



A TREE CAN BE ACTION

A Guide to Planning Successful Tree-Planting Events

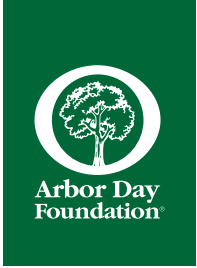


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WELCOME

Arbor Day Foundation Community Trees

Thank you for organizing a community tree planting event with the Arbor Day Foundation.

With a network of partners spanning the globe, the Arbor Day Foundation is uniquely positioned to bring volunteers and tree advocates together for incredible tree planting efforts. By identifying the need for trees and sharing stories with potential sponsors/donors, we facilitate funding opportunities to make projects come to life. We are grateful for your partnership in these efforts.

Here you will find everything you need to run an exceptional tree planting event — including helpful checklists of preparation to-dos, successful planting event reminders, how to promote and get press for your events, and more.

Have Questions?

As you are working through the details of your event, you may have questions and information to share with us. When your project is confirmed, you'll be connected to a project coordinator on our team. They'll be your main point of contact working through the coordination of the event.



Best Practices for a Great Event

Your planting event is a special opportunity to share the incredible impact that trees have on individuals and our communities. By communicating the importance of trees, sharing your mission, and providing proper instruction on planting and care, you can show volunteers and community members how they can do their part in planting, nurturing, and celebrating trees.

Process Checklist

Here's a snapshot of what you'll need to accomplish when planning the event:

- Immediately following event confirmation:** Submit W9, proof of insurance, signed agreement
- Complete the [Event Profile Form](#):** The Profile Form will help you prepare for many items on the Marketing and Event Day Checklists.
- 6–8 weeks out:** Join first planning call with your Arbor Day project coordinator after submitting the event profile form.
- 5 weeks out:** Provide first drafts of press release and any other marketing materials. Call 811 to make sure it's okay to dig at your planting site.
- 3–4 weeks out:** Join second planning call with your Project Coordinator and corporate partner representative(s).
- 1 week out:** Submit finalized press release to local media.
- Day of event:** Reference the Event Day Checklist and Supplies Checklist for a rundown of activities and materials to be sure you're prepared for the big day.
- 1–2 days after:** Share photos and videos with the Arbor Day Foundation (if not submitted the day of the event)
- Within 10 days after:** Submit final reporting documents and survey responses.

Completing the Event Profile Form will help you think through and prepare for many of the items on the Marketing and Event Day Checklists.

Marketing Checklist

- Form your media contact list.
- Update the press release template and gain approval from the Arbor Day Foundation team.
- Create Facebook event or event description on your website.
- Share press release with your local news contacts.
- Receive Foundation approval on all partner logo usage.
- Share photos of the planting during/after the event.

Event Day Checklist

- A few days before the event, share an agenda with volunteers, including location, arrival time, parking details, and timeline for opening remarks, planting demonstrations, planting, and clean-up. In this communication, include any information about appropriate attire and if they need to bring anything else (reusable water bottle, sunscreen, etc.)
- Provide supplies (see the Supplies Checklist)
- Confirm all volunteers have signed a waiver. If your organization has a waiver, use that! If not, one is available [here](#). Every participant needs to sign a copy.
- Clearly designate which trees will go where.
- For distribution events only, [digitally collect](#) planting addresses.
- Provide a tutorial to volunteers describing the proper way to plant. This can be a demonstration from an arborist or grounds team member. Assume that volunteers have never planted a tree before, so clear instructions are important. Include hole depth, mulch placement, and watering instructions. For ideas, check out our tree care tips at [arborday.org/planting](#).
- Gather the group for a pre-planting group photo.
- Have additional engagement opportunities ready. Activities like mulching, watering, and litter cleanup help fill time if an event moves quicker than expected.
- Bring everyone back together for closing remarks and to gather participants' feedback on the event [online](#) or using [printed forms](#).
- Celebrate the impact of the work you did for generations to come.

PRINT THIS PAGE
TO CHECK OFF
TASKS AS YOU
PREPARE.



