A TREE CAN BE ACTION

A Guide to Funding Requirements and Storytelling

TABLE OF CONTENTS
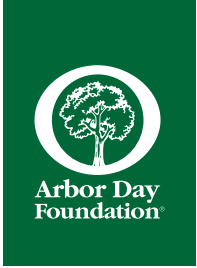
Arbor Day Foundation Reforestation Program

Thank you for helping to replant our world's forests with the Arbor Day Foundation. With a network of partners spanning the globe, the Arbor Day Foundation is uniquely positioned to bring corporate partners, members, 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 walk you through the different pieces of our agreement. Here you will find a handy checklist and resources to help you share the story of your project.

Have Questions?

As you work through the details of your project, you may have questions or information to share with us. Your primary contacts at the Arbor Day Foundation are:

Brad Brandt, Manager of Forest Restoration Programs
bbrandt@arborday.org

Brie Frickenstein-Kramel, Program Coordinator
bfrickenstein@arborday.org

Ernesto Sanchez Andrade, Program Specialist International, esanchezandrade@arborday.org

Jena Wanek, Program Coordinator,
jwanek@arborday.org

Looking for additional resources?

Check out our resource center at **arborday.org/report**.

WELCOME

Agreement Checklist

Prior to planting:

☐ Finalize and sign agreement with the Arbor Day Foundation.

☐ Capture photos of the landscape prior to planting.

☐ Connect with your Arbor Day Foundation contact to confirm whether planting is proceeding as planned.

☐ If at any time during your project there is a change in scope, location, or timing including the number of trees to be planted, the planting partner must notify your primary contact within five (5) business days of said changes.

☐ Review reporting requirements, available at **arborday.org/report**.

During planting:

☐ Capture photos of the trees and tree planters.

☐ If possible, take short videos of trees being planted.

☐ Gather stories and data needed for reporting.

☐ Record important dates, including planting start and end date.

After planting, within 30 days:

☐ Submit an accomplishment report at **arborday.org/report**.

☐ Email an invoice to your primary contact. If this is your first time working with the Arbor Day Foundation, please include your organization's W-9 (if based in the United States) and banking information (if based outside the United States) with the invoice.

– 4 –

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TELLING YOUR STORY

Help us share your need for trees.

Your planting project has a story. There is a reason the forest is in need of restoration — whether it's wildfire, pest infestation, land reclamation, or any of the many other issues that you face every day — there are tangible benefits to restoring tree canopy.

We want to help you tell that story. 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.**

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bfrickenstein@arborday.org

Ernesto Sanchez Andrade, Program Specialist International,
esanchezandrade@arborday.org

Jena Wanek, Program Coordinator,
jwanek@arborday.org

Promoting Your Project

Storytelling Toolkit

This toolkit is designed to help you collect the information, photos, stories, and more that will help you tell a compelling comprehensive story of the project.

Public Relations and Marketing

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 project, 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 work. This is designed to streamline approval processes and help you reach out to the media quickly and easily.

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Marketing Communications Plan Template

Event Date: _____

Location: _____

Contact: _____

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

- ☐ Newsletter emails
- ☐ Press release
- ☐ Social media
- ☐ Web page

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

Document the project with:

- ☐ Photos – before, during, and after shots

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 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

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

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

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

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:_____

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Marketing Communications Examples

Press release template


Facebook video post

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.

Example Social Language:

- We're excited to be working with <tag Arbor Day Foundation> to plant trees in <forest name>.

- We're working hard to plant trees in <forest name> to <insert reasons for planting (e.g., improve wildlife habitat, ensure cleaner waterways, aid in recovery after the _____ Fire)>.

- See what we're up to in <forest name>. *(Include video)*

- Wildlife habitat is just one of the reasons we're planting trees in <forest name>. *(Include photo of wildlife)*

- <Tree count> trees planted so far in <forest name>! *(Include photo of newly planted trees)*

