



Community Partnerships: Building Access, Audiences, And Engagement

By Sue Dahling Sullivan, Director of Communications & Programs
March 25, 2023

About Barnstable Land Trust



Connecting people to and on the land ...



BLT Programs and Partners Overview

By The Numbers (2022)

- *Total:* We hosted a total of 42 Programs reaching almost 700 people which was +14 net (after cancellations)/61% increase from 2021; +453 participants or a 185% increase from 2021; 2023: 48 programs confirmed to-date; est. 50+ year-end
- *Program Delivery:* BLT hosted 26 programs or 62% of the general programs (definition: was the lead event organizer, took reservations, or was the primary promoter); this included 3 clean-up events
- *Program Partners:* We worked with 12 program partners who offered 16 programs on our properties or 38% of the total
- *Fees:* We charged for 40% of our programs
- *Program hosting* (check-in and pre-program intro): 50% by board/volunteers; 50% by staff





Make Collaborations a Win-Win

BLT works with Community Partners by offering:

- Adding hyperlinked logos to a designated web page
- List related programs/workshops on BLT Event Page with link as a “Partner Event”
- Promote on social media and via e-newsletters
- Add to press releases for key special events
- Acknowledge via remarks and/or onsite signage (if appropriate)
- Adding marketing/communications support

BLT asks Community Partners to:

- Mention BLT in related program descriptions
- Acknowledge BLT on website, social media, e-news (as appropriate)
- Co-promote BLT’s programs and events where possible
- Help BLT develop resources and/or make additional community connections

First Day Hikes Cape Cod

DATE: January 1st (2nd annual in 2023)

LOCATION: Hiking Trails throughout Cape Cod

FORMAT: 11 FREE events, hikes, and activities on January 1st

Highlights:

- 11 Partners: nonprofit conservation groups
- 2022: 400 pp; 2023: 500+ with waiting lists
- Outstanding Media Coverage
- Local elected officials
- New Audiences: Cape and Off-Cape, families
- BLT was key coordinator: organization, press, web page, marketing toolkit, tourism event
- 2023: short videos including Recap [here](#)



First Day Fun: Family Style
#FirstDayHikesCapeCod



Words in the Wild

2022 Launch – Earth Day: Friday, April 22

- 4 local poets, 4 site specific poems on BLT trails
- Fuller Farm, Ropes Field, Eagle Pond, Pogorelc Sanctuary
- Website w/audio recordings, QR codes

2023 Launch – Earth Day: Saturday, April 22

- 4 new local poets, 4 new site specific poems
- 4 new trails/towns: Coombs Bog, Bansfield Meadow, Lowell Park Woodland, Bell Farm
- NEW: 2 nature poetry workshops (funded)

Partner Highlights:

- 4 local poets/2 volunteer coordinators
- 2 new arts funders/partners in 2023; Cape Cod Makers group is also a partner
- April is National Poetry Month *and* Earth Week/Day





NEW: Hike Barnstable Challenge

DATES: June - September

LOCATION: Hiking Trails throughout Barnstable

FORMAT: Online self-reporting – 40 miles in 3 months; link to 3 printed maps plus new trail map in Portuguese

Partner Highlights:

- Libraries: “Borrow A Backpack” sign-out idea; bird books, trail books (i.e. Lissy Perna’s *50 Family Hikes on Cape Cod*)
- Talks/Walks: Hike for Health (Healthcare partners), Geocaching 101, Intro to Nordic Walking; town partners
- Nature crafts and activities: branded e-workbook
- Book Groups or story times: hiking, family exploration, nature
- Urban: Hyannis BID Pollinator Pathway as a “trail”



Flower Pot Music Concert

DATE: 2nd Annual June 21, 2023 (the summer solstice)

LOCATION: Ropes Field, Cotuit

Partners:

- Cotuit Library
- Cape Symphony
- Make Music Day Alliance (global)
- Others TBD

Highlights:

- June is National Pollinator Month
- Outreach to new audiences
- Media Coverage: 2022 overview via community channel [here](#)
- Potential partnering with local garden clubs, special needs groups, local community



NEW: Thoreau's *Cape Cod* Readathon

DATES: October 7/8 (*Thoreau visited in October*)

