



A Resource List

BROWN BAG LUNCH SERIES

The Brown Bag Lunch Series is a monthly webcast held at the lunch hour and made possible through support from The Home Depot Foundation and USDA Forest Service. The goal is to provide training opportunities for local urban and community forestry practitioners. The trainings highlight successful programs and practices that you may want to adapt in your communities. Webcasts are open to all.

Correctly planting and protecting trees is a good thing to do. However, planting and protecting trees also requires coordinating time and resources. ACT minimizes such requirements by sharing the innovative ideas and organized approaches of successful projects and models for members to replicate. We invite you to join the Alliance for Community Trees for more ways to get involved. Together, we create a strong voice on behalf of the urban forest and make a great difference in the health, beauty, and livability of our communities. We strengthen communities by offering action-oriented approaches that bring people together around a common purpose.

TOPIC

Special event fundraisers are an opportunity to raise money, of course, but can also increase the visibility of an organization. Because they can be such a great marketing device, there are many details to consider, from the invitations and decorations to food and music. This one event could be the image of your organization in the community. So whether they're held at a private club, feature a live band, dancing, dinner, awards, or a raffle, they're about having fun.

More information at: www.actrees.org/site/stories/special_event_fundraising.php

TRAINERS

Kelly Quirke
Executive Director
Friends of the Urban Forest
P.O. Box 29456
San Francisco, CA 94129
415-561-6890
kelly@fuf.net

Kelley Skumautz
Annual Fund Director
TreePeople
12601 Mulholland Drive
Beverly Hills, CA 90210
818-623-4862
kskumautz@treepeople.org

Kelly Quirke

Kelly Quirke is the Executive Director of Friends of the Urban Forest in San Francisco. Prior to joining FUF, Kelly has served as interim director of the International Bill of Rights Project, Executive Director of the Rainforest Action Network, National Coordinator of Greenpeace's U.S. Temperate Forest campaign as well as their Offshore Oil, Energy, and Climate campaigns. Kelly's experience includes educating and politicizing the insurance industry regarding the economic and environmental risks and realities of global climate change. He has served on numerous nonprofit boards and is currently on the board of directors of the Hunters Point Family, a community organization working with at-risk youth in San Francisco's diverse and underserved Bayview-Hunters Point neighborhood. He has been a non-violence trainer for over 20 years and is the father of 16 year old Casey and 1 year old Calliope.

Kelley Skumautz

Kelley Skumautz is TreePeople's Annual Fund Director. Kelley oversees all unrestricted fundraising programs for TreePeople including direct marketing, major donor campaigns, an honor/memorial Tree Dedication program, corporate relations, and benefit events. Kelley has worked for environmental nonprofits since 1994 and is well-versed in the areas of development, marketing, administration, and board relations.





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Arcadia (San Francisco, CA)

Arcadia is an invitational biennial event, conceived by artists in 2002 as a way to make a significant contribution to San Francisco's urban ecosystem. The Bay Area art community has welcomed the opportunity to transform their art into trees and enhance our city one artwork and one tree at a time. Although the event is for one night, the website remains available indefinitely so that the public can explore the art and the artists that interest them. Most of the participating artists have websites where one can view more of their work and find out about upcoming shows and events. The event engages participating artists, sponsors, volunteers, and more than 500 attendees who bid in the art auction. In 2007, through the generosity of Bay Area artists, more than \$185,000 was raised for Friends of the Urban Forest. More information at: http://actrees.org/site/stories/special_event_fundraising.php

Harvest Moon (Beverly Hill, CA)

Harvest Moon is TreePeople's annual gala fundraiser and awards benefit dinner at Warner Bros. Studio. MCs and special guests include Hollywood's eco-supporters, actors, comedians, and more. The evening includes music, special guests, a silent auction featuring various artists' work, and a live auction, which in 2007 featured a Toyota Hybrid, weekend getaway in Manhattan, a gourmet dinner at the WIRED LivingHome, a tour of the mighty L.A. River with Andy Lipkis, and use of TreePeople's Center for Community Forestry. In 2007, Harvest Moon raised \$550,000 for forestry, environmental education, and sustainability programs. Invitations to Harvest Moon are, in themselves, a category of fundraising. Invitations are issued only to Grove Members (annual contribution of \$1,000 or more). In addition, Grove Members also receive complimentary consultation at their home with a certified arborist, and an opportunity to dedicate a grove of five trees to honor or remember a family member or friend. More information at: http://actrees.org/site/stories/special_event_fundraising.php

