

**2021 Park Foundation School Schedule**

Saturday 8/21/21	Sunday 8/22/2021	Monday 8/23/2021	Tuesday 8/24/2021	Wednesday 8/25/2021	Thursday 8/26/2021
Faculty Arrives		<b>6:30 - 8:00 am</b> <i>Breakfast</i>	<b>6:30 - 8:00 am</b> <i>Breakfast</i>	<b>6:30 - 8:00 am</b> <i>Breakfast</i>	<b>6:30 AM</b> <i>Continental Breakfast</i>
		<b>8:15 - 9:30 am</b> Build a Successful Parks Foundation (101A) Brooke Pardue	<b>8:15 - 9:30 am</b> What Exactly is a Brand, You Ask? (105) LaTresse Snead	<b>8:15 - 9:30 am</b> Got Stake? Developing Non-Traditional Stakeholder Engagement with Stressed Communities (109) Akiima Price	<b>8:30 - 10:00 am</b> Faculty/NAPF/Oglebay/NCS U Meeting
		<b>8:15 - 9:30 am</b> Taking Your Parks Foundation to the Next Level (101B) Lori Hazlett			<b>Return Home</b>
		<b>9:30 - 9:45 am</b> <i>Break</i>	<b>9:30 - 9:45 am</b> <i>Break</i>	<b>9:30 - 9:45 am</b> <i>Break</i>	
		<b>9:45 - 11:00 am</b> Cultivating a Strong Partnership Culture (102) LaTresse Snead & Tim Moloney	<b>9:45 - 11:00 am</b> Developing Your Foundation/Conservancy Strategic Plan (106A) Eriks Janelsins	<b>9:45 - 11:00 am</b> Fund Development (110) Eriks Janelsins & D. Lyn Dotson	
			<b>9:45 - 11:00 am</b> Shifting Your Park Foundation from Strategic Planning to Strategic Doing During & After COVID-19 (106B) Dr. Nathan		
		<b>Break</b> <b>11:00 - 11:15 am</b>	<b>Break</b> <b>11:00 - 11:15 am</b>	<b>Break</b> <b>11:00 - 11:15 am</b>	
		<b>11:15 am - 12:30 pm</b> Park Foundation Board of Director Basics - Recruitment, Selection & Development (103A) Tim Moloney	<b>11:15 am - 12:30 pm</b> Small Group and Individual Work - Students Framing in Plan Addressing Challenge, Problem or Idea (112) All Faculty	<b>11:15 am - 12:30 pm</b> Students Finalizing Plans for Addressing Challenge, Problem or Idea (112) All Faculty	
		<b>11:15 am - 12:30 pm</b> The Strategic Work of Boards of Directors (103B) Scott Martin			
		<b>12:30 - 1:30 pm</b> <i>Lunch</i>	<b>12:30 - 1:30 pm</b> <i>Lunch</i>	<b>12:30 - 1:30 pm</b> <i>Lunch</i>	
		<b>1:30 - 2:45 pm</b> Students Work on Challenge, Problem or Idea (112) All Faculty	<b>1:30 - 2:45 pm</b> The Art of Fundraising (107A) Lori Hazlett	<b>1:30 - 2:45 pm</b> Communicating the Impact of Public Park & Recreation Agencies & their Public Lands Partners on the People & Communities They Serve (111) Dr. Nathan Schaumleffel	
			<b>1:30 - 2:45 pm</b> Let's Party - Fundraising Through Events (107B) Brooke Pardue		
		<b>2:45 - 3:00 pm</b> <i>Break</i>	<b>2:45 - 3:00 pm</b> <i>Break</i>	<b>2:45 - 3:00 pm</b> <i>Break</i>	
		<b>3:00 - 4:30 pm</b> Faculty/NAPF/Oglebay/NCS U Meeting	<b>3:00 - 4:15 pm</b> Meaningful Volunteer Engagement - Rethinking Volunteerism with Stressed Communities (104A) Akiima Price	<b>3:00 - 4:15 pm</b> Securing Your First Donor (108 A) Scott Martin	<b>3:00 - 4:15 pm</b> Students Present Plans addressing Challenge, Problem or Idea (112) All Faculty
	<b>4:30 - 5:30 pm</b> Student Check-In	<b>3:00 - 4:15 pm</b> Engineering Volunteerism as a Program Area - Transforming Volunteer Management to Volunteer Engagement to Enhance Recruitment & Retention (104B) Dr. Nathan Schaumleffel	<b>3:00 - 4:15 pm</b> Growing Relationships with Your Donors/Corporate Sponsors (108B) Eriks Janelsins		
	<b>6:00 PM</b> <i>Welcome Activities Reception/Dinner</i>	<b>5:30 PM</b> <i>Dinner</i>	<b>5:30 PM</b> <i>Dinner</i>	<b>6:00 PM</b> <i>Banquet</i>	
		<b>7:00 - 8:00 PM</b> Today's Public Funding & Policy Landscape Opportunities (113) Jayne Miller & Emily Tranter			

