

## BRINGING INTERESTS TOGETHER

As you prepare to enter into partnerships with businesspeople, it is important to consider that you have different primary interests. Your business-owning friends are primarily interested in the health of their businesses, while you—at least in your capacity as a park volunteer—are primarily interested in the welfare of the park. By getting these organizations involved in promotions that help the park, **you are bringing these interests together.**

The best way to get businesses involved with projects is by offering to support them. The best support you can provide a business is by helping it develop better relationships with its customers. So start thinking about your group from that perspective—**how can you and your group help a business attract new customers and develop better relationships with existing customers while serving the interests of the park?**

### HOW VOLUNTEER PROJECTS CAN SUPPORT BUSINESSES

- ✓ **With visibility**, by promoting the business to its members and to people in the park
- ✓ **With good will**, by establishing a bond with customers who care about the park,
- ✓ **With word-of-mouth advertising.**

### HOW BUSINESSES CAN SUPPORT VOLUNTEER PROJECTS

This is more obvious, and the place where civic-minded professionals tend to start in their thinking about these kinds of partnerships. Businesses can serve volunteer projects in several ways:

- ✓ **With people**, by offering employees' support;
- ✓ **With supplies**, by providing hardware and plants,
- ✓ **With refreshments**, by providing food and drink;
- ✓ **With give-aways**, by providing coupons, gifts or gift certificates;
- ✓ **With discounts**, by providing discounts to Parks permit holders;
- ✓ **With publicity**, by promoting events in the park; and
- ✓ **With cash**, by donating money for things like copying, postage, or by donating cash directly to the group.

Of course, the support a business will actually provide depends on your needs. It could be a combination of these, or just one.