

# 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

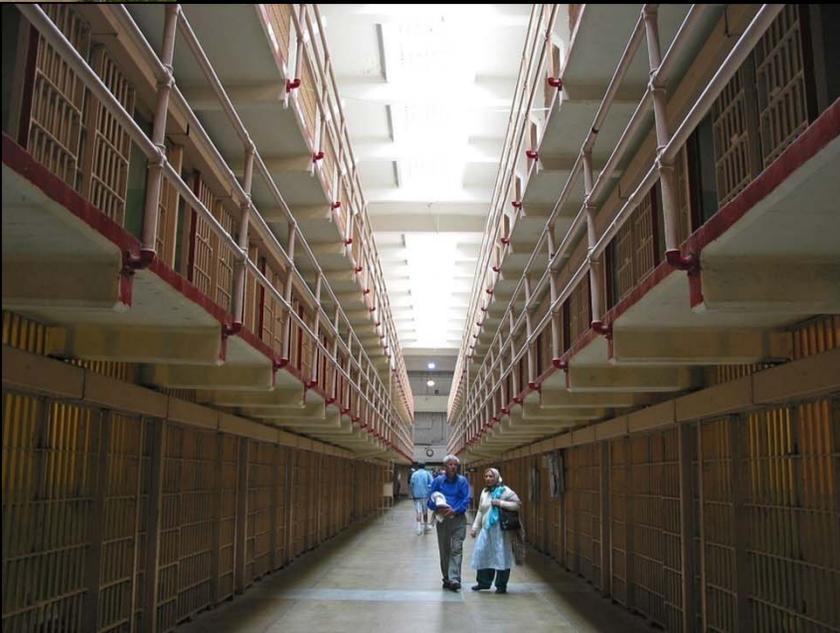
35,000 volunteers

500,000 hours of volunteerism

Part of an International Biosphere

Reserve

# Cultural Resources

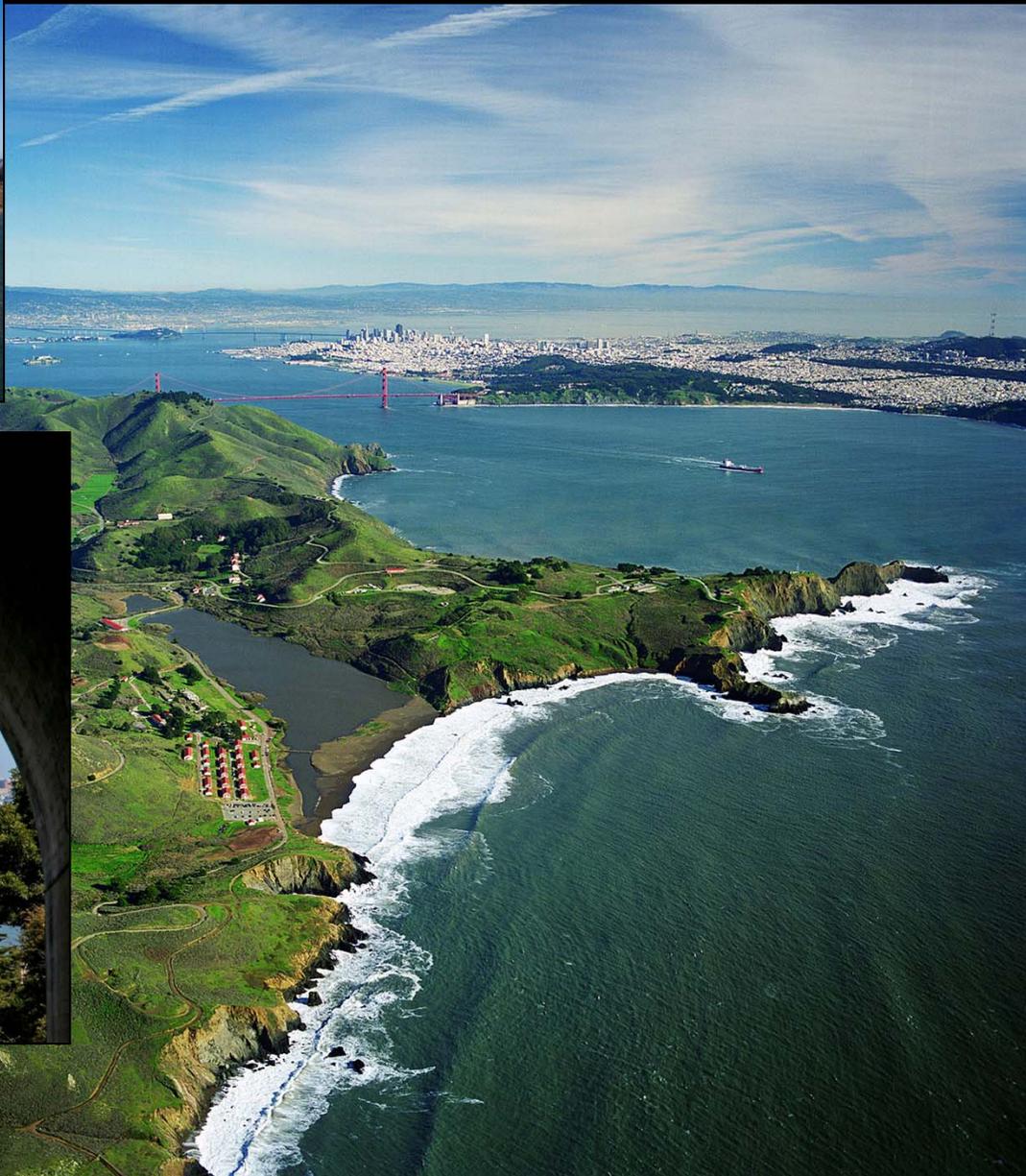




# Natural Resources



# Scenic Resources



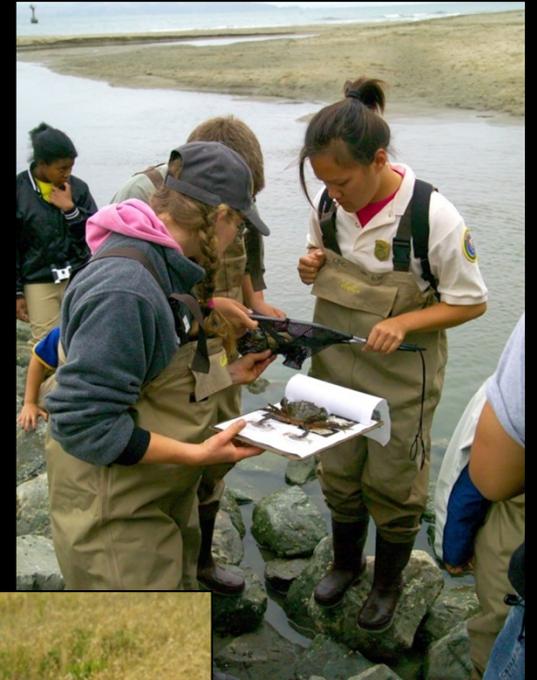
# Recreational Resources



# Lessons Learned in 40 Years

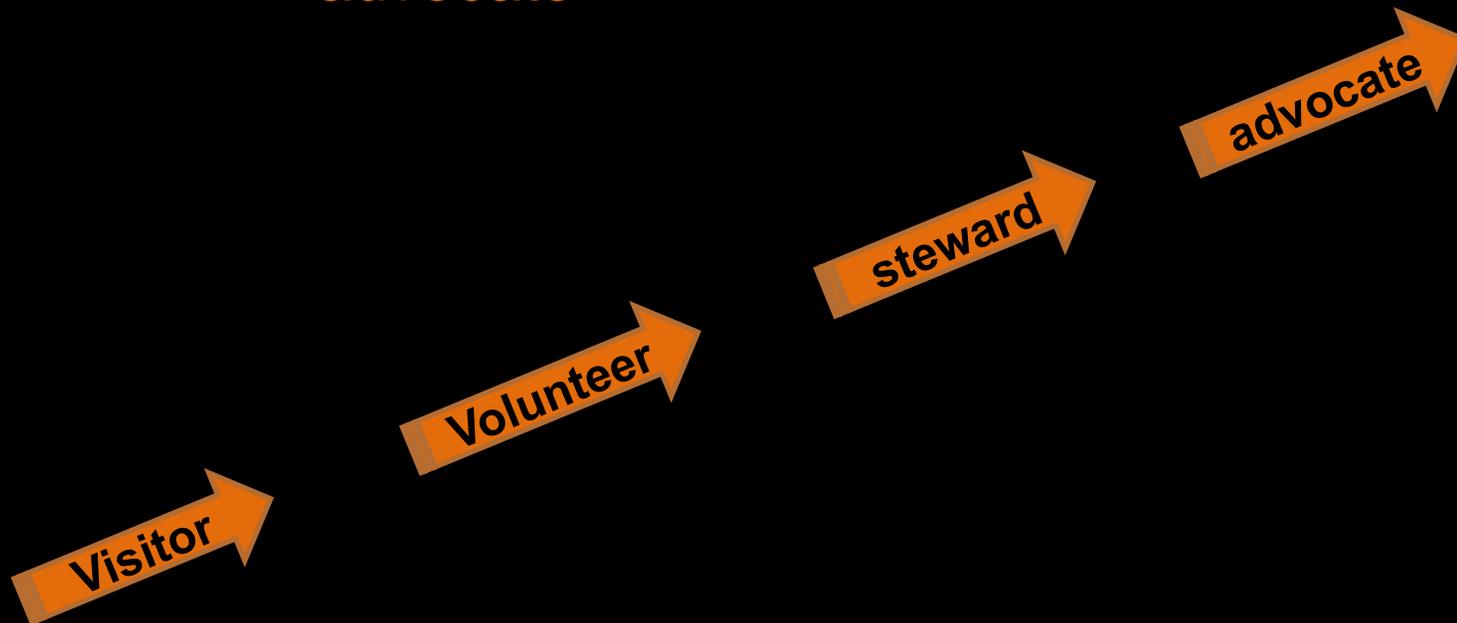