LOCATION: BLT's Fuller Farm Barn, Marston Mills

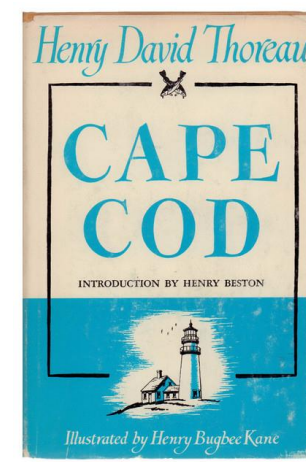
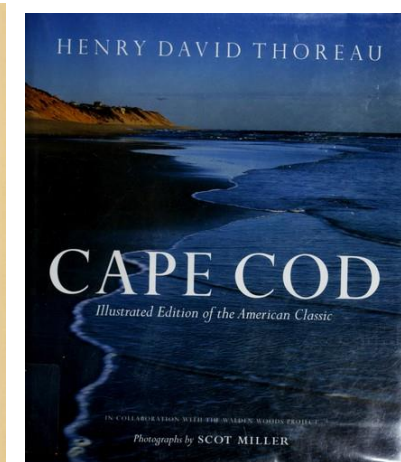
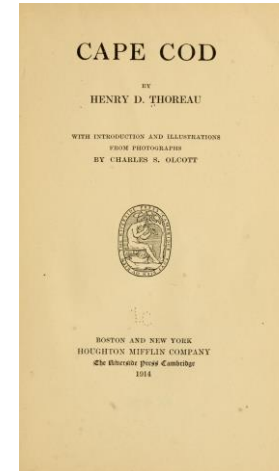
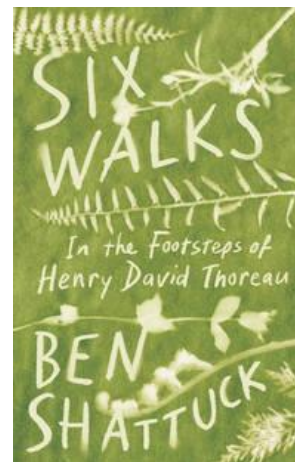
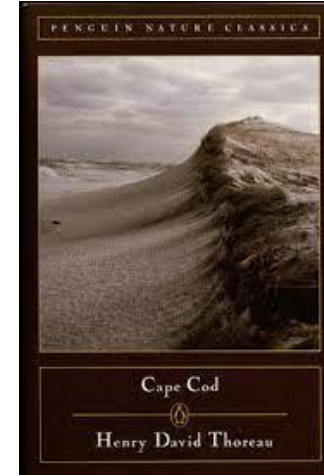
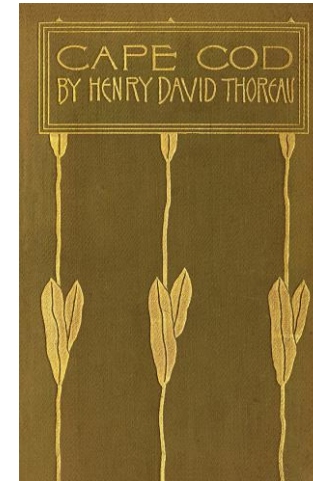
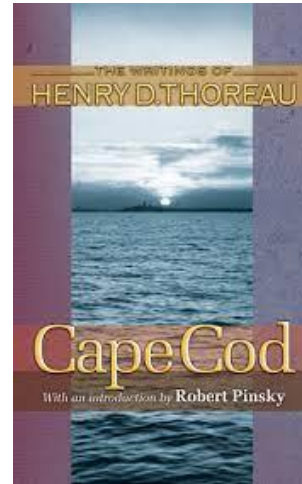
FORMAT: 2-day live reading (90+ readers @ 5 minutes each); 5-hour days

Partners:

- Town of Concord: Concord to Cape Cod Trips
- Walden Woods Project (Concord): Virtual Reading Circles, online curriculum
- Thoreau's Farm & The Thoreau Society (Concord)
- Individuals: "Henry," photographer, lecturers

Highlights:

- Book Groups – online and in person
- History of land and changes – talk/walks (historical societies, others)
- Nature Journaling
- Libraries recruit "Village Reading Teams" and volunteer onsite teams for readathon
- Potential new sponsors: shuttle buses, AV, etc.



The Art Bus Partnership

DATE: March 26, 2022 – 2023 date TBD

LOCATION: Lowell Park Woodlands, Cotuit

Partner:

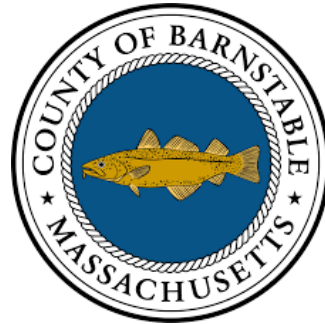
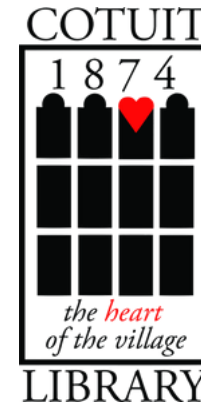
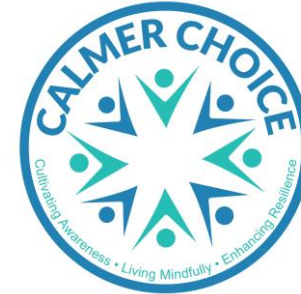
- Cotuit Center for the Arts

Highlights:

- Launch of the Art Bus
- First formal program at new trails
- Media Coverage
- Family Outreach



Community Partners help us connect to MORE people in NEW ways ...



