



# "Benefits IN ACTION"

*Originally published in Recreation Saskatchewan*

---

If you are not using a benefits based approach in your organization, consider implementing Canadian Parks and Recreation Association tool entitled "Benefits IN ACTION".

## **Phase I Introduce the Benefits Concept:**

- Introduce your staff to the Catalogue The Benefits of Recreation. Purchase copies for them, your board, council and volunteers. Contact CP/RA at to order your catalogue(s).
- Evaluate your Mission Statement. Revise it into a Future Vision Statement that reflects a benefits-based approach.
- Prepare an overview presentation on the benefits of parks and recreation. Deliver it to your board and council. Get approval from them for the concepts and approach.
- Introduce benefits statements into your marketing and brochures.

## **Phase II Integrate the Benefits into Your Organizational Fabric:**

- Hold orientation sessions for staff. Ensure they know about and understand the benefits material.
- Audit each program/service and identify the benefits it is delivering.
- Scan your community to assess which benefits are needed the most. Encourage residents to help you identify the top priorities.
- Facilitate meetings with allied partners - health, education, social services, police, public housing, environment, etc. - to create an awareness of the benefits that you are delivering.
- Introduce the benefits language and material in your policy development, budgeting and planning processes.
- Survey your customers. Ask them what benefits they receive from your services.
- Redesign your programs/services to maximize the delivery of benefits.
- Modify job descriptions and the staff performance appraisal process to reflect a benefits-based approach.
- Use a social marketing approach to help staff, the public, and decision makers understand and build commitment to the benefits-based approach.

### **Phase III Evaluation and Documentation**

- Determine the benefits your programs/services have delivered and to what extent. Develop a scoring system to assist with this task.
- Survey the public. Ask them if the benefits are being delivered by your organization.
- Co-ordinate the delivery of primary benefits through cooperation with allied fields.
- Document progress in your annual report. Present the results to your board/council and the media.
- Apply a benefits-based approach to your....
- User fees and charges
- Programs and service subsidization
- Budget preparation and presentation
- Capital budget planning and evaluation
- Marketing and communications
- Resources to help you implement a benefits-based approach
- Attend training sessions on the benefits-based approach to learn how to fully apply this concept in your organization.
- Arrange for a member of S.P.R.A.'s Speakers Bureau to give a presentation to your staff.



This document is complimentary and is provided from the National Recreation Database by the [Lifestyle Information Network \(LIN\) www.lin.ca](http://www.lin.ca)

