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LEAFLET

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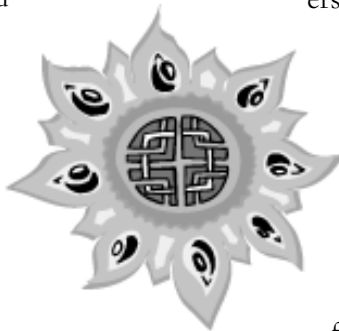
The bulletin of Partnerships for Parks, an initiative of the City Parks Foundation and the City of New York/Parks & Recreation

MAKING YOUR EVENTS SHINE

As summer approaches, activities and events abound in parks. We recommend that you think about ways to publicize your group's events in order to attract new supporters and to raise your group's profile. Networking and building alliances with other organizations is critical for the success of an event, so encourage your friends to publicize your event by word of mouth. Further steps we have gathered from groups on how they get the word out for their events are as follows:

Flyers - The most popular way to publicize an event, other than by word of mouth, is to post flyers around the neighborhood. Be sure to include a date, time, specific location, and a contact number for people to call for more information or to volunteer to help. Some ideal flyer locations are: the park, local store windows, community bulletin boards, schools, and bus stops – just remember always to flyer in a way that doesn't mar the neighborhood or clutter public spaces, and that it is illegal to post flyers on trees.

Media - You can try for free ads on local cable or radio stations. Ask the local newspapers who you should speak to about community events and try to develop a regular contact at each paper. Two weeks prior to the event, send a press release. When you call to follow up, you can ask if they can send a reporter to the event and include your event in their calendar of events section. Be sure to mention any photo opportunities – especially if kids are involved.



Your Community Board - Though different boards work differently, many will let you list events in their monthly calendars and announce events at Board meetings — to get listed in the calendar or to get a meeting schedule, call your District Manager. Show up at least 15 minutes ahead of time to meetings and always bring something to hand out.

Civic and Religious Groups - If you don't know how to get in touch with other local groups, ask your Community Board for a list of groups in your area. Groups may be willing to let you make an announcement and hand out flyers at a meeting, post flyers on the group's bulletin board, or list your event in the group's newsletter. With enough notice, they might even want to co-sponsor the event.

Local Schools - Ask the principals and administrators of all local schools for help publicizing your events. They can put you in touch with interested teachers or the PTA, help you distribute flyers to students and parents, let you post flyers on the school's bulletin board, or put you in touch with student groups that may be interested in helping you. Remember that when children come to an event, their parents usually come too.

Many of these steps may seem obvious, but having a check list can help you make sure nothing gets overlooked. For sample press releases or a detailed tip-sheet on publicizing park events, contact Alyssa Weiss at 212-360-8166. For a complete list of *Partnerships* workshop topics see below.

FREE WORKSHOPS

Members of community groups interested in learning about successful techniques practiced by other community leaders can attend *Partnerships'* workshops. *Partnerships* offers the following workshops on request for groups: **Starting a Friends of the Park Group, Fund-Raising for Park Groups, Building Alliances, Making Your Park Safer, Planning Successful Events, or Advanced Outreach.** For June, *Partnerships* has already scheduled the following workshop which you can attend:

Midtown Manhattan: Fund-raising for Park Groups, Thursday, June 17 at the Arsenal from 6:30 - 8:00 p.m. Techniques in approaching businesses, individuals, and foundations for support and a discussion about the procedures for registering as a 501(c)3.

To request a workshop, or register for the June workshop, please call Alyssa Weiss at 212-360-8166.

"IT'S MY PARK!" DAY

Thanks to everyone who came out for "It's My Park!" Day. Over 200 parks were cleaned and greened on May 21 due to the tremendous efforts of local community members. Many organizers taught local kids how to plant and garden, and community groups recruited new members for their local park groups. *Partnerships* would like to thank Wollman Rink for underwriting the costs of the "It's My Park!" Day party as well as TMG Marketing and Marilyn Appleberg for sponsoring the raffle prizes. Raffle prize participants should remember to send in your cards by June 4, 1999 to *Partnerships for Parks*. Raffle prize winners will be chosen by June 14, so stay tuned for winners in the July *Leaflet*. All winners will also be contacted by phone.

**CELEBRATE "SUMMER IN THE CITY"
WITH PARTNERSHIPS FOR PARKS AT
OUR SECOND ANNUAL BENEFIT PARTY**



**Tuesday, June 22, 1999
6:00 - 9:00 p.m.
Tompkins Square Park**

**Enter through the park house by
Slocum Memorial Fountain, mid-park at
East Ninth Street.**

Hors d'oeuvres, watermelon, and summer cocktails will be served. Party will feature local musical talent, summer themed activities, and giveaways.

