

# Friends Group Partners Impact: Full Report | 2020

In an effort to better understand the impact that friends groups have on Minnesota's parks and trails, Parks & Trails Council (P&TC) surveyed our friends group partners about their activities from calendar year 2020 (Jan.-Dec.). The data collected offers unique insight into the structure and function of friends groups. This report helps provide context to our friends group partners about the greater friends group landscape and offers details about specific functions, including members and volunteers, outreach, events and projects, and financials.

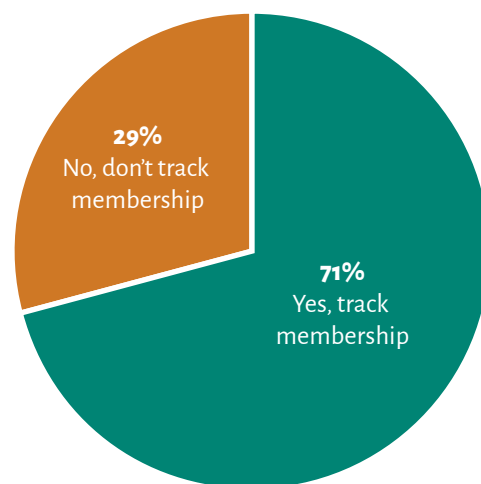
## Members

There are two main groups of people that are involved in friends groups: members and volunteers. For some friends groups, members and volunteers are one and the same; for others, members and volunteers are two distinct groups.

Not all friends groups track membership and each group has their definition of membership. A common theme among groups that track membership is that members are any person, business, or entity that has contributed money and/or time to the group's efforts. Some groups have a formal membership program where they collect annual dues (ranging from \$5 per individual to \$500 for a lifetime membership) while other groups maintain a more informal membership.

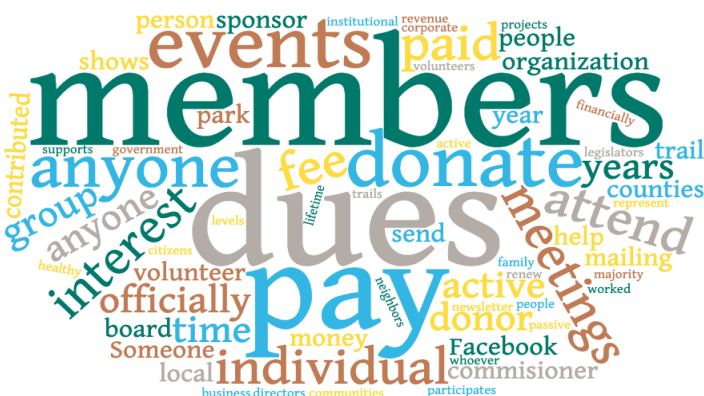
### Membership tracking

% of Friends Group Partners who track membership



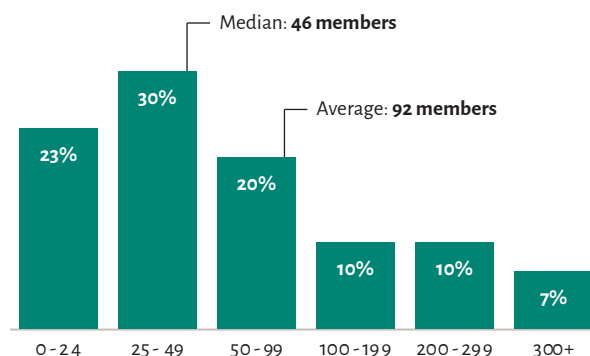
### Member Definition

Word cloud based on Friends Group Partners' definitions of "member"



