



The Playground Clean Up: How to Develop a Successful Volunteer Program



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

RECREATION AND PARKS
DEPARTMENT

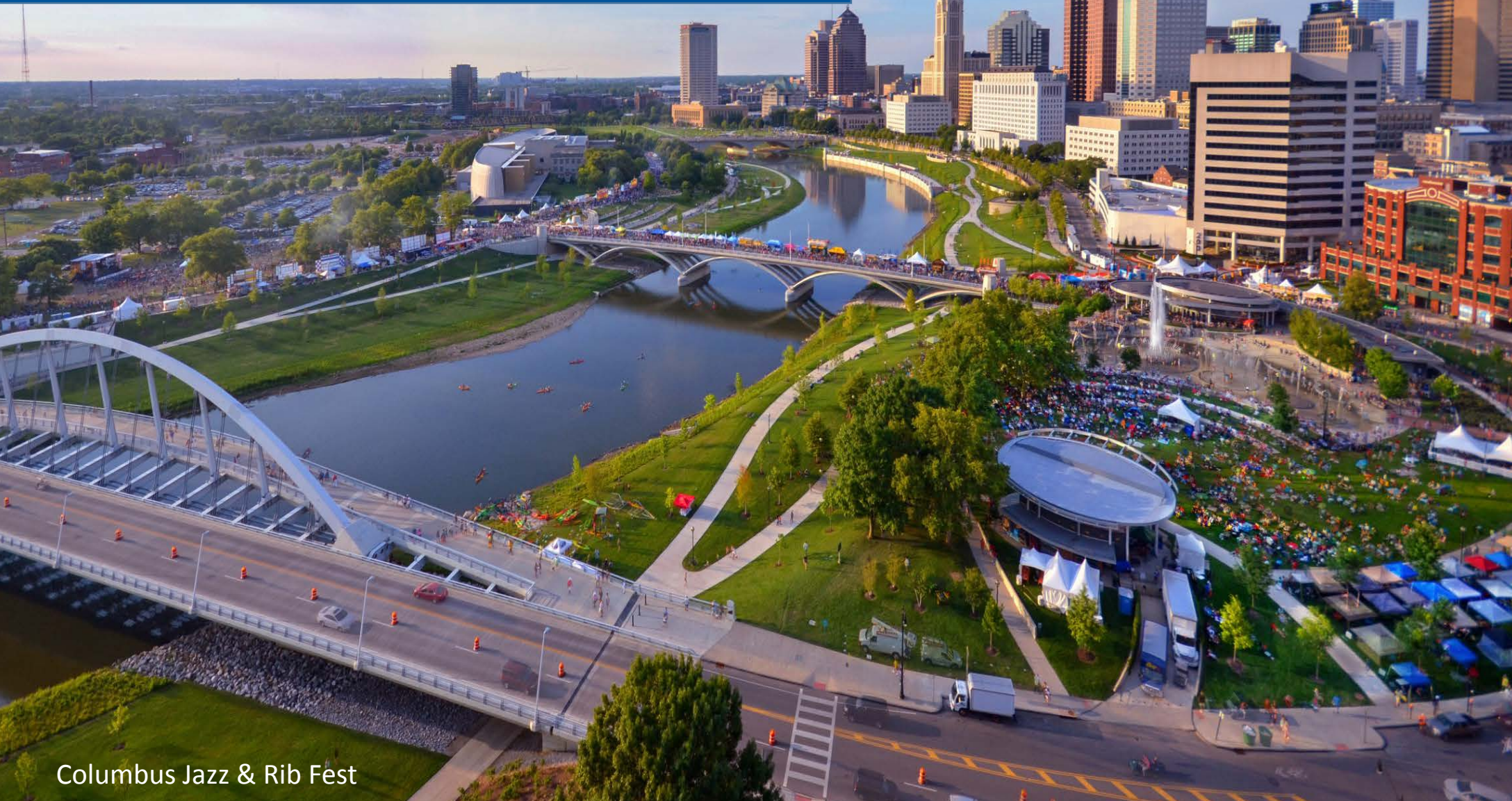
Group Discussion

Discuss your current volunteer program:
What challenges or successes does your program currently have?
What are the goals for your volunteer program?



