

# WHY EVENTS ARE IMPORTANT

## I. THEY'RE GOOD FOR THE PARK

"If you don't use it, you lose it."

- ✓ A buzz of sustained, positive activity is key to a safe and vibrant park.
- ✓ Especially if you're trying to "take back" a park, there's no substitute for a steady stream of events that brings in the good and drives out the bad.
- ✓ Events in a natural area, such as birdwatching or a hike, can help introduce people to the park as a community resource
- ✓ Don't forget to host events in the early evening (stargazing, music, sports), when the park is most often underused (or abused).

**Good times in the park mean good feelings towards it.** When people have a good time in the park because you've drawn them in with a good event, they'll feel better about the park and be more likely to respect it and support it in the future.

## II. THEY'RE GOOD FOR YOUR GROUP

**They can help increase your membership.** Events bring new people into the park. Take advantage of this by having a table at *every* event where people can sign up for your mailing list and find out how to get involved or become a member.

**They can be used to leverage resources.** A successful track record putting on events can demonstrate to potential supporters that your group can make a difference in the park. This helps when seeking funds from everyone from elected officials to corporations and businesses.

**They raise your group's profile.** A successful, well-run event adds to your reputation, which will help you get more support and attendance at future events.