### Friends Group Partners by membership size

% of Friends Group Partners with \_\_\_\_ members

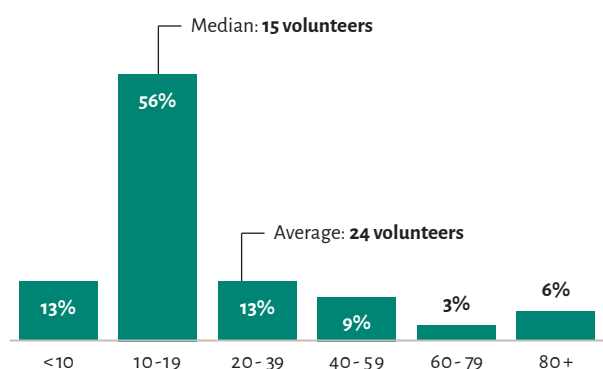


# Volunteers

Volunteers play a crucial role in friends groups, as they lead, contribute to, and carry out all of the group's activities. Volunteers are defined as anyone that contributed time and talent in support of the friends group. For most groups, volunteers are considered members, but not all members are considered volunteers.

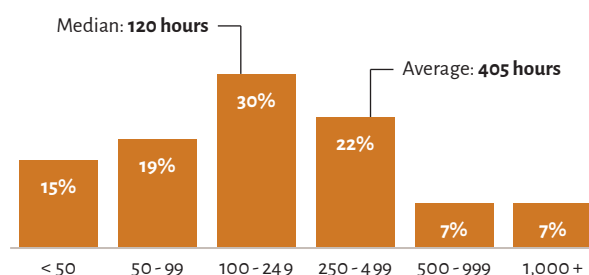
## Number of volunteers

% of Friends Group Partners who engaged \_\_\_\_\_ volunteers



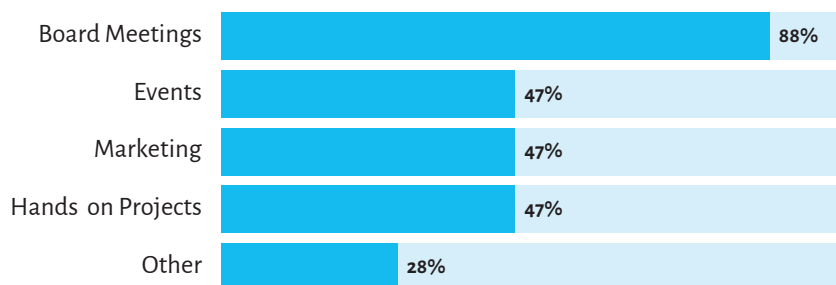
## Volunteer hours

% of Friends Group Partners whose volunteers contributed \_\_\_\_\_ hours



## Types of volunteer help

% of Friend Group Partners who had volunteers engage in \_\_\_\_\_



Volunteers wear many hats for friends groups, from behind the scenes organization to visible and on-the-ground projects. Volunteer roles look different for each group depending on the friends group's mission and purpose.