Holiday Cards and Tribute Gifts (Atlanta, GA)

Trees Atlanta offers holiday, memorial and honorarium cards to help support its extensive tree planting program. Cards, which require a minimum contribution of \$25, tell recipients that a tree will be planted in their honor. The trees planted under this program are not specifically recognized with markers or otherwise identified. In 2006, Trees Atlanta raised \$92,000 through all three card programs and planted 3,680 trees. In addition to increasing revenue for the organization, the cards have raised the visibility of Trees Atlanta throughout the community. More information at: http://actrees.org/site/stories/holidaymemorialhonorarium_cards.php

The Root Ball (Houston, TX)

Trees For Houston hosts a gala, the Root Ball, which raises money and increases the visibility of the organization. For the past 13 years, Trees For Houston has hosted a successful gala, the Root Ball, which not only raises a significant amount of money for the organization but also greatly increases the visibility of the organization in the crowded social world of Houston. More information at: http://actrees.org/site/stories/the_root_ball.php

Flowering Tree Sale (Jacksonville, FL)

Greenscape of Jacksonville sponsors an annual Flowering Tree Sale that raises money, increases public awareness, and results in the planting of thousands of trees. In 1988, a board member suggested operating a tree sale that would raise money for the organization and encourage residents to plant trees by offering high-quality trees at low prices. Since then the sale has become a highly anticipated annual event held on the last Saturday in February. Buyers have the opportunity to purchase trees at only slightly above the wholesale price and receive information and technical assistance from landscaping experts. More information at: http://actrees.org/site/stories/flowering_tree_sale.php

Tree Davis (Davis, CA)

Every year, Tree Davis and the City of Davis host a silent art auction to benefit community tree planting. More information at: <http://treedavis.org/>





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Baton Rouge Green's OnLine Spring Tree Sale

Baton Rouge Green cleverly links their traditional tree sale with web 2.0 ideas. Residents can browse their list of available 3, 4, 5, and 7 gallon trees- all grown within 80 miles of Baton Rouge and perfect for planting in their region- and place an order all online. Also available on their website, individuals can purchase raffle tickets for a chance to win a 4"-5" caliper live oak tree that Baton Rouge Green will plant in the winner's yard with a tree spade, mulch, and guarantee for a year. The tree and planting service, valued at approximately \$1,500, is donated by a local landscaping and nursery company. No more than 1,000 tickets are sold at \$10 each.

More information at: www.batonrougegreen.com





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SHARED SOLUTIONS- Fundraising Ideas

Raising a Little Money in a Little Time With Little Effort and Little Expense

Your Organization works hard to improve the quality of life in your region by creating healthy and sustainable community forests. You plant, you water, you prune, you preach, you teach, you mentor... all to make the world a little greener where you live. In order to accomplish your goals and implement your mission, you need to be able to pay your bills.

You just discovered that the big bucks you were expecting next month would arrive approximately 60 to 90 days later than expected. However, you have payroll, payroll taxes, rent, liability insurance, and other expenses coming due before your expected windfall will fall into your hands. You estimate that you are going to be short about \$1,500 before your long-awaited money arrives. Hopefully it will not be delayed again! You need to raise a little bit of unrestricted cash within six to eight weeks.

What do you do? Ask staff to wait for their checks? Lay off staff for a few weeks? Default on your payroll taxes? Stick your next paychecks in the drawer and wait to cash them? Eat cans of beans for the next few months? Don't answer the phones, so the bill collectors can't find you? Go on vacation and let someone else solve the problem? Run?

