

BRING LIFE TO YOUR COMMUNITY



PLANT TREES



How to Use Your Urban and Community Forestry Appreciation Tool Kit

This kit makes it easy for you to educate community leaders about all the ways community trees contribute to quality of life and your town's social, economic and environmental well-being.

These outreach materials show that trees are a critical component of urban infrastructure and that they require financial commitment for care.

Additional resources are available from your local chapter of the International Society of Arboriculture, Tree Care Industry Association, National Association of State Foresters, and other citizen action groups.

This kit contains:

- Mini-Flier—Top 10 Reasons We Need Trees
- Sample Letter to the Editor
- Sample Action Alert
- Fact Sheet
- Statistics Sheet
- Six Articles
 - *Could Treeless Cities Be in Our Future?*
 - *Tired of High Power Bills? Try Tree Power Instead*
 - *The Mightiest Pollution Fighters of All*
 - *An Easy Way to Increase Your Property Value: Plant Trees!*
 - *How Smart Tree Planning and Planting Help New Developments and Established Neighborhoods*
 - *How to Establish an Urban Forestry Program in Your Neighborhood*
- CD ROM
 - Includes all of the above printed materials (PDF and text formats)
 - PowerPoint Presentation—Benefits of Community Trees
 - Four-Color Logo—Bring Life to Your Community...Plant Trees

Kit Instructions

Suggestions for using this kit:

Mini-Flier—Top 10 Reasons We Need Trees

This flier fits easily in notebooks or can make a great door stuffer. Use the original to create multiple copies to hand out. To prevent waste, copy two onto one piece of paper, then cut down the middle. Colored paper makes them even more eye-catching. As an icebreaker, ask your audience to name the top 10 reasons trees are important.

Sample Letter to the Editor

This type of letter could be sent to your newspaper or local magazine to build awareness in your town about the importance of trees. Use other information in this kit to create additional letters as appropriate. Retype on your own letterhead or copy the text from the electronic file provided and edit as needed. Be sure to enter the name of your state urban and community forestry program, an individual to contact, and their phone number where indicated in the letter. To get this information, see www.treelink.org (upper far left—who's who in your state).

Sample Action Alert

Action Alerts are used to bring a sense of urgency to your issue and build timely public awareness. Retype on your own letterhead or copy the text from the electronic file provided and edit as needed. Be sure to enter the name of your state urban and community forestry program, an individual to contact, and their phone number where indicated in the letter. To get this information, see www.treelink.org (upper far left—who's who in your state).

Fact Sheet

This sheet gives a quick overview of the issue and lends credibility with its "real-life" examples. Hand it out during presentations. Give it to news reporters when doing events. E-mail, fax, or mail it with news releases.





Statistics Sheet

This listing provides the resources you need to speak knowledgeably about the specific contributions trees make. Give it to news reporters when doing events. E-mail, fax, or mail it with news releases. Cite these numbers in news interviews or during presentations. It's hard to argue with the facts.

Six Articles

- *Could Treeless Cities Be in Our Future?*
- *Tired of High Power Bills? Try Tree Power Instead*
- *The Mightiest Pollution Fighters of All*
- *An Easy Way to Increase Your Property Value: Plant Trees!*
- *How Smart Tree Planning and Planting Help New Developments and Established Neighborhoods*
- *How to Establish an Urban Forestry Program in Your Neighborhood*

Run these ready-for-publication articles in your newsletter or post to your Web site.

Ask your local newspaper or city magazine to run them as a series to help readers learn about the benefits of developing and sustaining an effective community tree care program.

CD ROM

- PowerPoint Presentation with Notes—Benefits of Community Trees

This brief PowerPoint presentation speaks to the issues that decisionmakers care most about—making their community a desirable place to live, work, do business, and shop. It explains the advantages of community trees in terms of dollars and livability. Use the presentation notes as is or put in your own words.

You can also give this presentation at your local library or community functions. Offer to speak at service organization meetings and schools. Let everyone know you are available to speak via another Letter to the Editor in your newspaper.

- Four-Color Logo—Bring Life to Your Community...Plant Trees

Use this logo to brand your outreach efforts. Branding makes your communications stand out from the crowd whether you're sending a Letter to the Editor or creating a Web site. Branding creates synergy and retention of your messages... critical in today's crowded marketplace. Visit www.communitytrees.org to download logos in different computer formats and to find other valuable resources.