## Value of volunteer support

Average volunteer contribution



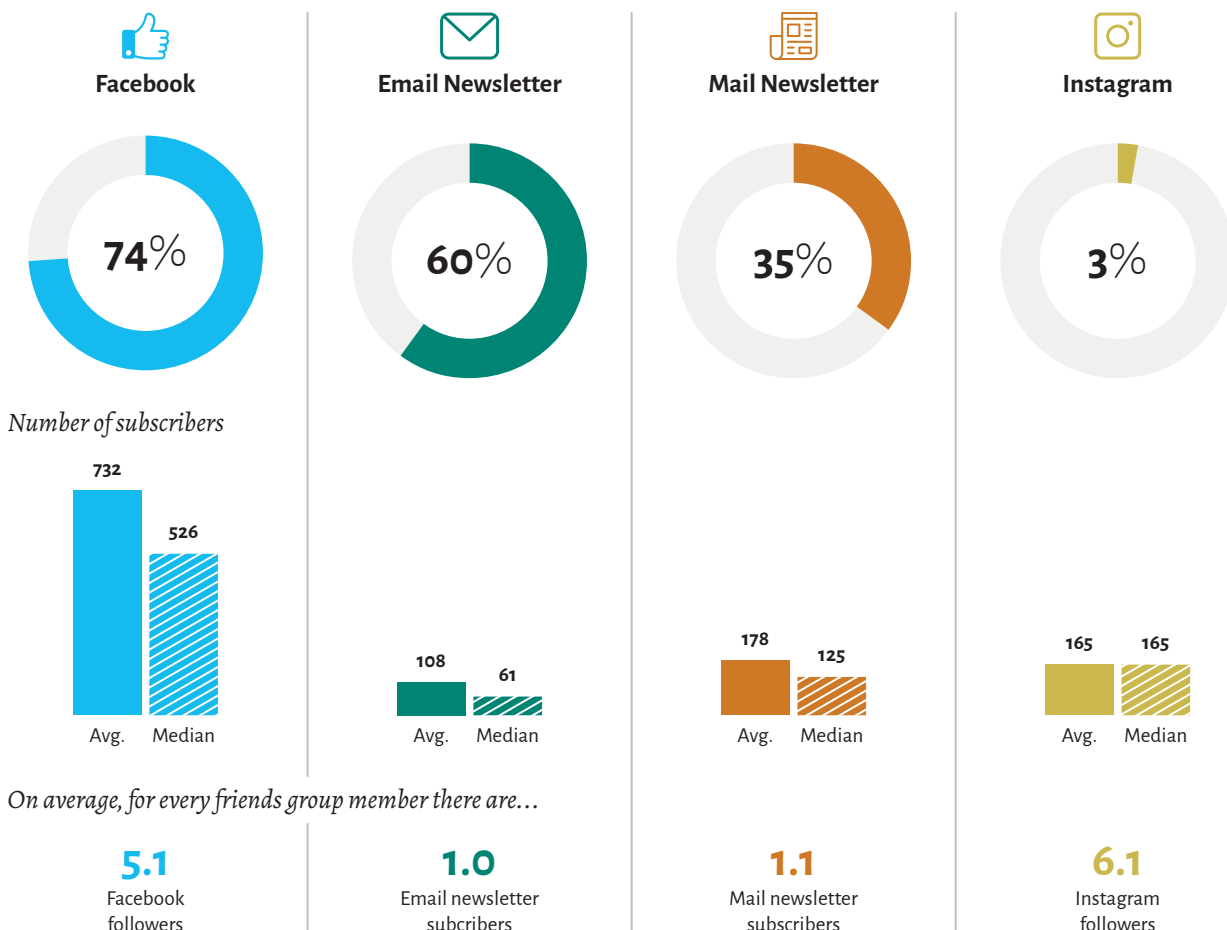
The value that volunteers provide is hard to quantify, but they undoubtedly make an impact. While some folks contribute money to friends groups, time is also an incredibly valuable contribution.

## Outreach

Friends groups play an important role in spreading the word about their park or trail. They advertise upcoming events, talk about projects, and share interpretive information. Friends groups use many strategies to spread the word, such as newsletters and social media.

### Friends Groups Partners outreach activities

% of Friend Group Partners that have...



## Events & Projects

Public events and stewardship projects are the main activities that friends groups undertake.

### Public Event Examples

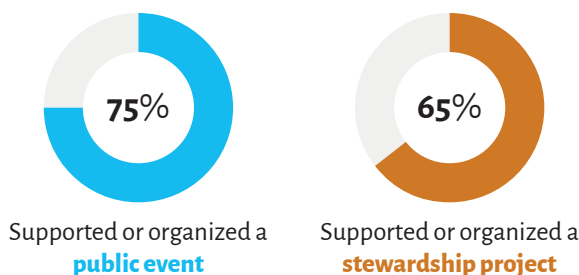
WinterFest · Candlelight Ski/Snowshoe/Hike · Bird Hike · National Public Lands Day · Bike to Work Day · Scavenger Hunt · Plant ID Hunt · Photo Contest

### Stewardship Project Examples

Buckthorn Eradication · Tree Planting · Adopt-A-Crag · Advocacy for Bonding Bill · Nature Play Area · Camp Cleanup · Adopt-A-Trail · Pollinator Garden