Supplies Checklist

- Trees!
- Round point shovels (3 per team for 15-gallon trees and larger; 2 per team for 5-gallon trees)
- Hoe (1–2 per team)
- Burlap or flexible fabric to hold and lift backfilled soil (1–2 per team)
- Hand towels (1 per team)
- Gloves (1 pair for each person)
- Wood chip mulch (1 bag per small tree: 1 bag = 2 cubic feet)
Mulch can typically be donated and delivered by a local tree care company, school district, or parks district with advanced notice
- Wheelbarrows and pitchforks for mulch
- Water source (hose, hose bib, or buckets and carts)
- Wooden stakes and/or tree shelter tubes with ties
- Hammer, post pounder, or mallet
- Scissors to remove any tags
- Table(s) for check-in and refreshments
- Water station
(preferably coolers to refill reusable bottles and avoid single-use plastics)
- Paper cups

- Snacks (if budget allows)
- Photo liability signage (for distribution events only)
- Hard hats, eye protection, etc.
- First aid kit
- Trash and recycling
- For compacted soil, consider a pickaxe, digging bar, or auger (area must be pre-approved for digging by calling 811)

If applicable:

- Banners and signage
- Supplies to hang signage
- Tree tags
- Utility knife to cut away tree container
- Traffic cones
- High-visibility vests
- Portable restrooms (if none available nearby)



TELLING YOUR STORY

Help spread the word.

Your planting project has a story. Whether it's investing in a community, planting fruit trees in a food desert, cooling an urban heat island, helping the canopy bounce back from disease and pests, or bringing a neighborhood together through the power of trees, your work is providing tangible benefits to people in your area.

We want to help you tell that story. To potential tree planters in your area. To our loyal members and donors. To our committed corporate partners. And to the world.

This guide is full of useful tips for providing the Arbor Day Foundation with what we need to effectively share your story in a way that will move people to action. While this document provides suggestions rather than requirements, please know that our most successful partners implement these storytelling best practices and see continued funding each year.

Thank You

We appreciate your partnership and look forward to a great tree planting event!

Have Questions?

Contact your Project Coordinator



Promoting Your Event

Public Relations and Marketing

Promoting this event is a critical component of its success. Awareness and potential media coverage can be gained without incurring costs by distributing a press release to local media outlets and posting on your active social media channels.

Forming Your Media Contact List

To start spreading the word about this event, you'll need to build a media list. If you already have a media list, take a moment to update it. Plan on starting this process as soon as possible. If you have personal contacts in the media, find out ahead of time if they're interested in this kind of story. If your contact isn't the right reporter or editor, they'll usually refer you to the right person.

Think about including newspaper contacts (general features, education, or environment reporter or editor), radio news contacts (news directors, morning show producer, talk show producer), and television news contacts (assignment editor and morning and/or noon show producers).

Using the Press Release Template

A press release template has been created that you can customize for your event. This is designed to streamline approval processes and help you reach out to the media quickly and easily.

Create a Facebook Event

Create an event on Facebook or your own website with details about time, location, and event details. Link to this page when promoting the event across channels.

Marketing Communications Plan Template

Event Date: _____

Location: _____

Contact: _____

Promote the event using media in the local area in coordination with the Arbor Day Foundation and funding sponsor.

- Newsletter emails
- Press release
- Social media
- Facebook event
- Web page

Recognize the Arbor Day Foundation and funding sponsor (as well as all other applicable partners).

Document the project with:

- Photos – before, during, and after shots of the event locations (for plantings)
- MemoryFox video footage – during the event, capturing the experience (see pg. 10)
- Participant quotes (found in the Final Report) – those involved in the project to share from their personal experience

All marketing drafts must be received by the Foundation prior to publication with sufficient time to allow for review, approval, and distribution timelines. The Arbor Day Foundation and the funding sponsor must review and approve any public announcements (fliers, original press releases, e-blasts, etc.) at least two weeks prior to distribution.

Media List Worksheet–Whom to Include

Newspapers: General features, education, or environment reporter or editor

Community Calender Editors: Newspapers, radio, broadcast TV, and cable

Radio News: News directors, morning show producer, talk show producer(s)

Other Ideas: Local home owners associations, garden clubs, and student groups

Television News: Assignment editor and morning and/or noon show producers

Contact #1: Name: _____ Title: _____

Media Outlet: _____

Address/Phone/Email: _____

Notes: _____

Contact #2: Name: _____ Title: _____

Media Outlet: _____

Address/Phone/Email: _____

Notes: _____

Contact #3: Name: _____ Title: _____

Media Outlet: _____

Address/Phone/Email: _____

Notes: _____

Marketing Communications Examples

Newsletter

FALL SCHOOL PLANTINGS

Serving our community during these times



Throughout three different dates from October–November, we were able to hold tree plantings for the first time this year through our Trees for Schools program! We planted at Arthur M. Hamilton elementary, Glendale Landmark Middle School, and Sunset Elementary. **We planted 36 across the three schools!** e would like to say thank you to AT&T, Arbor plantings happen. These plantings were made possible by a grant we received in partnership with AT&T and the Arbor Day Foundation. In addition, arborists from APS assisted in planting the trees for us.

