:00pm. Enter at 72nd Street on the west and east side and check out events for kids, parents, and pets at the country's largest Halloween party. For more information please call **888.NY.PARKS** or visit www.nyc.gov/parks.



Many parks groups are also sponsoring Halloween events in neighborhood parks across the City. For example, Fort Greene Park's annual **Great PUPkin** dog costume contest and **Halloween Party** is on October 26. This popular event is co-sponsored by the Fort Greene Park Conservancy, the Fort Greene PUPS and City of New York/Parks & Recreation. For exact times and locations, please call **718.965.8898** or visit www.itsmypark.org. If your community group is sponsoring a Halloween event and the event is not yet listed on our website, please email the information to cassandra.smith@parks.nyc.gov.

For more event listings please call the **Special Events Hotline** at **888.NY.PARKS**, log onto www.itsmypark.org, or contact the *Partnerships* Outreach Coordinator in your borough. *Bronx:* 718.430.1861/ *Brooklyn:* 718.965.8993/ *Manhattan:* 212.408.0214 *Queens:* 718.520.5913/ *Staten Island:* 718.815.7195

FORT TRYON PARK (cont.)

website, bringing the beauty of Fort Tryon to the local business community and beyond.

The Friends have been very active in helping groups get on their feet like those volunteers from Bennet and J. Hood Wright Parks. They have seen this outreach come back to them when these smaller groups offer to help out in Fort Tryon. Board members also attend each others' meetings to share ideas and plant more seeds for future park groups and community building coalitions.

The Friends of Fort Tryon Park attract members from as far away as California as well as from directly across the street from the park. Board members cover large professional ground, from botanists and bookkeepers to lawyers and homemakers. No matter how each member was reached by the Friends, however, at least one thing they have in common is their devotion to their local park.

For information about Fort Tryon Park and Friends, call **Nicole Smith** at **212.408.0230** or visit the Friends' website at **www.hhoc.org/fftp**.

To learn more about outreach and networking check out one of our free workshops (*at right*) by logging on to **www.itsmypark.org** or call **Charlotte Kaiser** at **212.360.3329**.

HELPFUL NUMBERS

Partnerships for Parks	212.360.1310
To volunteer or to join your local parks group:	212.360.1357
For recorded information about special events:	888.NY.PARKS
To report graffiti, vandalism, or crime:	800.201.PARK

www.itsmypark.org
www.nyc.gov/parks

Partnerships for Parks, a joint program of City Parks Foundation and City of New York/Parks & Recreation, believes that parks are essential to the life of New York City, and that community involvement is essential to the life of a park. We work to start, strengthen, and support neighborhood park groups; to link them together so that they can learn from each other and be stronger collectively; and to promote parks in general so that people will be more likely to join in efforts to restore and preserve them.

Peter Crumlish, Director

Dana Litvack, Director of Operations

This issue of the Leaflet was edited by Blaise Allysén Kearsley

city parks  foundation

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Parks & Recreation

WORKSHOPS

Community group members are invited to attend free workshops being held this season in all five boroughs. For more information visit **www.itsmypark.org** or, to register, call **Charlotte Kaiser** at **212.360.3329**.

Money Matters:

Fundraising for Parks Groups

Learn techniques for approaching businesses, individuals and foundations for support, including tips on writing grant proposals. A presentation by a park group that has successfully raised money will be featured. Parks groups only, please.
Thurs., Nov. 14, 6-8pm, Litchfield Villa, Prospect Park, Brooklyn
Thurs., Dec. 12, 6-8pm, The Overlook, Forest Park, Queens
Tues., Jan. 14, 6-8pm, The Arsenal, Central Park, Manhattan

Looking Ahead to 2003:

Planning Events & Calendars

What's next for your group? How can you keep people engaged over the winter? This workshop will cover tools for developing a twelve-month calendar, planning events, and finding funding and resources for your projects. Also, hear from a volunteer whose group holds regular events with great success.
Thurs., Nov. 7, 6-8pm, The Arsenal, Central Park, Manhattan
Wed. Nov. 13, 6-8pm, St. James Recreation Center, Bronx
Thurs., Nov. 21, 6-8pm, The Overlook, Forest Park, Queens

Become a Citizen Educator:

Looking Beyond the Playground for Park Activities for Kids

Whether you're an educator, a parent, or a leader of a community group, there are dozens of things you can do with kids in City parks. Attend this workshop to learn from staff of City Parks Foundation's Education Program.
Tues., Oct. 22, 4-6pm, Williamsbridge Oval, Bronx
Wed., Oct. 23, 4-6pm, St. Catherine's Park, Manhattan
Tues., Oct. 29, 4-6pm, Fort Greene Park, Brooklyn
Wed., Oct. 30, 4-6pm, Brookville Park, Queens

I am I plus my surroundings
and if I do not preserve the latter,
I do not preserve myself.
-Jose Ortega y Gasset

Know of any nature related quotes that would be perfect for the *Leaflet*? Send them to **Blaise Allysén Kearsley** at **blaise@partnershipsforparks.org**.

ATTENTION: FOR ADDRESS CORRECTIONS CALL 212-360-1357.

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