



WEBINAR

Empowering Volunteer Leaders Through Trainings and Events

Thursday, February 26, 1-2pm ET



Photo credit: Park Pride

MODERATOR



Doreen Stoller

Former President & CEO
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(Houston)
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CEUS

- General CEUs
- AICP



SPEAKERS



Eli Dickerson

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Barry Rivera

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Eli Dickerson

Director of Education

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Park Stewardship Academy



**Who we are
and
What we do**



What is PSA?

How is it funded?

Curriculum:

- History
- Storytelling
- Advocacy & Civics 101
- Asset Mapping
- Leading and Retaining Volunteers
- Team bldg & Field trips
- Park Ecology
- Group Structure and Sustainability
- Grants & Fundraising
- Park Activations
- Leading with Empathy
- Public Art for your park



Small Groups

- More attention
- More one-on-one
- Team building
- So we can get close
- We didn't have a choice!



Time

- Time together
- Timing of program
- Timing of sessions
- Respecting everyone's time (especially the volunteers')



Diversity = Strength

- ...of Cohort
- ...of Learning
- ...of Curriculum



Support (the program)

- Budget
- Prep time
- Staff support
- Support the RISK.
- If you're not the expert, bring someone in who is an expert!



Innovation and Adaptability

- Do, Learn, Update, Repeat
- Listen to your volunteers
- Listen to your intuition and lived experience
- Don't be afraid to tackle tough topics. In fact, embrace them
- Be honest, empathetic and adaptable



Continued Engagement

- Stay connected after graduation
- Invite them to events- BIG and small
- Call on them to be guest speakers in the future
- Friend them on social media. Text them. Congratulate them on their victories.
- Invite them to participate in other programs (grants, volunteerism, education, conferences, etc)





Park Stewardship Academy made me not afraid to do the BIG things

- Coreen Dent, Friends of Empire and Harper Park in Atlanta, GA



for the greener good



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Key Takeaways:

- Trust goes a long way
- Invest in what you trust
- Building relationships > knowledge dumping
- You don't have to be the expert!
- Consult with others already doing what you want to do!
- Peer learning is paramount



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Thank you!

Eli Dickerson
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**AUSTIN
PARKS
FOUNDATION**

**Empowering Volunteer Leaders
Through Trainings and Events:**

It's My Park Day

Barry Rivera, Senior Programs Manager APF

Austin Parks Foundation (APF) partners with our community to enhance people's lives by making our public parks, trails and green spaces better through volunteerism, innovative programming, advocacy and financial support.



DÍA DE MI PARQUE

IT'S MY PARK DAY

SATURDAY, NOVEMBER 5TH • AUSTINPARKS.ORG/IMPD



IT'S *My Park* DAY

SPRING  2017



DÍA DE MI PARQUE

IT'S MY PARK DAY

SATURDAY, MARCH 5TH | AUSTINPARKS.ORG/IMPD



IT'S MY PARK DAY SPRING IMPACT

20 25



89 Projects



3,336 VOLUNTEERS

995 YDS.³ OF MULCH SPREAD

10,450 LBS. TRASH COLLECTED

AUSTINPARKS.ORG/IMPD

It's My Park Day Spring Impact 2023

84 PROJECTS



663

cubic yards of mulch spread

PRESENTED BY:



**AUSTIN
PARKS
FOUNDATION**



airbnb

\$296,595

in value after



9,903



volunteer hours
were logged

42,500

pounds of trash collected
across the city



3,301

volunteers across the city



Event Logistics

Projects are submitted by community members, vetted by APF and approved by APR



January

Projects open for the public to register



February

It's My Park Day Spring!



March

TREE MULCHING

If mulching, the below questions are vital for delivery. However, if you do not have that information now, you may add it after your project has been approved.

Are you planning to mulch trees or other areas? *

Yes

No

Other examples: Trails, garden beds, landscaped areas.