## 2021 Park Foundation School Classes

2021 Class Offerings		Faculty
101A	<p><b>Build a Successful Parks Foundation - The Why &amp; How</b></p> <p>A parks foundation can bring tremendous value to a municipal, county, state and federal parks system, through advocacy, additional resources, and leveraging of community support. We will discuss the unique benefits of a nonprofit/government alliance, and concrete steps to take as you stand up your foundation, setting it up for success. This class is for those who wish to start a parks foundation, or who have a relatively new foundation or conservancy.</p>	Brooke Pardue
101B	<p><b>Taking Your Park Foundation to the Next Level</b></p> <p>The basis of a park foundation is the board of directors. Board members must have a robust understanding of the wide variety of roles that park foundations can play and the positive impact that they can make on the public park and recreation systems that they are incorporated to support. As critical is a flexible, passionate, mission driven staff. To take your park foundation to the next level, you must ensure all involved understand mission, value, and outcomes. This session will highlight nonprofit governance standards, the roles, and responsibilities of nonprofit boards vs. staff to make a measurable impact on its mission and performance measures. This class is for those who have an established parks foundation and are looking for the next “big” thing.</p>	Lori Hazlett
102	<p><b>Cultivating a Strong Partnership Culture</b></p> <p>Strong Park Foundation/Conservancy and Park Agency Relationships are critically important for the successful protection, stewardship, and engagement of natural areas and landscapes that provide meaning and value to so many. Participants in this course will learn how to create a successful, strong, and sustainable partnership culture that goes beyond financial support and transcends into collaborative leadership for the benefit of parks and communities.</p>	LaTresse Snead (virtual) & Tim Moloney
103A	<p><b>Park Foundation Board of Director Basics - Recruitment, Selection, and Development</b></p> <p>This class will provide attendees with fundamental elements of creating a board of directors. The class will touch on reasons to create a board; clarifying the role of a board; identifying and selecting board members; board member orientation; board bylaws and policies; meeting agenda and meeting minutes protocols; board operations calendars; creating board committees; organization finances; organizational staffing with inhouse staff and/or consultants; and comparing and clarifying roles of board and staff.</p>	Tim Moloney
103B	<p><b>The Strategic Work of Boards of Directors</b></p> <p>This class will focus on the strategic work of a board of directors covering organizational goal development, implementation, and reporting; board and staff development and training; supervision and performance evaluations of staff; board and organization management and leadership; annual board planning sessions; organizational budget development and management; and introduction to organizational strategic planning.</p>	Scott Martin
104A	<p><b>Meaningful Volunteer Engagement - Rethinking Volunteerism with Stressed Communities</b></p> <p>Volunteering is an act of an individual or group freely giving time and labor. Traditionally volunteers consist of people motivated to spend their free time helping with a project or a person. However, when your audience is economically stressed, there are multiple factors that can impact one’s willingness to donate their precious, free time. This session will explore how and why projects related to the outdoors (picking up trash, building trails, removing invasive plants, etc.) can be unattractive and trigger a sense of disconnect.</p>	Akiima Price

