CREATING AN AMAZING PLAYGROUND

Landscape Structures (LSI) has joined Kiwanis International as a vision partner to bring play to communities across the globe. Kiwanis aligns with partners possessing a shared mission to preserve the trust of members and the communities, children and families served. LSI is proud to provide high-quality commercial playground equipment and planning consultation services that reflect the high degree of integrity that Kiwanis clubs expect. This toolkit will help Kiwanis clubs create amazing playgrounds that will bring their communities together to play.

WHO IS LANDSCAPE STRUCTURES?

Since 1971, Landscape Structures has been committed to enhancing children’s lives while honoring the environment. LSI creates innovative playground equipment to inspire children to grow strong bodies and minds so their future remains bright. And to further ensure a better tomorrow, LSI is sensitive to the environment through manufacturing practices that minimize the impact on the earth. LSI’s goal from day one has been to foster healthy children playing in healthy communities year after year, generation after generation.
WHY IS LANDSCAPE STRUCTURES PARTNERING WITH KIWANIS?

Landscape Structures believes in creating better communities. What better way to do this than by partnering with the world’s best volunteer-led service organization? Kiwanis family members are able to provide LSI’s representatives with community connections, access to local leadership and most importantly, members who are committed to giving all families the ability to play on an innovative, fun, safe and inclusive, playground structure.

WHY IS KIWANIS PARTNERING WITH LANDSCAPE STRUCTURES?

Kiwanis only partners with the most trusted organizations, with these criteria:
• Industry leader with a strong, stable reputation
• Mission focused
• Shared values
• Fills a need within the Kiwanis family of clubs
• Longevity of partnership

It doesn’t stop there though. Our clubs need to feel comfortable knowing LSI has their best interests at heart. With more than 150 local sales representatives, Kiwanis members know their service needs will be met from the smallest to the largest concerns. Clubs can be proud to know the beautiful playground they help build will be a major legacy centerpiece in the community, illustrating how powerful a signature project can be. LSI has also created the Playground Planning Guide insert (link) to help Kiwanis clubs envision, analyze, design, install and enjoy their very own playground. Take a look at the exclusive playground designs created for Kiwanis International. https://www.playlsi.com/en/company/partnerships-memberships/kiwanis-international
HOW CAN YOUR CLUB CONTACT A LOCAL LSI SALES REPRESENTATIVE?

It’s very easy to connect with LSI. Simply go to playlsi.com and search for your local representative by entering your postal code. Outside North America? Contact Landscape Structures by phone at 763-972-5200 or by email at info@playlsi.com.

STARTING THE CONVERSATION

In addition to finding your local sales representative at playlsi.com, here are a few simple ideas for ways to begin developing this meaningful partnership.

Meet. Once you’ve reached out to a your local sales representative, ask to meet casually for coffee and discuss how you can work together to improve the community. Getting a better understanding of how LSI works can help your club achieve its goals.

Invite them to a meeting. Invite your sales representative (or team) to a club meeting. Ideally, invite them to be the club’s program/speaker. This is a great way to share with your club members how committed LSI is to being the industry leader in inclusive playground design. Sometimes club meetings are booked so far in advance this isn’t possible right away. Continue to invite them to club meetings as your guest and be sure to introduce them to other club members.

Invite them to a service project. Building playgrounds takes time. Get to know your local LSI team by inviting them to a club service project. With sleeves rolled up, you’ll get to know each other on a more personal level and become equally committed to creating a better community. This is an important step to building a long lasting relationship.

Extend a Kiwanis membership invitation. Joining Kiwanis has its privileges. As a Kiwanis club, extending an invitation to your local sales representatives provides you access to an additional local network you may not be aware of. Local LSI companies build relationships with influential community leaders who can provide benefits to clubs, and might join your club too! Likewise, it behooves a local representative to join your club. Kiwanis clubs also have influence, such as within schools and municipalities that are helpful in building strong community alliances.
PLAYGROUNDS AS A SIGNATURE PROJECT

About 15 years ago, the Kiwanis Club of Napa, California, set an ambitious goal of installing playgrounds in every area elementary school. There just weren’t enough schools.

“We’ve built 60 playgrounds now throughout Napa County for schools, park departments and various organizations, including a secret home for battered women and children,” says Napa Kiwanian Jim Roberts. “Without the Kiwanis Club of Napa many of these playgrounds might not have ever been built.”

“We don’t know of anybody else in the country that’s done this many community builds,” says Tim Barrett, a representative for Landscape Structures, which is a Kiwanis International Partner that manufactures playground equipment.

The Napa community knows who to call for new playgrounds. The Napa Unified School District recently contacted the club to request an installation at Mt. George School.

No. 61 is on the drawing board!

“We’re known as the go-to club in Napa County,” Roberts says. “We have dozens of ongoing projects all year long, mostly dedicated to our children, including field trips, every year, for children with special needs, a close alliance and sponsorship with one of our Napa County Court Schools, a remedial reading program at two schools. You get the idea.”

Many members joined Kiwanis because of the club’s reputation as a playground builder. The roster includes a superior court judge, the mayor, a city council member, police chief, fire chief, librarian, county auditor-controller, two district attorneys and many professionals who want to be associated with this can-do club.

“Our club consistently attracts folks who want to be a part of us and thus contribute to their community in so many, many ways,” Roberts says.

kiwanis.org