### Events and projects

% of Friends Group Partners that supported or organized events or projects

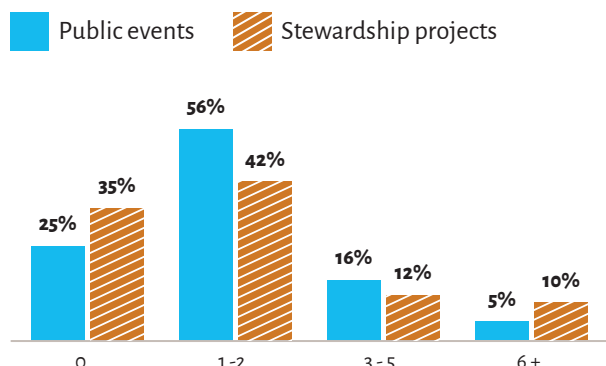


# Events & Projects

Each group approaches events and projects differently, depending on their mission and capacity. They may just do one event per year, engage in a project or two, or get involved with both. Friends groups' roles in events and projects vary and include anything from planning to funding. These events and projects take place in every month of the year.

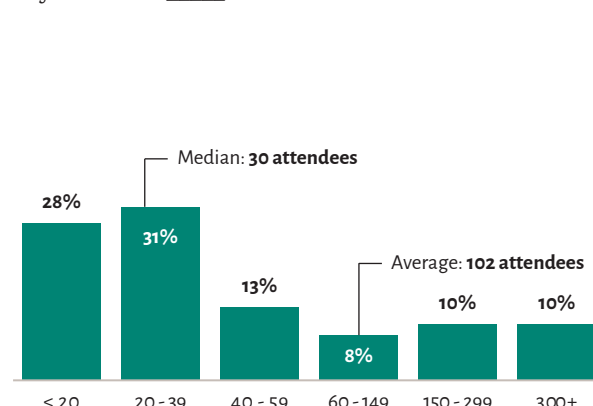
## Number of events and projects

% of Friends Group Partners that supported or organized \_\_\_\_\_ events or projects



## Attendance at friends groups events

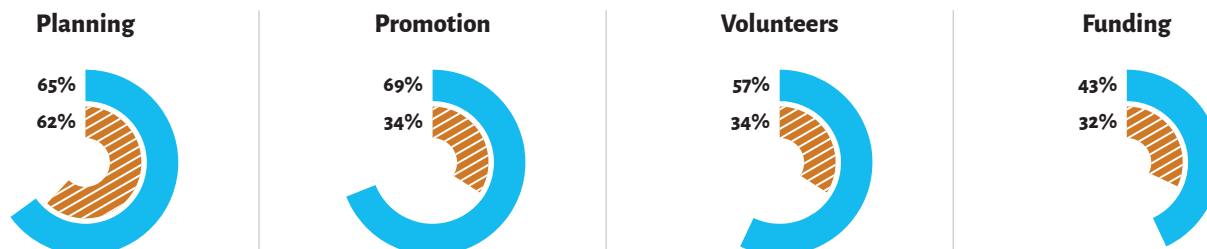
% of events with \_\_\_\_\_ attendees



## Roles in events and projects

% of Friends Group Partners that helped with \_\_\_\_\_ for a public event or project