BIRTHPLACE OF HENRY DAVID THOREAU
(1817-2017) 200TH BIRTHDAY



Individual and Organization Partners add depth & breadth & new audiences



Program Partnership Pros and Cons

Pros

- Expands offerings - #, type, location, formats, hosts
- Reaches NEW & DIFFERENT audiences in NEW ways
- Raises visibility in community
- Can reduce staff time
- Builds community support & connections
- Sometimes press-worthy
- Attracts new funding sources

Cons

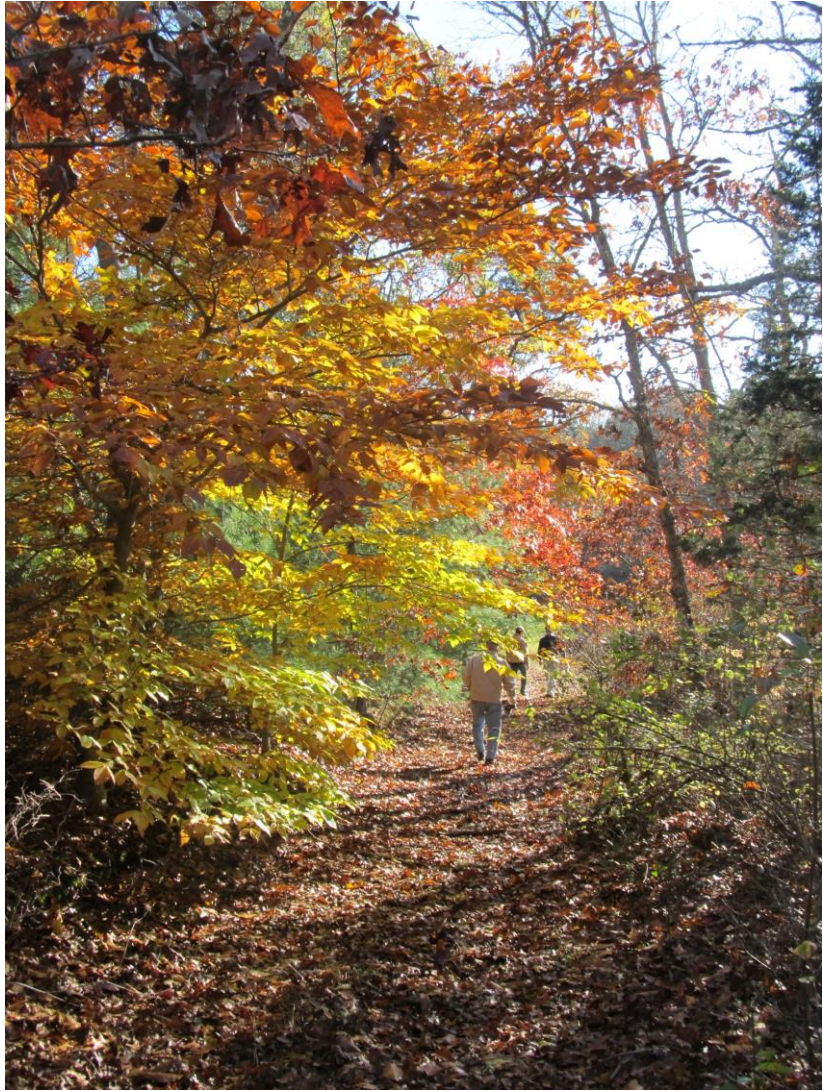
- Some one needs to take the lead
- Don't necessarily get names/emails of participants or fees
- Building new partnerships is a time investment
- Lack of control on quality and some messaging
- Need add'l volunteers to support programming shift if you don't have staff



A large group of white egrets and brown cormorants are nesting in a dense thicket of trees and branches over water. The scene is filled with birds, some perched on branches and others standing in the water. The background is a lush green forest.

**Program
Partnerships =
Pathway to
Community Building**

Image by Terry DeWitt



Thank You!



For more information or questions, please contact:

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