These were our first Trees for Schools planting of year, so we were VERY happy to be back in the groove of things! Flow was a little different, as students were not able to participate for Covid Safety reasons, but we had arborists who helped us put the trees in the ground. We were thrilled to find a way to activate Trees for Schools during these times in a way that was safe and successful!

To view more photos of the plantings, [CLICK HERE](#).

Storm Recovery Tree Giveaway

Residents Affected by the October 2019 Tornadoes May Register for a Complimentary Tree

Register to receive a free tree on October 31, 2020 at the Dallas College Richland Campus by following this link: <https://bit.ly/TTFGiveaway>

Texas Trees Foundation is partnering with the Arbor Day Foundation and International Paper to distribute 500 free trees as part of its recovery efforts due to the October 2019 severe weather.

Tree species available include Red Maple, Red Oak, Chinquapin Oak, Redbud, and Desert Willow.

Residents who pre-register to receive a free tree will drive to Dallas College Richland Campus and pick it up in Lot C while following COVID-19 safety guidelines.

During the tree giveaway, we will provide:

- One tree chosen during registration
- One bag of mulch
- Tree planting guide

0 0 0 0

DAYS HOURS MINUTES SECONDS

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Partners

Texas Trees Foundation | 2906 SWISS AVE, DALLAS, TX 75204-5962

Unsubscribe (recipient's email)
Update Profile | Customer Contact Data Notice
Sent by info@texasstrees.org powered by

Register to receive a free tree on October 31, 2020 at the Dallas College Richland Campus by following this link: [INSERT LINK TO WEB PAGE](#)

Texas Trees Foundation is partnering with the Arbor Day Foundation and International Paper to distribute 500 FREE trees as part of its recovery efforts due to the October 2019 severe weather.

Tree species available include Red Maple, Red Oak, Chinquapin Oak, Redbud, and Desert Willow.

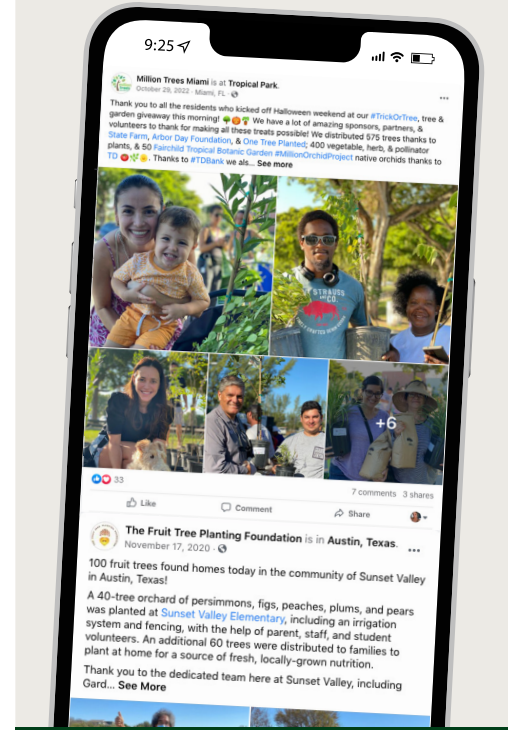
Residents who pre-register to receive a free tree will drive to Dallas College Richland Campus and pick it up in Lot C while following COVID-19 safety guidelines.

During the tree giveaway, we will provide:

Posting on Social Media

Leveraging social media to share details about your project is a simple, low-cost or no-cost strategy that can help you get the word out about the great work you are doing. You will probably see the most success with posts that contain photos or short videos.

Right after the event, consider sharing photos of the planting with a quick message. **Sample post:** What a great day to plant trees in <CommunityName> with <link to Arbor Day Foundation social>!



How to interact with the Arbor Day Foundation on social:

- Facebook: @arborday
- Instagram: @arbordayfoundation
- Twitter: @arborday
- LinkedIn: @Arbor Day Foundation

Make sure to use appropriate hashtags in your post

- #ArborDay
- #PlantTrees



Find even more resources, templates, and graphics at the [here](#), in the **A Tree Can Be** marketing toolkit.



