

FORT GREENE PUPS PUT THE FUN IN FUNDRAISING

The most effective parks groups are ones that are able to generate a clear set of objectives for their park. Some of these objectives may require funding (which is not to say that money is always the answer). In cases where

funding is needed, it is critical to develop a clear plan with targeted goals in order to build support for the plan. Brooklyn's Fort Greene PUPS (*Park Users and Pets Society*) stands out as a shining example of this combination of clear objectives and fundraising goals that has worked.

PUPS is a collective of responsible dog owners who believe that in order to enjoy the park's grounds and resources, they must clean up after their dogs, keep their dogs under control, and prevent them from harming the park's landscape. (Notably, because these residents are in the park every day, they have also helped heighten park security and, along with their watchful pets, have become the eyes and ears of Fort Greene Park.)

One look at PUPS' colorful and engaging web site (www.fortgreenepups.org) is only the first clue that the group has reached a level of fundraising sustainability. It might seem that a group like PUPS employs a dedicated grant writer, judging by the amount of support they receive, which is listed on the site. However, PUPS president Kath Hansen lovingly refers to the group as "too unorganized" for something quite so formal. Instead, the group works together to select and apply for pertinent grants.

By working with Todd Leavitt, a *Partnerships* Catalyst Coordinator and the manager of Fort Greene Park, PUPS has been able to find opportunities to link up with other groups with similar interests, and to help receive the permits and applications they need to keep their event calendar running smoothly. A \$500 Seed grant from *Partnerships* funded a PUPS mailing and signage about dog issues in the park. These were specific needs that the group laid out in order to gain support.

In fundraising, one of the best ways to show a grant maker that your group is a top candidate for their support is to provide examples of successful endeavors. PUPS members keep careful record of the number of attendees at their events -- like the Poop Pick-Up, Hole Fillin' Day, and the Annual Dogwash -- and save event flyers, posters, and announcements. They also take photographs at their events which not only help to enhance the visual appeal of their website, but also serves as colorful testaments in grant proposals. Before and after shots are particularly helpful. The PUPS use pictures of the barren space that is now their dog run to show what a change the project has made in Fort Greene Park.

Of course, outreach is a big part of being able to raise money. To best utilize the resources of their members, the PUPS maintain a mailing list of more than 200 contacts. The group periodically sends out mailings to invite members to activities and events or to keep them updated on park and PUPS happenings.

The group also knows the value of maintaining relationships with local merchants. To avoid over-

burdening small businesses, PUPS only solicit donations once a year from each location. Restaurants and pet stores have donated merchandise for the PUPS' popular Great Pupkin, an annual Halloween costume contest, while other businesses sell the PUPS calendar in their stores. All proceeds from the calendar sales go toward park improvements, PUPS website maintenance, mailings and events. Many business owners are happy to display proof that they "think green" by supporting parks and parks groups.

Coupled with strong programmatic goals and a clear plan of action, Fort Greene PUPS are able to match needs with funding. Their skills and money-raising endeavors, whether large scale or small, have taken this exceptional group a long way.

To learn more about Fort Greene PUPS, visit their website at www.fortgreenepups.org, or call 718.623.3762

Special thanks to Shannon Connelly.

TIPS ON RAISING MONEY: PUTTING A PLAN TOGETHER

■ **DETERMINE YOUR GOALS:** What specifically do you want to raise money for? Kids' programs? Plants? A concert? Write down one or two clear, concise sentences that answer this question. When you're raising money, people will want to know why.

■ **LIST YOUR NEEDS:** Think about all the things (goods and services) you're going to need to achieve your goal, and write them down. Then think about what each thing will cost if you can't get it donated. The most common categories of budget items are: Materials, Publicity, and Giveaways (food and souvenirs given to participants at an event). You'll also need Labor (musicians, for example), though this is often volunteered.

■ **CREATE A PLAN:** Who are you going to ask for what? How are you going to ask them? Who's going to do the asking? When? The answers to these questions constitute your fundraising plan. *(Continued on back page)*

MAP & GUIDES GO LIVE

The 1997 publication of the Crotona Park Map & Guide and The People of St. James Park launched *Partnerships'* Parks in Print program. Parks in Print provides high quality information and images of City parks in brochures, on note cards, posters, and other printed materials.

We are currently working to make our brochures more web friendly and useful for you. Check out our new format for Marcus Garvey Park, Cunningham Park, Crotona Park, and more. They are interactive and quite engaging if we do say so ourselves!

Visit www.itsmypark.org
and click on the "interactive map & guide" link.

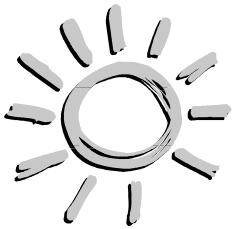
FUNDRAISING TIPS (CONTINUED)

■ **Get help:** You'll need a committee to carry out your plan. When you get a lot of people involved you get a lot of connections to resources, a lot of help getting things done, and a lot of people who feel responsible for the park.

For more tips and other resources visit our website at www.itsmypark.org, or call **212.360.3329** and ask about our free workshops for community groups.

CLEAN UP WITH THE AMERICAN LITTORAL SOCIETY: SEPTEMBER 21, 2002

Volunteer for the New York State Beach CleanUp at a beach near you. Collect and record the litter around your lake, river, bay, sound or ocean.



For information call Barbara Cohen
Beach CleanUp Coordinator
718.471.2166
e-mail: alsbeach@aol.com
website: www.alsnyc.org
HOTLINE: **800.449.0790**

HELPFUL NUMBERS

<i>Partnerships for Parks</i>	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

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NEW GARDENS GUIDE AT PARKS LIBRARY

Partnerships is proud to be featured in a new book published by The Little Bookroom called *Garden Guide: New York City*, by Nancy Berner and Susan Lowry. The guide profiles more than 100 public gardens throughout the City and includes practical information along with striking photographs by Joseph DeSciose.

The publishers have extended a discount on bulk orders of *Garden Guide: New York City*, available through the Parks Library at the Arsenal in Central Park. For information call the Parks Librarian at **212.360.1240**.

QUESTION OF THE MONTH

Q: The leader of our group, who is also its founder, has said she wants to step down, but remain involved in the group. No one else in the group is interested in doing all that it takes to follow in her footsteps. What can we do?

A: First, remember that every leader has his or her own style, and no one expects the current leader's successor to mimic completely her approach. You have a great advantage in that the current leader is interested in remaining involved in the group, as she can help transfer her knowledge and connections to the new leader. How can your group identify a new leader? Important qualities to look for include a proven track record of commitment to the group, an ability to work well with all kinds of people, and a good sense of "the big picture." The current leader can help smooth the transition by helping to cultivate future leaders with strong delegation and management skills. If worse comes to worst and the current leader really feels she has to leave before the next leader has been identified, your group can elect interim leaders who serve for three or four months. This way the group and its potential leaders can audition for one another without a major commitment.

Interested in attending a workshop on leadership development this winter? Call **Charlotte Kaiser** at **212.360. 3329**.

Visit our website for the Question of the Month at www.itsmypark.org.

Dogs are our link to paradise.
They don't know evil or jealousy or discontent.
To sit with a dog on a hillside on a glorious afternoon
is to be back in Eden, where doing nothing
was not boring -- it was peace.
Milan Kundera

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