



THE SECRETARY OF THE INTERIOR  
WASHINGTON

CITATION

**PARTNERS IN CONSERVATION AWARD**

**“MAKING FRIENDS” GUIDEBOOK**

In recognition of the effort to build capacity within the National Park Service for developing and nurturing cooperative relationships with “Friends Groups” and other park partners through development of a guidebook and training.

The National Park Service has a long history of working with partners, volunteers and external organizations to advance the Service’s mission in resource protection and visitor services. Recognizing the importance of engaging more partners as the National Park Service approaches its 100<sup>th</sup> anniversary, staff planned, wrote and published a new guidebook for the Service entitled, “Making Friends: An Introduction to Building National Park Service Friends Groups.” This is the Service’s first comprehensive guide for establishing, fostering, and enhancing relationships with park partners to leverage resources and to contribute significantly to mission accomplishment. This important new publication is now available as a valuable guide for Service managers of parks and programs and for partners throughout the Service. The book will be a part of managers’ tools to build capacity for collaboration, cooperation and communication with “Friends Groups” and other park partners. With effective use of the “Making Friends” reference guide, managers will find ways to promote partnerships, build and manage relationships, implement the “nuts and bolts” of partnerships and agreements, and consistently evaluate them for effectiveness. The authors hope the guide will be useful in increasing support, volunteerism, in-kind contributions, awareness of park issues, and engagement from partner organizations and communities nationwide. The cumulative impact of incremental improvements is potentially significant. In addition to the publication, staff launched a newly developed “Making Friends” training program based on the guidebook. This training has and will add value for the people managing the parks and programs by fostering dynamic and interactive discussions and exercises directly related to developing and maintaining outstanding partnerships to accomplish the mission. Like the guide, the training program is meant for park managers, partners and potential partners and community leaders, creating the opportunity for positive interaction. For their vision, hard work and dedication in developing the “Making Friends” guide, the National Park Service writing and training team led by the Midwest Region are granted the Department of the Interior’s Partners in Conservation Award.