



# Welcome Guide

## Planning Successful Tree Planting Events

THANK YOU for organizing a community tree planting event with the Arbor Day Foundation. Because of your key partnership, we can work together to improve the livability of your community and engage corporate volunteers in planting and caring for trees. We know the impact that trees can have on health and well-being, so we are excited to help you green your community!

With a network of partners spanning the globe, the Arbor Day Foundation is uniquely positioned to bring corporate employees 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.



This guide is designed to help you through all the planning stages of Arbor Day Foundation employee engagement planting events. 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 work through the details of your event, you may have questions or information to share with us. Your primary contact at the Arbor Day Foundation is:

**Amy Lester**, Program Coordinator  
alester@arborday.org  
402-473-9554

# 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.

### Posting on Social Media

This event will provide you with opportunities to engage your social media following while building awareness for your organization and the important work you do. And the impact grows when you tag the Arbor Day Foundation as well as the corporate partner.

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 Corporate Partner social> and <link to Arbor Day Foundation social>!

Please note: Sample social media posts are available on the **ACT Member Resource Portal**.

**TD Green Space Grant MEDIA LIST WORKSHEET**

WHO TO INCLUDE

- **NEWSPAPERS:** General features, education, or environment reporter or editor
- **RADIO NEWS:** News directors, morning show producer, talk show producer(s)
- **TELEVISION NEWS:** Assignment editor and morning and/or noon show producers

- **COMMUNITY CALENDAR EDITORS:** Newspapers, radio, broadcast TV, and cable
- **OTHER IDEAS:** Local home owners associations, garden clubs, and student groups

NAME	TITLE	MEDIA OUTLET	ADDRESS PHONE EMAIL	NOTES

arborday.org



# Best Practices for a Great Event

THIS EVENT is all about engaging corporate volunteers in meaningful work in their community, ensuring that they leave with new skills and a newfound appreciation for planting and caring for trees. It is a unique opportunity for employees to experience something meaningful as a team.

Most of the volunteers will be planting their first trees with you, so you have 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 the volunteers how they can do their part in planting, nurturing, and celebrating trees.

THIS IS A GREAT PRINTABLE PAGE TO CHECK OFF TASKS AS YOU PREPARE.

## 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, and signed agreement.
- 6–8 weeks out:** Join first planning call with Amy Lester.
- 5 weeks out:** Provide first drafts of press release and any other marketing materials.
- 3–4 weeks out:** Join second planning call with Amy Lester and corporate partner representative(s).
- 1 week out:** Submit finalized press release to local media.
- Day of event:** Lead all tree planting and engagement activities for corporate partner volunteers. Collect all needed photos, data, and impact stories.
- 1–2 days after:** Send 3–5 photos to be shared with the corporate partner.
- Within 10 days after:** Submit final reporting documents and survey responses.

## Questions?

Contact **Amy Lester**, Program Coordinator  
alester@arborday.org | 402-473-9554

## Marketing Checklist

- Form your media contact list.
- Update the press release template and gain approval from the Arbor Day Foundation team.
- 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

- Provide details regarding parking location, meeting place and time, and appropriate apparel.
- Confirm that all volunteers have signed the Arbor Day Foundation waivers.
- Make sure water is readily available for volunteers throughout the event.
- Supply an appropriate number of tools, wheelbarrows, gloves, etc., for the number of volunteers and place them in locations that are easily accessible.
- Clearly designate which trees will go where.
- Provide a clear tutorial to volunteers, describing the process and order they should complete each part of the planting. Include hole depth, mulch placement, and watering instructions. [For ideas on what to include when providing instructions, check out our tree care tips at [arborday.org](http://arborday.org).]
- Have additional engagement opportunities ready. Activities such as mulching, watering, and litter cleanup help fill time if an event moves more quickly than expected.
- Bring everyone back together at the end of the event for closing remarks and thank yous. This serves as a great opportunity to remind volunteers of the impact of their work for generations to come.

## Thank You

We appreciate the partnership between our organizations and look forward to a great tree planting event!