How about implementing a quick moneymaking activity? No, not an illegal pyramid scheme or a three-card Monte game as played on the streets, but a legal fund raising activity with a quick turnover that will gross about \$1,500 to \$2,500 of unrestricted funds. The following suggested are quick and easy fund raising ideas for unrestricted funds suggested by Alliance for Community Trees members from across the country.

Hopefully you will never have to raise money quickly, but you can still use the ideas in this book to raise funds before a crisis occurs. Review the following solutions submitted by your peers, try some of them out; thank the group whose idea you successfully implemented; share the twists that you added to make an idea in the book more interesting; and let ACT know if this format was helpful or if you have ideas for other booklets of this type.

Good luck with your fund raising activity. The more we all succeed in raising unrestricted funds, the better we will be able to implement programs that improve our community forests and the quality of life across the country.

Best Regards,

The ACT Member Services Committee

Jan Bisco Werner, Chair, Trees New Jersey
Barbara Eber-Schmid, Trees New York
Mary McCarthy, TreeFolks
Genni Cross, California ReLeaf
Pam Rhone, Alliance for Community Trees





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A Resource List

Quick & Easy Fund Raising How-to Raise Approximately \$2,000 of Unrestricted Funds Quickly

Organization Name:

Contact Name, Title:

Mailing Address:

Phone:

e-mail:

web page:

Project Title:

Projected Total Expense:

Projected Total Revenue:

Project Description: (Overall picture of fund raising activity with goals and objectives, including amount to raise. How does it relate to our organization's mission?)

People Targeted (Audience): (What types of people/groups will you target? Why were they selected?)

Products: (Describe the "product" (i.e. T-shirts, dinners, seedlings, certificates, good time, etc.) that we intend to exchange with our audience to receive their financial support. How will it be "packaged" it to make it appealing to people?)

Price: (How much will people be asked to pay? Money? Time commitments? Rebates?)

Place: (Where, when, and how will we deliver/offer our "product" to people?)

Promotion: (How will we reach people, communicate the benefits, and persuade them to "buy into" our project?)

Performance: (How will we measure the success of our activity?)

Personnel/Player: (How many people will it take? Who are they? What are their roles? What will the board's role be? Will you establish committees? Will volunteers participate?)

Project Costs/Expenses: (What expenses should be included in a budget? What supplies will we need that we don't have? What type of in-kind contributions can we find to alleviate some of our expenses?)

<u>Item Description</u>	<u>Cost (Actual or I-K value)</u>	<u>Source of Funds & In-Kind</u>
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Project Steps: (Delineate tasks. Explain the type of personnel and amount of time required for each task)

<u>Tasks/Milestones</u>	<u>Hours Required</u>	<u>Personnel Staff/Board/Volunteers</u>
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Board Member Challenge

Projected Total Expense: \$0.00 to \$160.00±

Projected Total Revenue: \$2,000.00±

Project Description:

Our mission is to cultivate greener communities in the state through volunteer efforts, but we cannot accomplish this without resources. This activity addresses our goals of expanding our membership, increasing public awareness, developing adequate resources, and maintaining a spirit of joviality in all that we do.

This idea is for smaller organizations with less "connected" and powerful boards. Depending upon the amount needed to close the budget gap; the board establishes short-term fund raising goals, such as \$200 per board member before the next board meeting. Fun challenges are then set for things such as reaching the \$200 goal first, having the highest per cent return on requests, most non-family donors, most family donors, most number of people responding, most new contacts, most businesses, most green-industry partners, most unusual way of reaching the goal, climbing the biggest hurdle, and exceeding the set goal by the most. Use your creativity to make up interesting names for each award.

Board members are given our bookmarks and copies of a letter of appeal written by staff that explains who our organization is, the challenges we are addressing, our accomplishments, and a request for contributions. Board members meet and bring their address books, envelopes, and 1 to 2 books of stamps. They add a handwritten personal request on each letter of appeal, then stuff the envelope and address and stamp it. They can mail or give it to friends, family, and colleagues. Then they follow-up with phone calls. Instead of making it a group activity, the board can do it on their own time or use the information from the letter or board manual to set up their own method for meeting the challenge, such as a progressive dinner party.