Downloadable social media graphic
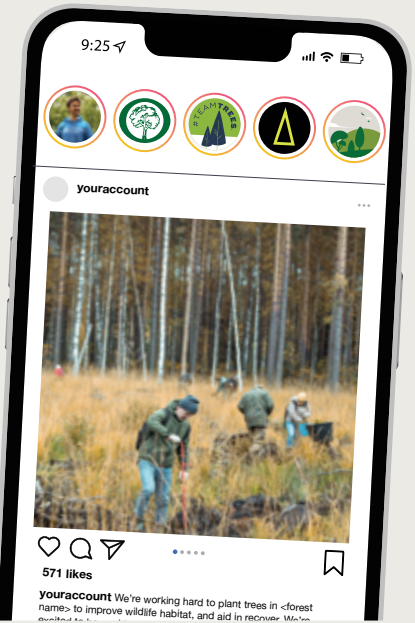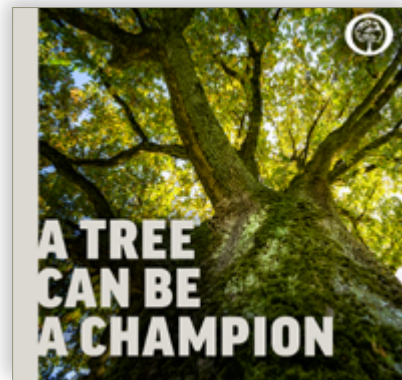
How to interact with the Arbor Day Foundation on social:

- 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 [Planting Partner online portal](#).

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CAPTURING THE DETAILS

Capturing the Details

It is common for partners to share about the natural disaster or issue that has caused the need for reforestation. That is an important part of the story. But beyond the reason for your need for trees, we want to know what the trees mean to the area. Think about the following questions:

☐ **Has a watershed been impacted?** What is the importance of ensuring that watershed isn't impaired?

☐ **Are there endangered/threatened species or other wildlife that rely on this area for habitat?** In particular, think about the areas that are unique to your region.

☐ **Are there individuals and communities that rely on or benefit from the forest?** Is there a story to be told about recreational or economic use?

☐ **Do you have stories or metrics to share about human impact?** How many people live nearby, and how are they affected? Will the project create jobs or ensure sustainability of jobs? How many working days will be created, and how many employees will be supported?

☐ **How has weather impacted this planting location and/or project?** Is drought, extreme cold, or excess rain and snow causing this location to have different planting needs?

Taking the Right Photos

As we promote your project, the Arbor Day Foundation will ask for photos of your project that may be used for marketing materials and on social media. Following are some tips to help you gather photos that the Foundation can use for such purposes.

☐ **Be sure to take photos** of the area before, during, and after the planting.

☐ **Include images of the landscape**, some that more broadly show the area and some that are site-specific.

☐ **Capture the process in action.** When individuals' faces are visible, be sure to receive photo releases and approval from them before submitting your report.

☐ **Get shots of boxed seedlings** being unloaded and prepped.

Tips for Great Video Footage

Capturing footage on your smartphone can go a long way in creating a deeper connection with your project. Consider some of the following video opportunities:

☐ **Short clips** of the trees being unloaded and planted.

☐ **Footage of the site** with newly planted trees.

☐ A short **thank you** video.
Sample language: "Hi, my name is <NAME> and I am the <POSITION> at <ORGANIZATION>. Thank you, Arbor Day Foundation, for your support of tree planting in <FOREST>."

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Providing Progress Updates

Being able to provide "updates from the field" is important. This helps donors feel connected with your project as it progresses. Two to three updates per project is ideal. If there is a change to the project location, scope, or timeline, please notify your primary contact within five (5) business days of becoming aware of said changes. Consider providing written updates and photos of:

☐ Site preparations.

☐ Planting day activities.

☐ Wildlife sightings on site.

☐ Unexpected obstacles to overcome.

☐ Anecdotes from planters or volunteers.

☐ How the seedlings are doing after planting.

While the reasons for planting vary by location and planting partner, one common thread connects every project we support: the need for trees is critical.

Thank you for choosing to work with the Arbor Day Foundation and for helping us tell your story.

Questions?

Contact Brie Frickenstein–Kramel at **bfrickenstein@arborday.org**, 402-473-9652 or Ernesto Sanchez Andrade at **esanchezandrade@arborday.org,** 402-473-9627 or Jena Wanek at **jwanek@arborday.org,** 402-473-2112

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BRAND GUIDELINES FOR TREE PLANTING PARTNERS

Logo Guidelines

Arbor Day Foundation logos and brand guidelines can be found **here.**

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
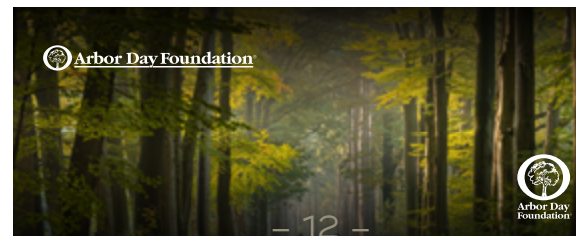
Unacceptable Use of Logo

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.**

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