Growing an Urban Forestry Program

PRESENTED BY:

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Community Greening

How it all began:

- **Founded in 2018** by Mark Cassini & Matt Shipley in Delray Beach, FL

- **Need for Trees:** Florida consistently one of the top states for tree canopy loss.

- **Community Support:** Politicians, community leaders, realtors, and residents.

- **Community & Corporate Partnerships**: TD Bank Green Streets, City Parks Department

- **Arbor Day Foundation & ACT Network** (shout out to Dana Karcher)

ACT Network Visits

- **Trees Pittsburgh**
- **Trees Atlanta**
- **Sacramento Tree Foundation**
- **Openlands**
- **Friends of the Urban Forest**
- **CA ReLeaf**
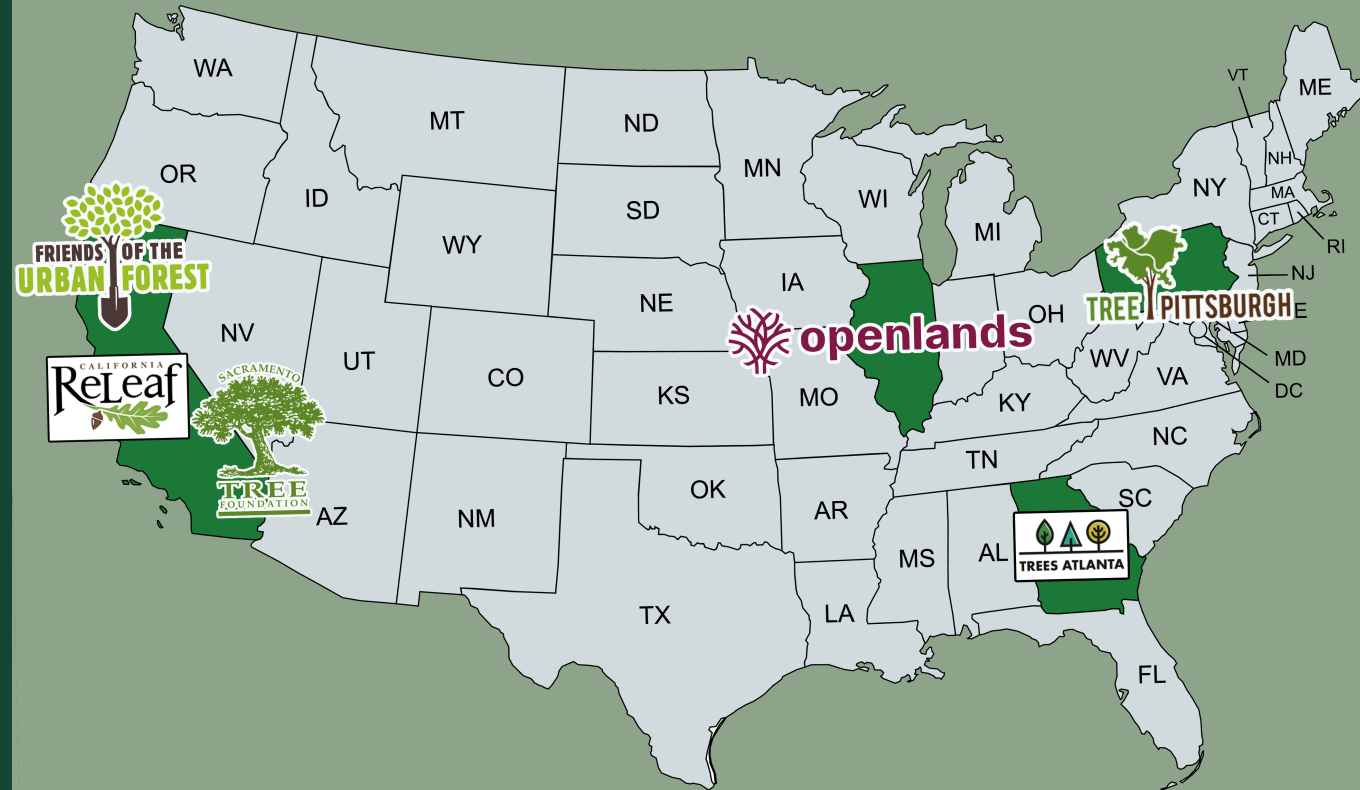
Partnerships & Funding Opportunities

- **Foundations:** Community Foundation, CSC, Palm Health Foundation, Family Foundations

- **Networks:** Arbor Day Foundation/ACT, CEO Roundtable, Chambers of Commerce

- **Cities & Towns:** Municipal Tree Planting Campaigns, County Parks System

- **State/Federal Funding:** US Fish & Wildlife Service, EPA, USDA/FL Forest Service

- **Corporate Partners:** FPL, Publix, TD Bank, Bank of America, JM Family

- **Misc.:** Impact 100, Keep PBC Beautiful

Strategies for Growth

- **Scalable Programming**

- **Leveraging Partnerships for New Business Opportunities**
  Palm Health, TD Bank, Arbor Day Foundation

- **Federal/State Funding Opportunities**
  EPA, IRA, Florida Forest Service

- **Multiple Funding Categories**
  Health, Youth, Work Force Development

- **Beware of Mission Creep**
  Stick to what YOU do – Don't be afraid to say No

Community Greening Partners

Municipalities

Tree Planting Campaigns funded by a municipality and restricted to locations and/or residents of that particular city or town.
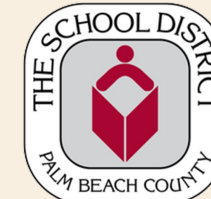
Corporations

Corporate funded tree events are ideal for staff team building, meeting ESG goals, or garnering good will with the local community they operate in.

Community Groups

Nonprofits, schools, youth organizations, gardening clubs, park systems, HOAs, and chambers of commerce provide valuable partnership opportunities.

Volunteers

Engaging groups and their members, as well as the general public, to partake in and promote tree events.

Outreach & Engagement

- ## Social Media
  Groups & Influencers (city/town, climate focused)

- ## Group Leaders
  'Real World' influencers (Club leader, teacher, etc.)

- ## Multiple Channels
  Newsletters, Registration Tools (Eventbrite)

- ## Cross-promotion Opportunities
  Larger community events, 'like-minded' groups

- ## Press Releases
  Pre & Post-Event PR & Media

Experiential Focus

- **Positive Experiences for ALL**
  Multiple stakeholders with varying goals.

- **Create a FUN atmosphere!**
  Bring a DJ to every event. Provide snacks & drinks.

- **Simple and Easy**
  Provide necessary supplies (tools & snacks/water), coherent messaging, and on-site assistance. Do NOT overwork volunteers.

- **Turnkey Events that Meet Goals**
  Sponsors are looking to reach their goals with little additional effort - what are their goals?

- **Positive Experience = Return Business**

THANK YOU

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