People Targeted (Audience):

Friends, family and colleagues of board members. (Staff can also take the challenge)

Products:

The product is "feeling that they are a part of the solution" and "information". Our letter provides them with information and makes them aware of the value of community forests and our organization. They can also give in memory or honor of someone.

Price:

Gift ranges: \$10, \$25, \$50, \$100, \$200

Place:

Through the mail, e-mail, phone, or in-person within the dates set by board.

Promotion:

Board members will write letters of personal requests on the organization's letter of appeal, a form letter. They will be mailed or hand-delivered to a known audience. The staff will track responses and the Board members will make follow-up calls.





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Performance:

By the number of new partners and the amount of contributions received.

Personnel/Players:

- 1 Board member to present the challenge to the other Board Members
- Board Members will determine the challenges and set goals
- Board Members (all or majority) to accept the challenges and implement the activity
- 1 Board member to develop board awards (handshakes, certificates, gifts, etc.)
- 1 to 2 staff to write an appeal (form letter), track responses, keep board members informed or responses
- Treasurer and / or Executive Director to summarize success of activity
- Chairperson and / or Executive Director to present Board members with "awards"

Project Cost/Expenses:

<u>Item Description</u>	<u>Cost (Actual or I-K value)</u>	<u>Source of Funds & In-Kind</u>
Letter of Appeal copies	\$25.00±	General Budget
Envelops	\$10.00±	Board In-Kind
Stamps	\$125.00± I-K	Board In-Kind
Board Awards		In-Kind
Staff Time		General Budget
Board Time		In-Kind

Project Steps:

<u>Tasks/Milestones</u>	<u>Hours Required</u>	<u>Personnel (Staff/Board/Volunteers)</u>
Write letter of appeal and Charitable giving form	2.0	Staff
Find Board member to take lead	1.0	Exec. Dir. & Chairperson
Present Board with challenge	1.0	Board
Meet to write and address appeals	2.5	Board
Follow-up calls	1.0	Board
Track responses and inform board	4.0	Staff
Create and prepare summary report	3.0	Board & Staff
Prepare and present summary report	3.0	Exec. Dir. & Treasurer
Present awards at next Board meeting	1.0	Exec. Dir. & Chairperson

For More Information:

Jan Bisco Werner, Executive Director
 Trees New Jersey
 P.O. Box 583
 Bordentown, NJ 08505-0583
 Phone: 609-298-2999
 Email: NJReLeaf@aol.com





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City Council Connection

Project Total Expenses: Varies

Projected Total Revenue: \$2,000±

Project Description:

Work with sympathetic city council member to pursue donations from his/her donors through a letter from the council member.

People Targeted (Audience):

People who previously gave and supported the councilperson.

Products:

A fabulous letter and pre-printed reply envelopes

Price:

\$250 or more per contact. Return of donations should happen within two months.

Place:

Via mail, November before holiday giving.

Promotion:

Personal letters of contact.

Performance:

Donations received

Personnel/Players:

- Council members and staff members
- One PFT staff member
- Printer, mailing house

Project Costs/Expenses:

<u>Item Description</u>	<u>Cost (Actual or I-K value)</u>	<u>Source of Funds & In-Kind</u>
Letter and envelopes	150	PFT or donation
Return envelopes	100	PFT or donation
Postage (bulk for 500)	100	PFT or donation
Mailing labels	0	Council member
Mailing house	75	

Project Steps:

<u>Tasks/Milestones</u>	<u>Hours Required</u>	<u>Personnel (Staff/Board/Volunteers)</u>
Staff/Board Review	1	S/B
Met with Council office	1+	S
Order mailing labels/procure	2	S
Order printed letter and envelopes	2	S
Deliver materials to mailing house	2	S or V

For More Information:

Gertrude Grant
 Denver Digs Trees
 Phone: 303-722-6262





A Resource List

Major Donor Call

Projected Total Expenses: \$0
 Cost of 10 minutes - 2 days of calls
 Possible cost of lunch

Projected Total Revenues: \$2,500 - \$5,000

Project Description:

Identify a major donor who supports your work or who could support your work, call them and ask for a contribution or special contribution.

