



Planning Webinar for Event Organizers #2

**I LOVE
MY PARK**
days
www.ptny.org



Parks, Recreation
and Historic
Preservation

Department of
Environmental
Conservation

Agenda

- The Numbers for this year (as of today!)
- Updates and requests for 2023
- Ways to promote your event
- Resources available to hosts
- Preparation & Event Day Tips
- How to use I Love My Park Day to advance your organizational efforts
- What to do after the event



Housekeeping

- Please remain on mute
- Use the chat or Q+A feature to ask questions
- If you experience technical difficulties, contact Will Coté, wcote@ptny.org
- Presentation will be available after webinar for all hosts



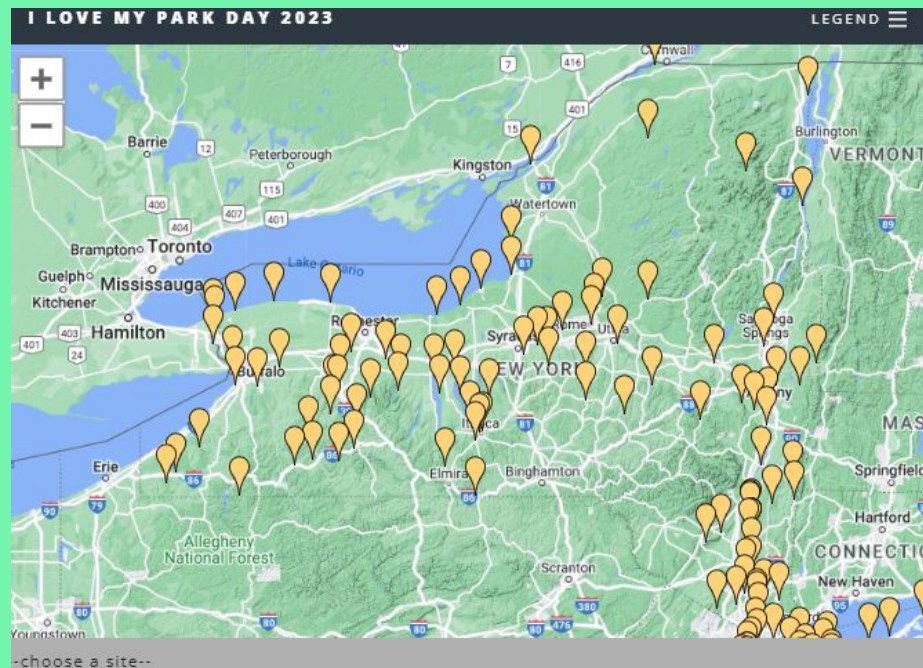
The Planning Team

- Parks & Trails New York
 - Will Cote, *Parks Program Director*
 - Shaina Hogan, *Parks Program Coordinator*
- NY State Parks
 - Tyler Wilcox, *Community Relations Representative*
- NYS Department of Environmental Conservation
 - Laura DiBetta, *Director of Outdoor Recreation*
 - Taylor Johnson, *Excelsior Service Fellow: Diversity, Equity, Inclusion, and Justice*



I Love My Park Day 2023

- **140** - participating state parks, historic sites and public lands, and national parks
- **784** - volunteers registered
- **You should have received a link to track your volunteer information in real-time**
 - Please email ilovemypark@ptny.org if you did not receive this link
- Registration for your event will automatically close once you reach your requested max # of volunteers



Statewide Promotion & Outreach Updates

- Governor Hochul's press release later today
- PTNY & State Parks email blasts
- Social Media
- Posters (ENG + ESP): print at <https://www.ptny.org/ilovemypark>
- Invites to Legislators - please notify us



I LOVE MY PARK days
www.ptny.org

Show Your Park Some Love

Saturday, May 6, 2023

Volunteer on May 6th and be a part of this exciting statewide event to celebrate and spruce up New York's state parks, historic sites and public lands.

Join family, friends & neighbors to:

- clean up park lands & beaches
- restore trails & wildlife habitat
- plant trees and flowers
- and much more!

PARKS & TRAILS NEW YORK

Register to volunteer at: www.ptny.org/ilovemypark



Parks & Trails New York's
I LOVE MY PARK days
May 6, 2023

Volunteer registration now open!
ptny.org/ilovemypark

Join Thousands of Volunteers on Saturday, May 6th for I Love My Park Day!
Make a difference you can enjoy all season. Register today.

Join Parks & Trails New York – and thousands of volunteers across the state – on **Saturday, May 6** in celebrating and enhancing New York's parks and public lands. Sign up for an I Love My Park Day event to clean up parks and shorelines, plant native trees and gardens, restore trails and wildlife habitat, remove invasive species, and more.