# Create Emotional Connection and Personal Ownership



# 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



# Our Most Loyal Supporters



# 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



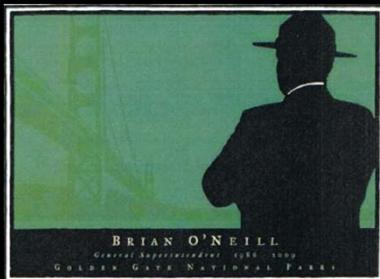
## Factors for Partnership Success

### 1. Commit to partnership success



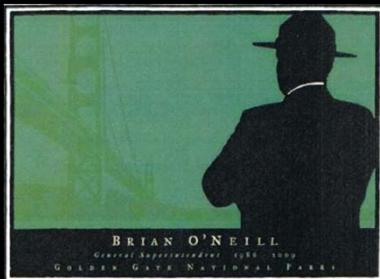
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2. Assure shared goals and values



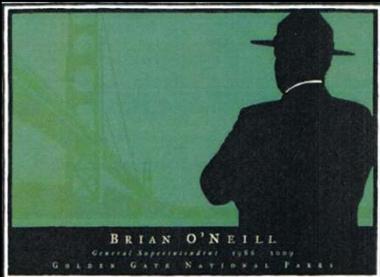
## Factors for Partnership Success

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2. Assure shared goals and values
3. Ensure good communication



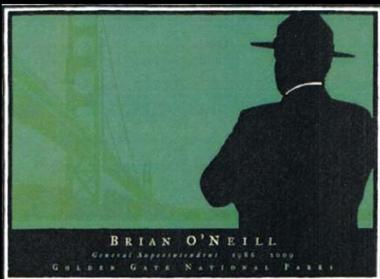
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5. Use the strength of each partner



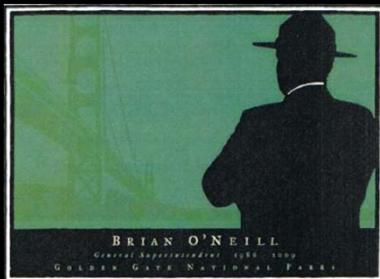
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8. Celebrate success.





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A time of opportunity;

**Thank you!**