People Targeted (Audience):

Potential or past major donors. Interest in your work, record of philanthropic activity.

Products:

None except a thank you letter

Price:

\$2,500 - \$5,000

Place:

Anywhere - your office, a planting site, or an example that is inspiring about your work.

Promotion:

Pick up the phone and call them.

Performance:

Did you get the money you needed?

Personnel/Players:

You, possibly a board member or enthusiastic supporter and/or someone who has benefited from your services.

Project Costs/Expenses:

Item Description	Cost (Actual or I-K Value)	Source of Funds & In-Kind
Phone Call		
Lunch	\$20 - \$75	Donated by restaurant caterer, you, or volunteer
Thank you note	\$5.00	
Photos	\$5-10.00	Photos or color copies of work

Project Steps:

Tasks/Milestones	Hours Required	Personnel (Staff/Board/Volunteers)
Write a thank you note	15 minutes	You, and/or staff, or both
Write a progress report on results	30 minutes	You
Make a phone call to the source	15 minutes	You
Send another update in six months	30 minutes	You or staff
Ask again in 9 months		You or board

For More Information:

Andy Lipkis, President
 Tree People
 12601 Mulholland Drive, Beverly Hills, CA 90210
 Phone: 818-623-4848 e-mail: Alipkis@treepeople.org
 web page: www.treepeople.org/trees





A Resource List

Celebrity Tree Walk

Projected Total Expense: \$350

Projected Total Revenue: Varies

Project Description:

Celebrity tree walks are recreational and educational walks through areas with many tree varieties. Trees Atlanta has hosted these walks in neighborhoods, intown forests, and on college campuses. We ask local botanical experts, local media personalities, and other "celebrities" to lead the tours. We typically arrange about 4 tree walks each for fall and spring.

The goal of our tree walks is to educate the participants about the value of trees. The objectives are to teach citizens how to preserve existing trees in our urban forest, to raise money, and to increase awareness of our organization.

Trees Atlanta is a non-profit citizens' group dedicated to protecting, improving, and beautifying our urban environment by planting and conserving trees. Tree walks relate to our mission, by generating funds for our volunteer tree-planting program. Tree walks also educate people about the value of trees, and gives us an opportunity to relay how to conserve them.

People Targeted (Audience):

We target our mailing list by bulk mailing a brochure describing all of the walks. We also try to reach the general public by securing free local radio spots, mention in the Atlanta Journal Constitution, and placing extra brochures in local shops & libraries. We select people who have generally "selected us" in the past. Our supporters are often regulars on the walks.

Products:

The "product" is education. Each participant walks away knowing something about trees that they did not know before. It is "packaged" in the form of a good time.

Price:

We ask that members donate \$5, and non-members donate \$10. Typically, people give more than that. The walks usually last about 2 hours. We request that people phone in or e-mail ahead of time, so we know approximately how many to expect.

Place:

We have 4 tree walks in the spring and 4 in the fall. We have a central meeting place, and we have maps available prior to the event. We gather around the tour leader, and follow them from location to location depending on what their topics are.

Promotion:

We make our tree walks sound like fun in the brochure, and we try to secure local celebrities to lead them. Some participants come simply to spend time outdoors and get exercise.

Performance:

We measure the success of the walks by the comments people make at their conclusion. We also value the comments of the leaders, so we can keep them in mind for future walks. We also measure the amount of income we collect.





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Personnel/Players:

Entire staff makes suggestions of people/places for the walks. We keep a running list of possibilities. Our volunteer's coordinator contacts venues, celebrities, and the staff faxes maps to sites as needed. The board currently does not participate as a whole, but they are a great resource. We could have them communicate the tree walk info. to their organizations, families, and friends. No committees are currently used, and the walk leaders are volunteers.