With 120+ events scheduled across the state, it's easy to find one near you!

Sign Up for I Love My Park Day

T-shirt Updates

- If you are hosting an event on OPRHP or DEC lands AND registered your event before March 31, you will be receiving shirts a few days before the event

- T-shirts were purchased in February. We will do our best to match requests but no guarantees
- If you registered your event after April 7, you will not be receiving shirts
- Option for volunteers to opt-out of a t-shirt. This info is available to you.
- **We cannot ship to P.O. boxes. Mailing address must be location where FedEx or USPS can deliver during normal business hours. Send updated address by APRIL 18**



2023 T-shirt color and design




Requests of hosts for 2023

- Please send your favorite photos to shogan@ptny.org and kate.jenkins@parks.ny.gov after your event. Help us highlight your achievements and promote future I Love My Park Days!
- Keep an eye out for a **POST-EVENT SURVEY**. Help to quantify our collective impact and give us feedback to improve future events! Take 5 minutes to fill out this survey the week after your event.

Promote your event

- Share our Facebook event or create your own!
- Social media – repost from statewide accounts: PTNY, NY State Parks
 - Use #ILoveMyParkDay and #ILMPD
- Share the ILMPD Flyer: Library, community bulletin boards, Post Office, in park
- Free community newspaper



I LOVE MY PARK day
May 6, 2023

Partners: PARKS & TRAILS NEW YORK, NEW YORK STATE, Parks, Recreation and Historic Preservation, Department of Environmental Conservation, FRIENDS of the OLD CROTON AQUEDUCT, SAAVE, J&C Masonry & Landscaping


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SATURDAY, MAY 6, 2023 AT 8 AM – 4 PM

I Love My Park Day 2023

About Discussion

With much thanks to:



Friends of OCA website promotion

I Love My Park Day 2023 – Croton
Saturday, May 6, 2023 - 10:00am
Presenter: Friends of the Old Croton Aqueduct


Rain Date: Sunday, May 7

Learn from expert crew leaders to

- identify INVASIVE plants
- Log, pull and dig them up
- Remove tree-strangling vines
- Restore crumbling stone walls
- Plant NATIVE species
- paint fence

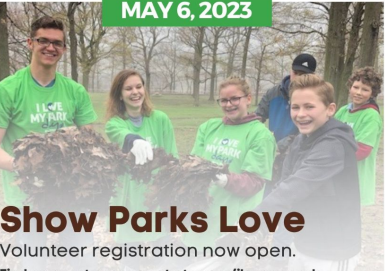
on Quaker Bridge Road. Look for Volunteers Park Here signs

Hosted by the Friends of the Old Croton Aqueduct in collaboration with Robbins Pharmacy. Feed the Birds, Hudson View Auto, Green's Natural Foods & Baked by Susan, and



Parks & Trails New York's

I LOVE MY PARK day
MAY 6, 2023



Show Parks Love
Volunteer registration now open.
Find an event near you at ptny.org/ilovemypark

parkstrailsnyc

parkstrailsnyc Make a difference you can enjoy all season!

Volunteer registration is NOW OPEN for I Love My Park Day 2023. Join PTNY and thousands of volunteers across the state on Saturday, May 6th to give your favorite park some love 🌿

This year we can't wait to partner with 130+ parks, historic sites, and public lands across New York State!

Join close-to-home-or far afield for a little weekend adventure-and help with critical beautification and enhancement projects. After another year of record visitation (nearly 80 million!) I Love My Park Day is a great opportunity to give back to the public places we use and love.

Sign-up today for an event near you at ptny.org/ilovemypark or at the link in our bio.

#ILMPD #LoveMyParkDay #PTNY #ParksTrailsNY #Volunteer #NYS Parks #NYS Trails #GiveBack #StateParks #LoveOurNY Lands #ILoveNY

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Liked by solidsidee and 53 others

1 DAY AGO

Add a comment...

Resources for Organizers

- Website: ptny.org/ilovemypark
- Top Ten Tips for a successful ILMPD
- **Planning tools:** sample timeline, day-of checklist, Model sponsor letter, letter to elected officials
- **Templates:** press release, media advisory, flyers and banner, logos, directional signage, and more!
- Volunteer Service Agreement and Photo Release Forms (print copies and have on hand day of!)

Resources for Organizers



If your friends group is organizing an I Love My Park Day event, use the tools below to help ensure a successful event.

PLANNING TOOLS

BUTTON TEMPLATES

TEMPLATE DIRECTIONAL SIGNS (MS WORD)

TEMPLATE THANK YOU LETTERS

TEMPLATE CERTIFICATES

Promotional Materials

SOCIAL MEDIA, FLIERS, TEMPLATES, LOGOS AND BANNERS

<https://www.ptny.org/events/i-love-my-park-day/resources-organiz>



Questions?