Columbus Recreation & Parks Department

We connect the people of our community through the power of nature, wellness, and creativity.



WHAT WE ARE

RECREATION



29

COMMUNITY CENTERS

+ facilities for cultural arts, outdoor education and therapeutic recreation

5 ATHLETIC COMPLEXES



6 GOLF COURSES



8 OUTDOOR POOLS



+ AN INDOOR AQUATIC CENTER



5 SPLASH PADS AND INTERACTIVE FOUNTAIN



PARKS

370+

PARKS

8,221 ACRES OF PARKLAND



120

MILES OF REGIONAL TRAILS

3 RESERVOIRS

TOTALING 4,240 ACRES



14 NATURE PRESERVES

1

SKATE PARK

for BMX, skateboards and rollerblades



5 DOG PARKS

RENTABLE SPACES

10 ENCLOSED SHELTERS : 16 OPEN-AIR SHELTERS

WHO WE SERVE



THE CITY OF
COLUMBUS
RECREATION AND PARKS



1.9 MILLION
via on-site programs,
events and facilities



1.5 MILLION
via online content,
email campaigns and
social media

WELLNESS



845,000+

PEOPLE UTILIZED THE
CENTRAL OHIO GREENWAYS



122,000

TOURNAMENT / LEAGUE PARTICIPANTS AND GUESTS
AT BERLINER SPORTS PARK

302,000

PROGRAM PARTICIPANTS AT
5 ATHLETIC COMPLEXES



162,000

PARTICIPANTS IN AQUATICS PROGRAMS



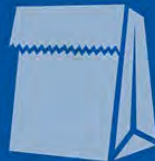
189,000

GOLF PARTICIPANTS

COMMUNITY

220,000

COMMUNITY CENTER VISITORS



543,000

FREE MEALS SERVED
THROUGH THE SUMMER FOOD PROGRAM

4,100

INDIVIDUAL YOUTH GRANT RECIPIENTS
THROUGH THE PLAY PROGRAM



2,600

FREE SWIM LESSONS

11,300+

VOLUNTEERS



CULTURE



23,300

CULTURAL ARTS CENTER
VISITORS AND CLASS PARTICIPANTS

200,000+

ATTENDANCE FOR
JAZZ & RIB FEST



CRPD Volunteer Program



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Volunteers Opportunities: Litter Clean Ups, Invasive Plant Removals, Playground Clean Ups, Landscape Projects, Tree Plantings, Special Events, Golf Course Attendants, Therapeutic Recreation, Coaching, Mentoring, Tutoring



Volunteer Events

- Corporate Partners
- Community and Non-Profit Partners
- 11,311 volunteers in 2017
- 137,019 volunteer hours served in 2017
- \$3,304,497 Value of Volunteer Time



Playground Volunteer Program

History

- Combatting Vandalism and Increasing Community Pride
- Foundation & Expansion
- Corporate Involvement

<u>Year</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>
Volunteers	454	337	321	238	189	165
Volunteer Hours	1362	1011	898	714	567	495
Yards of Playground Chips	690	567	1047	534	359	400



Challenges

- Funding
- Staffing
- Communication
- Neighborhood Involvement



Playground Volunteer Program

Successes

- Internal Partnership Improvement
 - Community Relations
 - Maintenance
 - Forestry
 - Sports
- Growth
- Long Term Individual and Corporate Partners



Goals

- Data Collection
- New partners/sponsors
- Founding partnerships for CRPD Foundation
- Cancellation Policy
- Adopt A Park/Community Center
- Staffing
- Strategic Plan

Lowe's Volunteer Tool & Trailer Partner



Lowe's partners with CRPD to support the volunteer program through the donation of tools and a volunteer tool trailer.