Project Costs/Expenses:

<u>Item Description</u>	<u>Cost (Actual or I-K value)</u>	<u>Source of Funds & In-Kind</u>
Time for brochure	Printing costs (\$100)	Local Printer & donors
Bulk Mailing	\$300-\$350	Vols. Prepare, Gen.
Time to distribute	1 Hour	Staff & Volunteers

Project Steps:

<u>Tasks/Milestones</u>	<u>Hours Required</u>	<u>Personnel(Staff/Board/Volunteers)</u>
Secure Leaders	4.0	Staff
Secure Venues	4.0	Staff
Design Brochures	4.0	Staff or Volunteers
Print Brochure	4.0	Printing Company
Bulk Mail Preparation	10.0	Volunteers
Bulk Mailing	1.0	Post office/staff
Faxing Maps to Part	1.0	Staff
Taking Sign-up calls	1.5	Staff
Tree Walk	2.0	Staff/Volunteers
Thank You Notes	0.5	Staff

For More Information

Marcia Bansley, Executive Director
 Trees Atlanta
 96 Poplar Street
 Atlanta, GA 30303
 Phone: 404-522-4097
 Email: treesatlanta@mindspring.com
 Web page: www.treesatlanta.org





A Resource List

School Tree Sales

Projected Total Expense: variable

Projected Total Revenue: variable \$500±

Project Description:

This project is a partnership with the school or school PTA to sell trees to parents of students. (This works especially well if the school needs trees or if the school is in an area of new construction or subdivisions.) A form is sent out with all the kids giving parents the option of purchasing one or more trees. Orders are taken during a limited time and turned into the school representative. The school representative turns the order into the tree organization.

Tree organization orders the trees at wholesale prices. The proceeds from the sale are split 50/50 with school and tree organization. The school oftentimes uses the proceeds of the sale to go towards greening of their campus. Tree groups can assist with landscape design, tree selection, education, etc.

Our board was originally reluctant to sell trees because they saw it as competition with the nurseries. However, the benefits of the parents all having trees in their yard and the fact that they would need additional supplies (mulch, fertilizer, tools, etc) overrode their concerns. In addition, we try to mesh some of our school education and tree planting programs with the tree sales so that we are involved in more than just a sale.

TreeFolks mission is to promote community partnership in the renewal, restoration and care of our urban forest through public tree plantings and education. We invite businesses, government, community groups and individuals to join us in creating a healthier environment and enhancing the quality of urban life.

People Targeted (Audience):

Parents of school kids. This is fundraiser for the school as well as the tree group. Also, many school fundraisers oftentimes do not sell items that have lasting value. Many schools in growth areas are serving families in new subdivisions without trees.

Products:

5 gallon trees. Choose a limited selection for the order form - perhaps 4 or 5 ornamentals and 4 or 5 shade trees to choose from. Make sure at the beginning that these trees are easy to obtain, supply is plentiful, grow well in the area, etc.

Price:

\$20.00/tree (in the Austin Texas area). The price set needs to depend upon local prices. We essentially doubled the average wholesale price of all the trees we were selling.

Place:

The trees are brought to the school for a several hour time period and picked up by recipients.

Promotion:

PTA's are great to work with on this project because they are constantly fundraising for the school. It's an easy project for them with a short turn around time and the kids don't have to be handling produce, candy, etc.

Performance:

Amount of money raised and all the trees picked up by folks who ordered them.





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Personnel/Players:

This project will take 2 to 6 major roles. The teachers may be participants as they may be the ones passing the forms to the students and collecting them once, they are brought back in. The ease of the project is that once the form is printed, it can be used at as many sites as you want. The time entailed is in contacting the schools. (This needs to happen early in the school year before the PTA is already set on a project.) Need 1 person from the tree group and 1 person from school or PTA to be lead person from each end. This is the minimum number of people needed. Of course, the permission if not whole hearted support is necessary from the principal. A person is needed to deliver trees and the day of pick up it is good to have 3 to 4 volunteers handling the orders. You may need a holding place for the tree between ordering and delivering. Board members come in especially useful by using their contacts at school - whether it is a professional contact or simply a school their child attends.

