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.
  - Social media
  - Newsletter emails
  - Media alert
  - Press release (samples included in Resource Portal)
  - 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)
  - Cinebody video footage – during the event, capturing the experience
  - 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 (flyers, original press releases, e-blasts, etc.) at least two weeks prior to distribution.
MEDIA ALERT EXAMPLE

FREE 500 TREE DISTRIBUTION EVENT AT RICHLAND COLLEGE HOSTED BY TEXAS TREES FOUNDATION, ARBOR DAY FOUNDATION AND INTERNATIONAL PAPER

Dallas tree giveaway will result in 500 new trees planted

WHAT: Texas Trees Foundation, a Dallas-based urban forestry nonprofit organization, will partner with the Arbor Day Foundation and International Paper to distribute 500 free trees at Richland College as part of its recovery efforts due to October 2019 severe weather. This tree giveaway will provide 500 trees to plant throughout residential areas affected by the tornado which destroyed up to 3,500 trees and damaged 1,500. While following Covid-19 safety guidelines, residents who pre-registered through Texas Trees Foundation’s website will pick up their new tree in an organized drive-through while also receiving a bag of mulch and planting instructions.

WHO: Texas Trees Foundation; Arbor Day Foundation; International Paper; Dallas College

WHEN: Friday, October 31, 2020 between 9:00 a.m. – 2:00 p.m.
8:00 a.m. Tree Giveaway Setup
9:00 a.m. Tree Giveaway Begins – Participants can begin picking up their tree
2:00 p.m. Tree Giveaway Ends

WHERE: Dallas College Richland Campus, Lot C – 12800 Abrams Rd, Dallas, TX 75243

Registration Page: (insert link)

MEDIA: Contact Josh Wilbanks with the Texas Trees Foundation at joshua@texastrees.org or 214.263.7235 for additional information;
• Website - www.texastrees.org
• Facebook - @texastrees
• Twitter - @Texas_Trees

MORE: The Texas Trees Foundation (Texas Trees) serves as a catalyst in creating a new green legacy for North Texas through transformational, research-based plans that educate and mobilize the public to activate the social, economic, environmental, and health benefits that trees and urban forestry provide for a better quality of life. The health benefits that trees and urban forestry provide include: (i) to preserve, beautify and expand parks and Mission of the Texas Trees Foundation, and (ii) to beautify our public streets, boulevards other public natural green spaces, and (iii) to beautify our public streets, boulevards and rights-of-way by planting trees and encouraging others to do the same through educational programs and projects that focus on the importance of building and protecting the “urban forest” today as a legacy for generations to come.

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