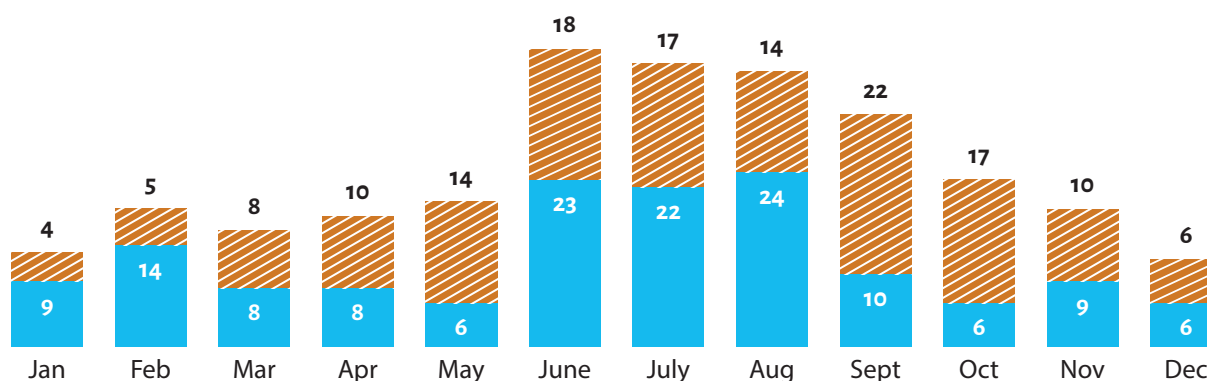
Public events Stewardship projects



## Events and projects by month

Number of events organized or supported by Friends Groups Partners

Public events Stewardship projects

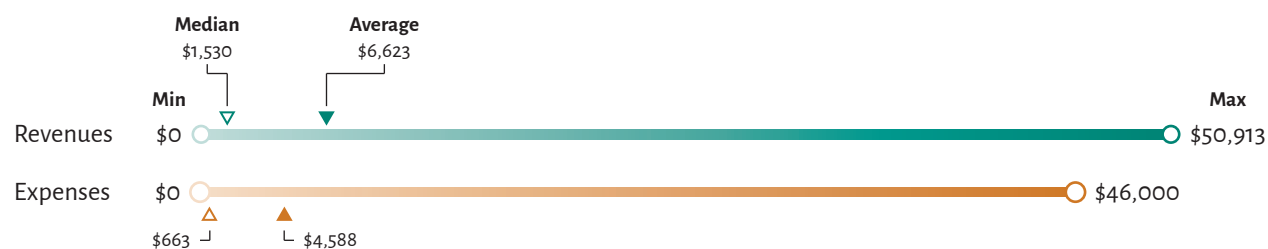


# Financials

Friends groups raise money to support parks and trails. They utilize funds for public events, stewardship projects, promotion, and administration. Friends group's operating budgets vary greatly and are influenced by the number of projects they take on as well as the size of their membership and donor base.

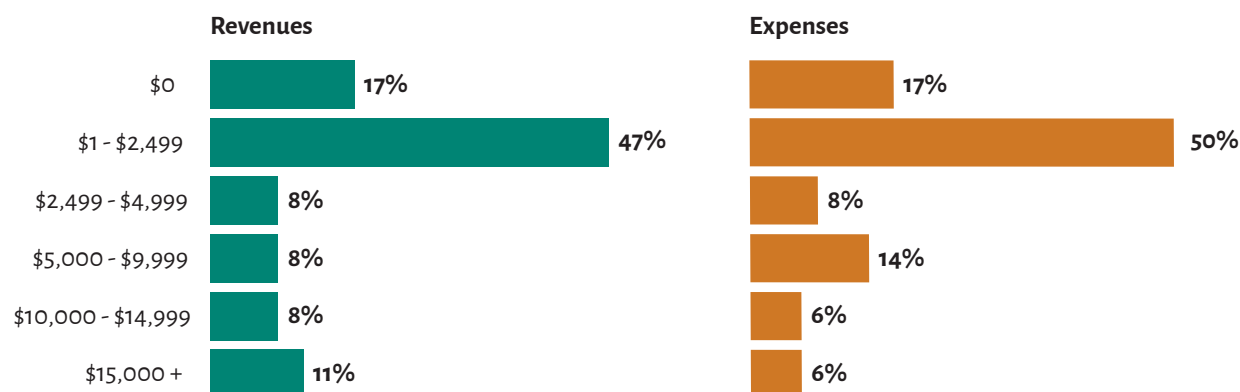
## 2020 financials

Revenues and expenses of Friends Group Partners



## 2020 financial brackets

% of Friends Group Partners with revenues/expenses of \_\_\_\_\_



Credits: Icon artwork is from the Noun Project: "Time" by rivercon; "thumb up" by Adrien Coquet; "Mail" by Barracuda; "newsletter" by CAMB; "instagram" by May Dhimas.