

### What Attendees Want to Learn/Get Out of Attending

- Increase membership by 100
- Meet new people
- Grants
- Fundraising
- Increase membership
- Get ideas for events/bounce ideas off of each other

### Ideas on how to get donations/connect with people

- Easels with pictures of projects so people can see
- Park cars/ask for donations
- Visit campers to say hello
- Communicate work they're doing to general public
- Communication to members to say what they're doing during membership renewal
- Post activities/news on Facebook
- Newsletter 3x year
- Facebook posts (can plan at beginning of month and schedule throughout month). People love pictures (especially of animals)! Take pictures of park and animals at park and post on FB. Post quizzes and fun facts.
- Give campground hosts info about Friends Group with host rules & regulations
- Put newsletters and brochures near front of campground
- Get the message out about the economic value of parks/forests to the county
- Get involved with local Chamber of Commerce/Ask them to partner with Friends (use park/forest for career fairs, events, recreation, workforce development to expose people to the park/forest)
- Network with community businesses
- Places that hold Small Games of Chance are required to donate a % of money raised to non-profits (VFW, Elks, Legion, Moose)
- Geocaching
- Planning a weekend for hiking, biking, horseback riding

Amanda sends possible social media content each month (upcoming "days", DCNR happenings)

### Ways to Increase Membership

- Talk to people in the community
- Have elevator speech (20-30 pitch)
- Ask people to be a member
- Ask for small, specific amount of time to volunteer at first (outline exactly what they'll be doing)
- Host regular events to build community—walks, etc.
- Give something back to your members—be it a special discount, a members only event, a newsletter, a thank you.
- Give a membership for volunteering
- Communicate with your members to retain them

- So newsletter (PPFF website has templates)
- Reach out to corporations—some will even pay for the day!

#### Where/How to Find Volunteers

- Boy scout/Girl scout regional office
- Colleges/High schools
- Visitors Bureaus
- Take people on hikes
- Pass out Friends business cards at events
- Talk to people at events; look for opportunities to table
- FOLH doesn't charge for membership. Volunteer at one event and you are a member.
- Local rotary (can also be a source of funding for projects)
- Local leadership organizations (PPFF will send information on these organizations)
- Reach out to other Friends Groups for help
- Geocaching is very popular
- Work with park/forest management to get access to conservation volunteers
- Host a chamber mixer at your park or forest!
- Discussion about an exchange program between the friends groups. One group goes to another's and helps with a project – stayover to complete project in one weekend.

#### PPFF Website

- People can sign up to volunteer at Friends event on PPFF website. Let Pam know about events.
- We can also post a job description for board members or volunteers for the Friends.
- Resources for Friends
- PPFF Calendar of Events is switching to Localist. Entries will automatically go to DCNR and PPFF calendars of events.
- Friends could have an app on their website so if they enter the event, it will populate PPFF calendar too.
- The Spotted Lantern Fly handout links will be available on PPFF website
- 125th Anniversary logos on website for downloading

#### Ways to Thank Volunteers

- Personally thank them
- Feed them!
- Ad in local paper with pictures from event
- Thanksgiving dinner for park volunteers and community (invite legislators)
- Take pictures at event and post on Facebook
- Have park manager say thanks to Friends and volunteers
- Write thank you notes. Samples on PPFF website. If donation to Friends is less than \$100, PPFF does not send thank you.
- Give volunteers swag, gives bragging rights, food, details of work to be done and a time line

#### Jake Newton, DCNR

- Cost and carry budget
- DCNR trying to educate legislators so they understand what Special Funds are and how they should be used

- PA Outdoor Corps program launched
  1. 2 types of crews—6 month summer (ages 15-18); 10 month adult (ages 18-25)
  2. Exposure to environmental careers
  3. Trail maintenance, invasive species removal, habitat restoration
  4. DCNR permanently hired 2 people from the crews
- Youth Ambassador Program
  1. Pilot Summer 2018
  2. Engage high school youth
  3. 4 Parks and Forests Districts (one for each region)
  4. Youth will broadcast events through social media
  5. Outreach to other youth organizations
  6. Make connection to local parks, rail trails, etc.
  7. Ages 14-18
  8. Apply on DCNR website, essay required, should be ready for applications May 2018
  9. 12 month commitment
- Civil Service Application Process
  1. Simplifying
  2. Model after private sector
- Sustainability Initiatives
- Conservation Volunteer Program—Jake coordinating how to improve
  1. Improvements needed to website
  2. All camp ground hosts, Friends, and volunteers should sign up and log volunteer hours
  3. Provides way to track hours, get clearances and Worker's Comp
  4. Log in at least 1 time per year

#### Keystone Fund

- 25th Anniversary
- Special Fund often used for infrastructure projects
- Legislators tried to use these funds last year for other things

#### Grants (PA Council of the Arts)

- Funding is for art projects and organizations. Info, guidelines, who to contact, and forms at [www.arts.pa.gov](http://www.arts.pa.gov) Applications reviewed by a panel from the community. Points given based on
  1. Quality of product or service
  2. Access to project
  3. Management of project.
 Grants awarded late September, early October. After project a 2 page final report of project is submitted.
- At first 100%, then 50% match in subsequent years
- Friends must notify PPF prior to applying for grants; use coversheet to notify
- PPF can research possible grants for Friends

## Politics and Friends

- Friends Groups cannot endorse a candidate. If they come to an event, be sure they understand that they cannot speak. Donations can come to friends groups from a political “Friends of “ person

## Miscellaneous updates

- Don't have to be a PA resident to be on the board anymore. Change as of Fall 2017
- PPF is getting the Leadership list together as a resource for groups to recruit board members
- How to reimburse questions – How to reimburse a park manager – must get an invoice from vender. If possible have PPF do the order online for your group. Be sure to put where you want the check sent on the request form.
- Friends Groups should use their facts and numbers submitted for the annual reports to show what the group has accomplished.

## Questions from Friends Groups

- Do projects have to be for everyone ? Not everyone camps, but can do improvements to campgrounds because the project is part of the plan.
- When do you have to get a quote? PPF does for projects over \$5000, but it looks like you are managing your money wisely if you get quotes.
- How to get a fee from food vendor? Flat fee, percentage? Groups would like to see contracts from each other. How do other groups handle this kind of thing?
- If a friends group is the food vendor for the Mountain Bike Race, are they insured?
- Discussion on donations “in Memory of” - Nockamixon website has a form for donations for benches as “in memory of” Be sure to use endowment for upkeep of benches - \$800 for bench, but need \$2000 donation to include maintenance. Use a letter that says thank you, your donation goes toward, then list the current projects. Plaque in office, not on item or tree. Make a special list of projects that are only for donations made “in memory of.”