Project Costs/Expenses:

<u>Item Description</u>	<u>Cost (Actual or I-K value)</u>	<u>Source of Funds & In-Kind</u>
Printing of form and envelope	variable	IK
Trees	\$7.50 - 12.00	

Project Steps:

<u>Tasks/Milestones</u>	<u>Hours Required</u>	<u>Personnel (Staff/Board/Volunteers)</u>
Establish partnership	2+	1 staff (board helpful)
Determine tree type	1	1 staff
Print up form	1	1 staff
Deliver forms to school	1	1 staff or volunteer (set up delivery date)
Pick up forms & money	1	1 staff or volunteer
Order trees	1	1 staff
Reminder to school about delivery	1	1 staff
Find vols for order pick up (PTA)	1 - 2	1 staff
Deliver trees if necessary	2 - 4	2 staff or volunteers
Staff order pickup	16	4 volunteers @ 4 hrs. each

For more information:

Mary McCarthy, Executive Director
 TreeFolks
 P.O. Box 704
 Austin, TX 78767
 Phone: 512-443-5323
 Email: treefolk@io.com
 Web page: www.io.com/~treefolk/





A Resource List

Tree Cuisine

Projected Total Expense: donated

Projected Total Revenue: \$2,000

Project Description:

Board members throw dinner or brunch parties.

People Targeted (Audience):

Friends and a good time with friends.

Products:

Food and a good time with friends

Price:

Variable (\$10 - \$25) per person.

Place:

At board members' homes.

Promotion:

Board member raises \$200 or more.

Personnel/Players:

Very simple - board members buy ingredients, cook meals for friends. Can be multicourse Indian dinner, vegetarian cuisine, baked potato bar and music jam, whatever board members wants to do.

Project Costs/Expenses:

<u>Item Description</u>	<u>Cost (Actual or I-K value)</u>	<u>Source of Funds & In-Kind</u>
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Project Steps:

<u>Tasks/Milestones</u>	<u>Hours Required</u>	<u>Personnel (Staff/Board/Volunteer)</u>
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For More Information:

Lin Harmon-Walker, Executive Director

Friends of Trees

2831 NW MLK Blvd.

Portland, OR 97219

Phone: 503-282-8846

Email: fot@teleport.com

Web page: www.teleport.com/~fot





A Resource List

Tree Festival

Project Total Expense: Flyer & Postage \$200

Projected Total Revenue: \$3,000

Project Description:

Hosted by a local bar, restaurant, or the like with food donated such as hot dogs, beer, etc. If allowable, paint a tree on the wall with leaves and sell the leaves. Charge \$35 a ticket.

People Targeted (Audience):

Young professionals, or anyone over 21

Products:

The \$35 ticket pays for the food or beverages consumption, which was donated by manufacturers, distributors or suppliers. Sell leaves for \$10 to \$25 with buyer's name printed on them.

Price:

\$35 a ticket; \$10 to \$25 a leaf

Place:

Bar, restaurant, etc. They donate the space and the staff for serving and cleanup

Promotion:

Flyers, associations, local cable, PSAs on radio/television, web site, and newsletter.

Performance:

Expenses vs. income generated. Amount of people attending.

Personnel/Players:

1-2 people to get product donations. 1 to get site. 1 for promotion (could be same person)

Project Costs/Expenses:

<u>Item Description</u>	<u>Cost (Actual or I-K value)</u>	<u>Source of Funds & In-Kind</u>
Phone	variable	
Postage	variable	
Mailing	variable	
Printing flyers	variable	I-K

Project Steps:

<u>Tasks/Milestones</u>	<u>Hours Required</u>	<u>Personnel (Staff/Board/Volunteers)</u>
Locate restaurant/bar to partner with		
Obtain product donations		
Promote event		
Hold Tree Festival	3 - 4 hours	
Write thank you letters		

For more information:

Barbara Eber-Schmid, Executive Director, Trees New York
51 Chambers St. #1412A, New York, NY 10007

Phone: 212-227-1887

e-mail: treesny@gte.net

web page: www.treesny.com