104B	<p><b>Engineering Volunteerism as a Program Area - Transforming Volunteer Management to Volunteer Engagement to Enhance Recruitment &amp; Retention</b></p> <p>Friends groups and park foundations are where public park and recreation administration and the nonprofit world of philanthropy, fundraising, and volunteer management collide. We all know fun costs funds! In the world of park foundations, funds come from a strong, engaged, and happy cadre of volunteers who are having satisfying leisure experiences through relationship-building, regular volunteer engagement, active membership participation, consistent giving, assertive advocacy, and board leadership. The cornerstone of a park foundation is the board of directors. One of the BoardSource ten roles and responsibilities of nonprofit boards is “to ensure adequate resources – one of the board’s foremost responsibilities is to provide adequate resources for the organization to fulfill its mission,” which includes volunteers. This session will deploy the concepts of leisure and place attachment to build membership to increase individual volunteerism to build donor relationships by engineering volunteerism as a “program area.” The session will highlight the role of strategic partnerships for recruiting and engaging diverse groups of volunteers, such as students, people of color, individuals who identify as LGBTQ+, individuals who have low-incomes, individuals with disabilities, individuals who recently immigrated to their community, etc.</p>	Dr. Nathan Schaumleffel
105	<p><b>What Exactly is a Brand, You ask?</b></p> <p>A brand can help you create a relationship with your audiences to cultivate loyalty and trust leading to increased social awareness, reputational value, and the ability to raise more money over time. Join this class to understand the importance of developing a solid brand and explore strategies for building a stronger brand identity for your organization.</p>	LaTresse Snead (virtual teaching)
106A	<p><b>Developing Your Foundation/Conservancy Strategic Plan</b></p> <p>Benjamin Franklin said, “By failing to prepare, you are preparing to fail.” Any park, foundation, or conservancy requires comprehensive planning in order to achieve any significant goal, and non-profit strategic planning seminars are omnipresent; how do we move away from famous quotes and inspirational dialogue and tackle the real challenges that face park foundations working at the intersection of public spaces and fundraising? We will explore specific strategies in the planning process that will drive fundraising success and share examples of how other organizations have been able to grow to reach important milestones in their evolution. How do you structure a planning process that builds alignment between your foundation and the park?</p>	Eriks Janelins
106B	<p><b>Shifting Your Park Foundation from Strategic Planning to Strategic Doing During &amp; After COVID-19</b></p> <p>The cornerstone of a park foundation, friends group, conservancy, or public lands partner is the board of directors. One of the BoardSource ten roles and responsibilities of nonprofit boards is “to ensure effective organizational planning by actively participating in an overall planning process and assisting in implementing and monitoring the plan’s goals.” This class will reinforce the inextricable link between the strategic plan of a supporting organization and the public park and recreation agency’s master and/or strategic plan. This session will introduce the principles of strategic doing, an agile process of “continuous iteration of experiments to figure out ‘what works’” for collaboration among “open, loosely connected networks” throughout a community.</p>	Dr. Nathan Schaumleffel
107A	<p><b>The Art of Fundraising</b></p> <p>Fundraising is much more than asking for money. Cultivating long-term relationships with donors is a key component. In this course we will discuss funding needs and how to find the perfect donor to support the need.</p>	Lori Hazlett
107B	<p><b>Let’s Party – Fundraising Through Events</b></p> <p>The primary focus of a Parks Foundation is to provide additional funding to support a parks system. There are many ways to raise money; this class will discuss the ins and outs of event planning, from small “friend-raisers” to large public events.</p>	Brooke Pardue

108A	<p><b>Securing Your First Donor</b></p> <p>So, you have a great idea. And you have a pile of people behind it (perhaps). But how do you get that first big donor who will buy into the idea and create a catalyzing moment that builds credibility and momentum going forward? This discussion will explore that pivotal first moment and gift and how development of it will shape your internal culture of giving and donor relations going forward.</p>	Scott Martin
108B	<p><b>Growing Relationships with Your Donors/Corporate Sponsors</b></p> <p>Fundraising success is often directly correlated to the relationship between the individual and organization soliciting the gift and the donor. You will learn to develop a process and cultivation cycle within your organization that is both authentic to you and your organization and sustainable. From stewardship to solicitation, what motivates your donors and how do you manage thru each critical</p>	Eriks Janelsins
109	<p><b>Got Stake? Developing Non-Traditional Stakeholder Engagement with Stressed Communities</b></p> <p>Stakeholder engagement is fundamental to any successful organization. However, when your mission does not clearly connect with the values of your targeted audience they can be quickly labeled “hard to reach”. This class will explore strategies to invest in stressed communities before you expect community investment in your mission.</p>	Akiima Price
110	<p><b>Fund Development</b></p> <p>Creating and growing your comprehensive fundraising program is the core work of your Foundation or Conservancy. You will benefit from learning from past fundraisers through an interactive class that integrates practical approaches to establishing success in fundraising for your park. In addition to learning about best practices in annual fund development, major gift solicitation, and planned giving strategies, you will leave this class with a completed fundraising plan for a specific project that is a priority for you and your organization.</p>	Eriks Janelsins & D. Lyn Dotson
111	<p><b>Communicating the Impact of Public Park &amp; Recreation Agencies &amp; their Public Lands Partners on the People and Communities they Serve</b></p> <p>The class will discuss the importance of communicating the impact of the public park and recreation agency on the people and community it serves; as well communicating the role of the public lands partner organization that provided support to enable the public agency to make maximum impact.</p>	Dr. Nathan Schaumleffel
112	<p><b>Student Work on Plans to Address Challenges, Problems and Ideas</b></p> <p>Each student will have articulated, prior to their arrival at Olgebay, a specific challenge, problem or idea they would like to address at their park agency, foundation or conservancy. This class will provide time for students to discuss and work with other students and faculty on their challenge, problem or idea and develop a specific plan to take back home with them to address the challenge, solve the problem or implement the idea.</p>	All Faculty
113	<p><b>Today’s Public Funding &amp; Policy Landscape Opportunities</b></p> <p>With the confluence of the new Federal Administration and change in Senate leadership as well as the economic impacts of the COVID pandemic on governments, there is currently an unprecedented opportunity to proactively engage with Congress and the Administration to secure major resources as well as influence policy. While unique, this time is also limited, as the 2022 election cycle and outcome will influence the speed and breadth of federal legislative efforts. This class will provide current time information on the public funding landscape and share public funding opportunities and opportunities to influence policy that will impact the work of park agencies and park foundations.</p>	Jayne Miller & Emily Tranter (virtual)