

WHAT CAN FRIENDS AND ALLIES OFFER?

1. Resources—for your park and for your group:

- ✓ **Presence:** allies will come to the park and fill it with the life and activity that is essential for a healthy park.
- ✓ **People power:** allies can become members, can help organize projects or events, or can volunteer in the park.
- ✓ **Partners:** Other organizations can bring their members to the park and to events and meetings your group sponsors. They can also let you send notices to the people on their mailing lists.
- ✓ **Funds:** Individuals can write checks, make in-kind donations, and get their friends and employers to do the same. Elected officials can fund programming in the park or a park renovation.

2. A Community who “owns” the park and cares about it

- ✓ When you reach out to people, you help them feel that the park is theirs, not somebody else's. When people feel a sense of ownership towards and responsibility for the park, they are more likely to treat it with respect—and speak up to those who don't.

3. Credibility

- ✓ With the support of individuals and institutions around the park, you have more authority to speak on issues relating to the park than if you only represent tiny fraction of park users.

4. Power

- ✓ Elected officials will want your support and recognition, and city agencies will be more responsive to you, if your group represents lots of people.