Tickets start at \$75. All friends of New York City parks are invited to attend. For more information, please call Alyssa Weiss at 212-360-8166.

PLEASE SEND US YOUR E-MAIL ADDRESS

Sorry for any technical difficulties you may have had with the system last month. It is now working, so please e-mail us with your contact information. To save paper and waste, *Partnerships* would like to send announcements, and eventually the *Leaflet*, via e-mail to as many people as possible. To ensure we have your correct e-mail address, please send us an e-mail today. Just follow these three simple steps:

1. Address an e-mail message to "pfp@parklan.ci.nyc.ny.us"
2. In the "Subject" line, type "E-mail List"
3. In the body of the message type your name and address.

GRANT APPLICATION DEADLINES

June 25, 1999: Citizen's Committee Take Back the Park Program. Any neighborhood group within New York City working with youth leaders can receive up to \$2,500 for a "Take Back the Park Project." For an application or more information, call 212-989-0909.

June 30, 1999: American Greenways Awards Program. Small grants, maximum \$2500, but typically \$500 to \$1000, to stimulate the planning and design of greenways in communities across America, made in response to the President's Commission on Americans Outdoors, which recommended establishing a national network of greenways. For an application or more information contact the Conservation Fund at 703-525-6300 or <http://www.conservationfund.org>.

July 1, 1999: City Parks Foundation Quarterly Grants Program. Supports projects developed by community groups for parks and playgrounds. Grants, up to \$5,000, are made in four areas: Recreation, Park and Playground Improvements, Environmental Education and Preservation, and Arts and Culture. For an application call 212-360-8121.

SPECIAL EVENTS CALENDAR AVAILABLE

Parks & Recreation Special Events has produced an extensive calendar of 1999 events and activities happening in parks and recreation centers throughout the city. The calendar also includes important contact numbers for boat rentals, concerts, walking tours and more! To receive a calendar by fax, call 212-360-3456; by mail, call 212-360-1319.

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.nycparks.org
www.partnershipsforparks.org

Partnerships for Parks 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.

Tim (Sailfish) Tompkins, Director

This issue of the Leaflet was written by Dana (Violet) Litvack.



CITY PARKS FOUNDATION



City of New York
Parks & Recreation

Rudolph W. Giuliani, Mayor
Henry J. Stern, Commissioner

PARTNERS OF THE MONTH

Each month, six people, one from every borough and one from a community garden, whose efforts have made a positive impact in their neighborhood parks and community gardens are chosen as *Partnerships for Parks* "Partner of the Month." Presentations to these outstanding leaders are made at an informal luncheon with Commissioner Stern and members of other parks groups at the end of each month. **Linda "Tulip Top" Gregory**, Staten Island's April Partner of the Month is a long time volunteer with Parks who exemplifies how hard work for a local park can pay off. As a leader of the **Rosebank Homeowners and Tenants Association**, Linda has organized her neighbors to get involved in **DeMatti Playground**. When the playground was in grave disrepair and abused, Linda marshaled a volunteer security patrol to help prevent crime in the park. Furthermore, she started a small garden project to show the kinds of positive activities possible for the playground, and lobbied public officials to allocate more money for repairs and maintenance. Linda has also brought Arts in the Parks programming to DeMatti through the resources of a small grant. The program was so successful due to her extensive outreach to the community that City Parks Foundation will cover the costs for this program directly this summer. Linda's efforts on behalf of DeMatti playground are an excellent example of the kind of turn-around one can have in a park through committed citizen participation. Thanks to everyone who makes a difference in New York City parks, and a special thanks to all of the outstanding April "Partners of the Month," listed below!

APRIL PARTNERS OF THE MONTH:

Bronx: **Annette "River Mama" Williams**, Bronx River, New York Restoration
Brooklyn: **Steve "Pere Ubu" Cohen**, Prospect Park, Prospect Park Weekend Woodlands Volunteer Crew
Manhattan: **Monay "Quebec City" Germaine**, Tompkins Square Park, "First Run" Dog Run
Queens: **Maureen "Seed Planter" Walsh**, Memorial Circle, Friends of Memorial Circle
Staten Island: **Linda "Tulip Top" Gregory**, DeMatti Playground, Rosebank Homeowners and Tenants Asst.
GreenThumb: **Edward "Vanilla" Bowman**, Rev. Linette C. Williamson Memorial Park Garden, Manhattan

Fair Quiet, have I found thee here?
And Innocence, thy sister dear?
Mistaken long, I sought you then
In busy companies of men.
Your sacred plants, if here below,
Only among the plants will grow;
Society is all but rude
To this delicious solitude.
—*Andrew Marvell, "The Garden"*

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

Address Service Requested

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830 Fifth Avenue

CITY PARKS FOUNDATION



Partnerships for Parks