Columbus Blue Jackets Foundation



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In 2016, CBJ committed to building 8 playgrounds throughout central Ohio in 4 years. Staff and players have assisted with each build and CBJ has committed to a \$400,000 donation. [CBJ Barnett Playground Build](#)

Columbus Recreation and Parks Department's Educational Garden Program

Columbus Recreation and Parks Department strives to be the premier health and wellness resource for Columbus residents.

Through a partnership with Local Matters, we provide education and resources to support healthy eating and active living in Columbus.

Local Matters is a local non-profit organization with the mission to create healthy communities through food education, access and advocacy.

Together, we are teaching youth to adopt healthy habits that will last a lifetime.



Tips and Tricks for Successful Partnerships

Why partners choose to work with CRPD

- Huge Reach: 1.8 million in programs, 1 million in online content
- Work with high need populations
- Recognition: Social media recaps of service events
- Multiple engagements throughout the year, diverse opportunities
- Communication through monthly newsletter
- Consistent quality service projects that include:
 - A) Shared impact, The WHY
 - B) Organized materials/directions
 - C) Different jobs for different physical levels and ages
 - D) Thank you to volunteers
 - E) Future opportunities to contribute
 - F) Re-directing if necessary



Group Activity: Needs Assessment and Program Development

Individual Directions:

- 1) Brainstorm all job duties/assignments in one department (paid staff and volunteers)
- 2) Identify all tasks that can only be completed by paid staff. Ask why they can only be done by paid staff?
- 3) Remove paid staff responsibilities and focus only on volunteer duties
- 4) Cluster tasks into groups of similar duties
- 5) Create a team or position description
- 6) List the responsibilities of the team
- 7) Identify which paid team will manage the volunteers
- 8) Prioritize. Which team will have the most impact? Which will be the most successful? How will success be evaluated?

Group work: Share what you discovered with your group. How will you recruit for these positions?



Recruitment and Growth Strategies



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Job Descriptions: Based on Needs Assessment Activity, create job descriptions. Use the job descriptions to justify why volunteers should join you and sell the position.

Typical Reasons Volunteers Join an Organization:

- **Values. Organization's mission matches Volunteer's personal mission**
- **Career. Organization will help volunteer with career goals**
- **Social. Organization provides social opportunities for volunteer**
- **Understanding. Organization provides knowledge, skills and abilities**
- **Enhancement. Organization will provide warm and fuzzies to volunteer**

Recruitment: Word of Mouth, Social Media, VolunteerMatch, Flyers/Print Materials, College Fairs



Volunteer Engagement



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- Experienced volunteers are more efficient, safer, and lead by example
- Creating a group of repeat volunteers creates successful programs
- Maintain consistent volunteer experiences
- Maintain high quality volunteer interactions
- The small things matter: take care of your volunteers
- Connect and work with volunteers, learn their story and be grateful!
- Follow up: stay in contact and engage after service project
- Social media recaps of the event, PR benefits your program and partners!



Adapt: Don't be afraid of large groups!



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Safety and Quality and Consistency of Programs



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Evaluating volunteer programs for safety, quality, volunteer satisfaction.

- Asking if volunteer duty is appropriate and safe
- Liability Waivers
- Injury/Incident Reports/Documentation
- Background Checks for Vulnerable Populations
- Policy: Power Tool Policy
- Volunteer Manual with Policies
- Collecting Volunteer Numbers and Hours Served, Data shows the impact
- Offering Training for Staff Supervising Volunteers
- Training for Volunteers
- Volunteer Appreciation: National Volunteer Week: April 7-13
- Volunteer Administrator Network: VAN Central Ohio, Ohio Conference on Service & Volunteerism





Think, Pair, Share!

How can you apply the ideas shared today towards starting or growing your volunteer program?

PARTNER WITH

Interested in partnering with CRPD? Contact us!



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