Please provide a name, email and phone number to be the mulch delivery contact

This person should theoretically be on site to meet the driver during delivery, but an accurate Google Map pin can make this unnecessary,

Any special instructions for APF and the mulch delivery driver

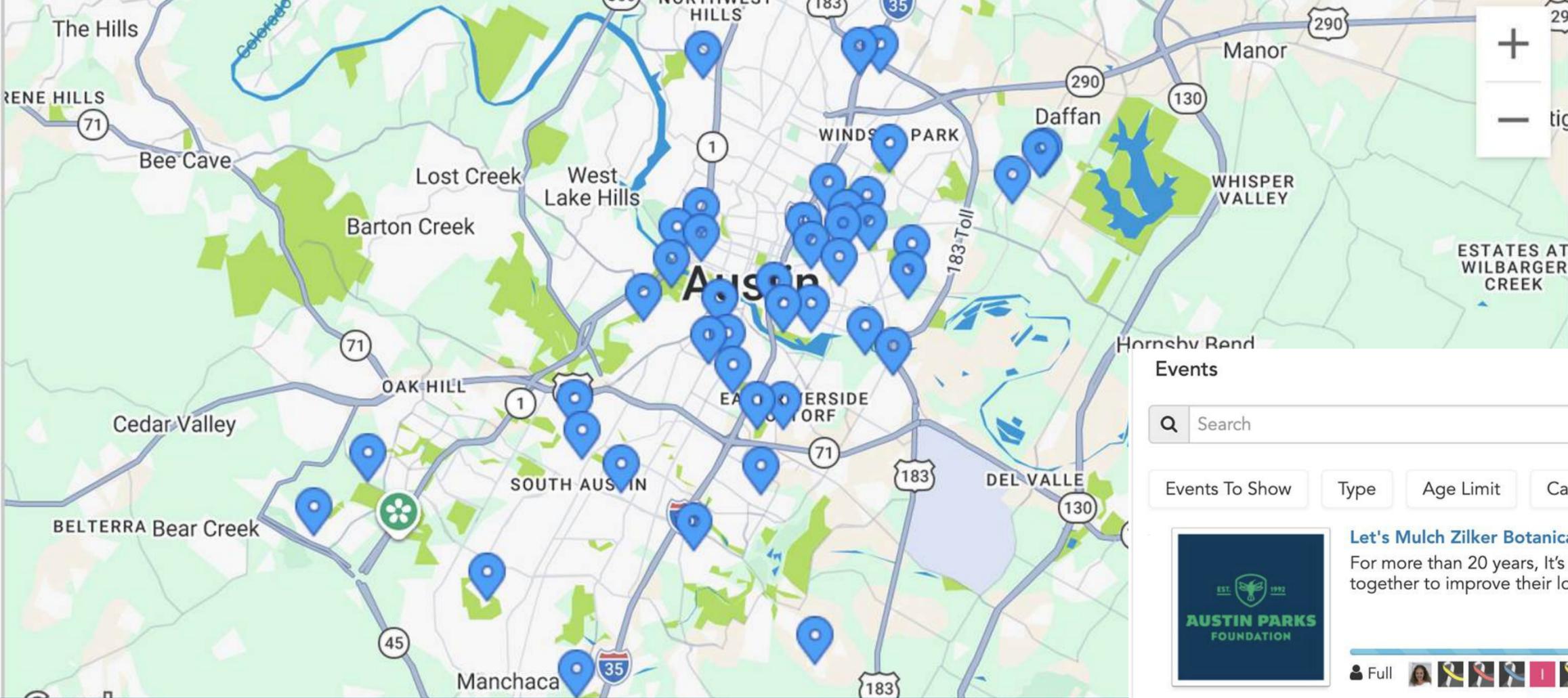
Please include anything that would inhibit a dump truck from safely dropping the mulch on your pin. For example, power lines, gates, tree limbs, etc.

If so, how many cubic yards of mulch do you think you'll need?

This isn't set in stone and we can help you determine an amount, but a best guess now is appreciated! Come talk to us if you need help determining a proper amount of mulch.

Please provide a link to a Google Map pin dropped on the exact preferred delivery spot. If you create a map





IT'S MY PARK DAY - DIA DE MI PARQUE

Saturday, March 7th

Volunteer Registration Now Open!

[REGISTER TO VOLUNTEER](#)

[PROJECT LEADER PORTAL](#)

It's My Park Day is Austin Parks Foundation's

Events

Search Clear

Events To Show
Type
Age Limit
Causes
Skills
Virtual/Remote
More
Sort

Let's Mulch Zilker Botanical Garden!