Moreau Lake State Park, ILMPD 2022

Pre-Event Planning

- Email volunteers a few days prior
 - Updates & changes, what to bring, what to wear, info on parking
- Plan check in & assign roles for the day
 - Greeting & directing volunteers
 - Project leaders
 - Welcome/ Announcements
 - Photographer
- Plan ahead with tools and supplies
- Multiple projects? Sign-up sheet or reach out ahead of time to coordinate
- Inclement weather - HAVE A PLAN



FDR Four Freedoms State Park, ILMPD 2022

<https://www.ptny.org/events/i-love-my-park-day/resources-organiz>

Pre-Event Planning Cont.

- Day-of templates available on website
 - work plan & checklist
- Imagine someone has never been to your site
 - Lots of directional signage
 - Staff volunteers along entrance route
- Consider practicalities
 - Parking & transportation
 - Park fees (how to ensure volunteers don't pay to park)
 - Restrooms
 - Emergencies

10 Year
I LOVE MY PARK days
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Day-of Checklist

- ☐ Important phone numbers
 - Committee members
 - Park manager
 - Vendors
 - Speakers
 - Volunteers
 - Media contacts
 - Emergency numbers
- ☐ Signs
- ☐ Table(s)
- ☐ Watch
- ☐ Clipboards
- ☐ Megaphone or PA system
- ☐ Poster
- ☐ Cleanup/improvement tools and equipment
- ☐ First-aid kit
- ☐ Refreshments
- ☐ I Love My Park Day bandanas and other promotional items
- ☐ Membership brochures and copies of recent newsletter
- ☐ I Love My Park Day fact sheet
- ☐ Friends email list sign-up sheets
- ☐ Project sign-up sheets
- ☐ Volunteer handouts or packets
- ☐ Pens and markers
- ☐ Tape
- ☐ Extra copies of Volunteer Service Agreement
- ☐ Extra copies of Photo Release forms
- ☐ Camera
- ☐ Press kits

Parks & Trails New York's
I LOVE MY PARK days

PLANNING TOOLS

- **Organizer's Manual** (PDF)
- **Top Ten Tips for a Successful I Love My Park Day** (PDF)
- **Model Sponsor Letter** (MS Word)
- **Day-of Schedule Template** (MS Word)
- **Template Invitation to Elected Officials** (MS Word)
- **Sample Timeline** (MS Word)
- **Sample Day-of Checklist** (MS Word)
- **Template Event Guide**
- **Sample Event Day Guide for Volunteers from Minnewaska State Park Preserve** (PDF)

<https://www.ptny.org/events/i-love-my-park-day/resources-organiz>

Day-of Tips

- **Be there early to set up with enough time!**
- **Make sure to have:**
 - Supplies, tools, etc. ready before people show up
 - T-shirts with a system to distribute and system for handling walk-ins
 - Extra consent forms on hand
- **Take photos!**
 - Designate a photographer
 - Get creative with group shots!
 - Before and after photos & action shots
- **Consider doing Facebook or Instagram Live or Live Tweets**
- **Encourage volunteers to share photos!**
 - Use #ILMPD and #ILoveMyParkDay
 - Tag PTNY, NYStateParks, NYSDEC, and your site



Beaver Pond Campground, ILMPD 2019

How to use your ILMPD efforts to advance your organizational efforts

- **Have information on your Friends group available**
 - Historically, 35% of ILMPD volunteers are participating for the first time. Have materials on hand about your organization
 - Don't miss out on the opportunity to capture people while they are excited about what they are doing. Sign-up forms?
 - Consider hosting an event soon after I Love My Park Day to connect
- **Use I Love My Park Day to strengthen relationships with your current members and volunteers**
 - Involve your members and volunteers in the planning process
 - Delegate roles based on interests and strengths. Create a planning committee?
- **Designate a board member to engage volunteers during the day**
 - What opportunities are volunteers interested in? What programs excite them? How can you better connect with your community?
 - Are there partnerships you want to foster with this event?



Five Rivers Environmental Ed. Center

After the Event

- Publicize your success
 - Newsletters, social media, website
- Share your photos on social media
- Thank You's (sponsors, volunteers, elected officials)
- Remember to engage new volunteers
- Organizer evaluation
 - Help PTNY help you!
 - Environmental impact
- Have an event debrief
 - What worked well?
 - What to change for next year?





Questions?

Valley Stream State Park, ILMPD 2019

Thank you!

Please let us know if you have any questions



ilovemypark@ptny.org
ptny.org

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