Turning Visitors into Partners

Howard Levitt
Director of Communications & Partnerships
Golden Gate National Parks
The Golden Gate National Parks

Established 1972
80,000 acres
16 million visitors annually
35,000 volunteers
500,000 hours of volunteerism
Part of an International Biosphere Reserve
Natural Resources
Scenic Resources
Recreational Resources
Lessons Learned in 40 Years
Create Emotional Connection and Personal Ownership
Provide a Ladder of Engagement

Visitor to volunteer to steward to advocate
Use Your Secret Weapon: **Authenticity**

People seek genuine experiences

You are the real deal
Volunteerism:
One of our greatest partnership successes

35,000 volunteers contributing 500,000 hours
Equals over 200 FTE
Yields $10.5 million of service
Create a Culture of Partnership

- Hire the right people
- Model partnership behavior
- Resource the effort
- You are in it for the long run
Enlist Strong Allies

14,000 members
Dream Team Board
$245M raised
20M visitors served by Alcatraz audio tour
8M volunteer hours/ 275,000 volunteers
Constituency of members, donors, volunteers, and advocates
Share Delivery of Your Mission
Over 250,000 square feet of historic structures used and maintained by partners

Nearly 5 million visitors enjoying partner programs
Partnership is not for Sissies
Factors for Partnership Success

1. Commit to partnership success
Factors for Partnership Success

1. Commit to partnership success
2. Assure shared goals and values
Factors for Partnership Success

1. Commit to partnership success
2. Assure shared goals and values
3. Ensure good communication
Factors for Partnership Success

1. Commit to partnership success
2. Assure shared goals and values
3. Ensure good communication
4. Leave ego and control at the door
Factors for Partnership Success

1. Commit to partnership success
2. Assure shared goals and values
3. Ensure good communication
4. Leave ego and control at the door
5. Use the strength of each partner
Factors for Partnership Success

1. Commit to partnership success
2. Assure shared goals and values
3. Ensure good communication
4. Leave ego and control at the door
5. Use the strength of each partner
6. Cut through institutional barriers
Factors for Partnership Success

1. Commit to partnership success
2. Assure shared goals and values
3. Ensure good communication
4. Leave ego and control at the door
5. Use the strength of each partner
6. Cut through institutional barriers
7. Demonstrate trust, courtesy, and diplomacy
Factors for Partnership Success

1. Commit to partnership success
2. Assure shared goals and values
3. Ensure good communication
4. Leave ego and control at the door
5. Use the strength of each partner
6. Cut through institutional barriers
7. Demonstrate trust, courtesy, and diplomacy
CRISIS

A time of danger;

危 机

A time of opportunity;
Thank you!