For more than 20 years, It's My Park Day has brought volunteers from across Austin together to improve their local parks and build co...

Sat, Mar 7, 2026
9:00am - 12:00pm
(CT)

Full +23

Pedal & Paddle Clean Up at Camacho Activity C...

Pedal, paddle, and pitch in for a cleaner park! Join us at the Camacho Activity Center for a Pedal & Paddle Clean Up, where Camacho sta...

Sat, Mar 7, 2026
9:30am - 11:30pm
(CT)

Full +36

Red Bluff Nature Preserve Wildflower Seeding ...

Join your fellow park lovers as we give back at Red Bluff Nature Preserve! We'll spend the day spreading wildflower seeds (direct sowing an...

Sat, Mar 7, 2026
9:00am - 11:00am
(CT)

Full +13

Kayak Lake Clean up and Cumbia with the Emma ...

Join the Emma S. Barrientos Mexican American Cultural Center - Casa de la Cultura Program, as we give back and kick back at Chicano Park.&n...

Sat, Mar 7, 2026
11:00am - 2:00pm
(CT)









**Projects that require
further approval**



Supporting the Volunteers and Project Leaders



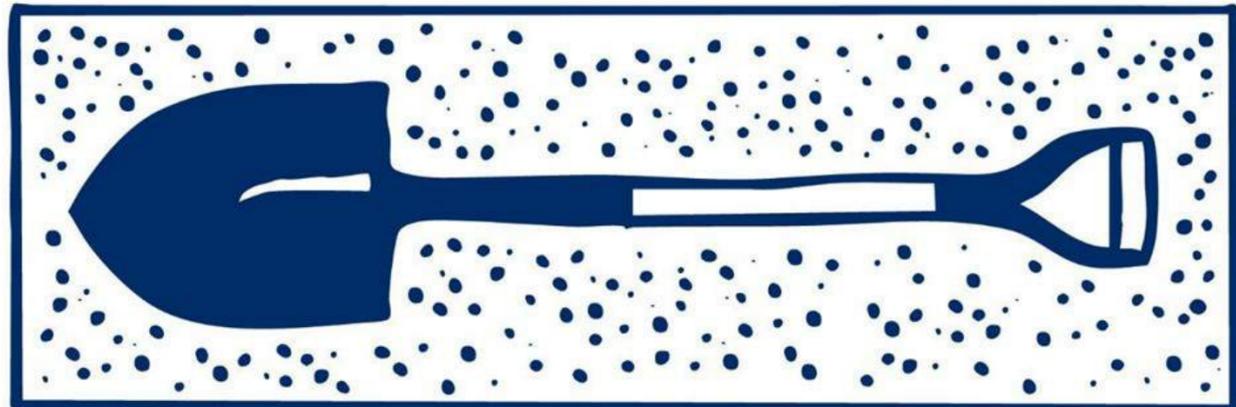




IT'S MY PARK DAY



SPRING
2025
PRIMAVERA



DÍA DE MI PARQUE



11.1.25







How IMPD fits into Programs at Large

- Monthly Community Volunteer Events
- Tool lending and volunteer support
- In the Parks Series
- Infrastructure and Activation Grants
- GivePulse support and optimization
- Adopt-A-Park
 - Quarterly trainings and updates
 - Parks Summit



Staff Capacity

- Two volunteer program staff who handle event logistics
- Communications team invaluable for promotion and shirts
- Development team works with local businesses to get discounts for volunteers after the event
- Programs team essential with relational piece
- Volunteers assist with tool and T-shirt distribution as well the entire organization

Funding

- Urban Forestry Grant covers mulch, utilize partners for trash and brush haul-off, seeking grants for dumpsters, etc.
- Shirts, mini grants, dumpsters roughly \$40-50K/event
- As a sponsorship opportunity, IMPD has raised between \$25,000 and \$60,000 annually
- Other ways to get sponsors involved through in-kind donations for supplies and snacks

Keys to Success

- Start small
- Leadership and organizational buy-in
- Trusting relationship with Parks Department is vital
- Lowering barriers to entry
- Be creative, lean into strengths
- Build relationships
 - Year-round work that allows this happen



Impact



**THANK
YOU!**



barry.rivera@austinparks.org