CAPTURING THE DETAILS

Taking the Right Photos

Videos and photography are a great way to promote this and future events. Following are some tips to help you gather media around your event.

Photography Tips

If you feel unsure about what kind of pictures you should take, here's a quick list to get the creative juices flowing:

Who: the people involved (have anyone pictured sign a photo release)

- Action shots
- Organized group
- Small groups
- Family units
- Smiling faces

What: showing the project pieces

- Trees: up-close and wide-angle
- Tools/machines
- Event-day signage

Where: the location

- Staging of the trees
- Planting sites
- Before and after shots
- How the community uses the space

Why: the impact of this project

- Angles showing the need for the trees
- Tree recipients
- How this project makes a difference in the community





Tips for Great Video Footage

Photos and video clips are a great way to capture the excitement and environment of the tree planting or distribution event.

5 Pointers for Better Video Footage

- 1. Stabilize**
Hold the action for at least 5 seconds, and use accessories (selfie stick, etc.) to help smooth things out. Always shoot in **landscape/horizontal** format.
- 2. Check Focus and Exposure**
Are you in focus? **Tap the screen** on your phone to set both focus and exposure.
- 3. Get Creative Perspectives**
Go close. Go wide. Get low. Get high.
- 4. Capture Quality Sound**
Try to use **audio accessories** (headphones with mic) when possible. For sharing thanks, do so as a selfie so that you are closer to the mic. If interviewing someone, have them speak up above any wind or traffic noises. Don't feel like you need to memorize anything. Answer prompts in your own voice how you would to a friend.
- 5. Ensure Good Coverage**
Shoot more than you think you need. Capturing multiple angles and focal lengths will help tell a better story.

Recording Video with MemoryFox

We use a photo and video submission platform called MemoryFox. With MemoryFox you can capture and upload video from your smartphone in real time without downloading a separate app. Your project coordinator will send you a link to your project submission site with a list of photos and videos to be shot on your phone. Reach out to them if you have not received your link.

These submissions are required as part of final reporting, but by uploading on the day of the event, we can share with funders immediately. However, if your connection is spotty on the day of your event, you can always upload photos and videos on a desktop later.

REMEMBER: Have people who appear in your photos sign a **photo and video release form** (available in the Planting Partner online portal).



BRAND GUIDELINES FOR TREE PLANTING PARTNERS

Logo Guidelines

Clear Area & Color



To maximize recognition and impact of our identity, do not crowd the Arbor Day Foundation logo with other graphic elements or text. Please observe an area of clear space surrounding the logo, equivalent to the overall height, running around the outer edge as indicated to the left.

This clear space should be maintained in all circumstances. The logo may appear in Pantone 349 green, black, or white.



PMS: 349
CMYK: C=90 M=12 Y=95 B=40
RGB: R=4 G=106 B=56
HEX: 046A38

PMS: PROCESS BLACK
CMYK: C=0 M=0 Y=0 B=100
RGB: R=39 G=37 B=31
HEX: 27251F

Unacceptable Use of Logo

Do not break into two lines



Do not stretch/distort in any way



Do not fill with images or patterns



Do not put the logo over a photo or color background that makes the logo hard to read.





Language Guidelines

When using the Arbor Day Foundation's name in communication, please keep our **brand values** in mind. Our goal is for all communication to be:

- Inspiring
- Respectful
- Empowering
- Caring
- Authentic

Correct use of the Foundation's name is "Arbor Day Foundation." When used in text, the organization's full name should appear with initial capitalization, and "the" should be added before the name. The exception is when "Arbor Day Foundation" is used as an adjective. In long narratives, "the Foundation" can be used after first reference.

Examples:

XYZ Organization is proud to work with the Arbor Day Foundation.

We connect with Arbor Day Foundation members.

Incorrect use of the Foundation's name:

The Arbor Day Foundation
Arbor Foundation
Arbor Day
ADF

Foundation Boilerplate

Founded in 1972, the Arbor Day Foundation is the largest nonprofit membership organization dedicated to planting trees. Together with our partners, we have helped plant more than 500 million trees in neighborhoods, communities, cities and forests throughout the world. Our vision is to lead toward a world where trees are used to solve issues critical to survival.

Through our members, partners and programs, the Arbor Day Foundation inspires people across the globe to plant, nurture and celebrate trees. More information is available at arborday.org.