



**METROPARKS
TOLEDO**

Involving Park Staff in Engaging Supporters

Bethany Sattler
Philanthropic Services Manager

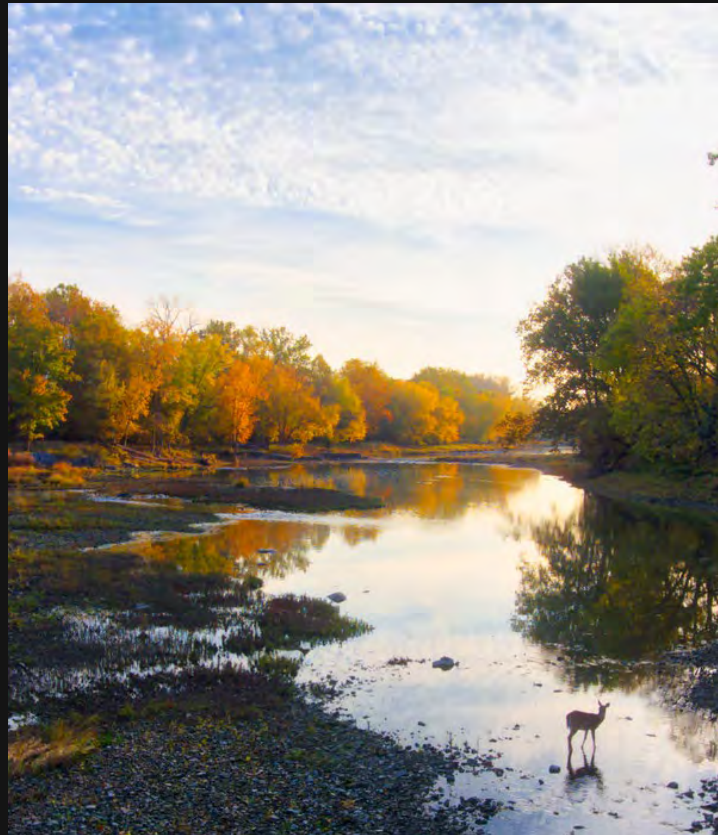


Introduction & Overview



Introduction & Overview

- Overview of Metroparks Toledo
- Who am I?
- Who are you?
- What are we going to cover today?





Our Greatest Assets

Park staff are the best resource we have in philanthropy



Metroparks Employee Picnic, 2022



Connecting with Prospective Supporters



Connecting with Prospective Supporters

Prior to donations being made,
philanthropy staff work with park staff on:

- Selection of projects for funding
- Project proposal development
- Connecting supporters to potential opportunities





Connecting with Prospective Supporters - Examples

Memorial Donation

- Toledo Botanical Garden - Hosta Garden and Conference Center upgrades
- Approached by family of a loved one on ways to make an impact
- Park supervisor, regional manager, philanthropy special projects coordinator collaborated





Connecting with Prospective Supporters - Examples

Memorial Donation

- Memorial bench and tree planting
- Family and friends of a young adult who passed away wanted to memorialize him in his favorite park – Farnworth Metropark
- Park supervisor, philanthropy staff member collaborated





Connecting with Prospective Supporters - Examples

Glass City Metropark & Riverwalk – Connecting leadership to prospective donors and campaign planning

- Metroparks Executive Director instrumental in providing on-site tours and meeting with prospective supporters
- Director of Planning and Construction assists in planning recognition opportunities





Connecting with Prospective Supporters - Examples

Glass City Metropark & Riverwalk - Connecting prospective donors to elements of the park plan

- Memorial garden
- Director of Planning and Construction, Landscape Architect, Philanthropy Special Projects Coordinator, Chief of Philanthropy collaborated to make a meaningful proposal





Stewarding Existing Supporters



Stewarding Existing Supporters

Once a donation is made or committed, philanthropy staff work with park staff on:

- Providing meaningful experiences for supporters
- Connecting supporters to the impact of their giving





Stewarding Existing Supporters - Examples

Cannaley Treehouse Village

- Providing meaningful recognition and experiences for supporters
 - Custom recognition for campaign supporters created by park staff
 - Tours for supporters provided by programming staff
 - First stay opportunities and ongoing open houses supported by customer service





Stewarding Existing Supporters - Examples

Membership program

- Connecting Metroparks Members to the impact of their annual gifts
- Programming, operations and natural resources staff provide behind the scenes tours and information on projects
- Park staff help provide appreciation events for Members





**Putting it All Together,
Working Together**



Putting it All Together, Working Together

The Good – Where the magic happens

- Park staff provide knowledge, expertise, and experiences that fundraising staff do not possess
- Park supporters feel directly connected to the work being impacted by their support
- Fundraising staff can focus on what they do best – engaging supporters and making connections





Putting it All Together, Working Together

The Challenges – Where we trip up

- Park staff may be too eager or accommodating with supporters, offering options or recognition that does not follow philanthropy policy
- Fundraising staff may suggest projects or options for supporters that park staff cannot fulfill or are not in line with current priorities





Putting it All Together, Working Together

How to Make it Work

- Ensure philanthropy staff and park staff meet prior to talking to donors
- Keep park staff updated on fundraising policies
- Collaborate on support opportunities and current priorities to offer donors
- Designate a liaison on the philanthropy team that all park staff know they can contact with questions





**How does your organization
collaborate between park staff and
fundraising staff?**



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TOLEDO**

Thank you!