



## A Resource List

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### ACT WEBCAST 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.

### TOPICS

#### Special Event Fundraising

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: [http://actrees.org/site/resources/events/special\\_event\\_fundraising.php](http://actrees.org/site/resources/events/special_event_fundraising.php)

#### Major Corporate Partners

Partnering with a major corporation can provide your organization with a steady source of funding, guidance, and credibility. Despite the current economy, large companies remain highly interested in corporate responsibility, community impact, and going green. Urban forestry nonprofits are well positioned to leverage the values of trees to satisfy those interests, making this a prime time for your organization to develop its relationships with local corporations.

More information at: [http://actrees.org/site/resources/events/green\\_partnerships\\_with\\_business-\\_major\\_corpo.php](http://actrees.org/site/resources/events/green_partnerships_with_business-_major_corpo.php)





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### TRAINERS

Kelly Quirke  
Executive Director (former)  
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  
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Teresa Rhodes  
Director of Investment Opportunities  
Keep Indianapolis Beautiful  
1029 Fletcher Avenue  
Indianapolis, IN 46203  
317-264-7555  
trhodes@kibi.org

Peter Massey  
Director of Grant Funding  
TreePeople  
12601 Mulholland Drive  
Beverly Hills, CA 90210  
818-623-4863  
pmassey@treepeople.org

**Kelly Quirke** was the Executive Director of Friends of the Urban Forest in San Francisco. Prior to joining FUF, Kelly 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** 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.

**Teresa Rhodes** is Director of Investment Opportunities for Keep Indianapolis Beautiful, which unites people to build community and transform spaces through environmental improvement. Teresa has devoted 20 years as a development and marketing professional, nine of which have been with Keep Indianapolis Beautiful. Her work at KIB has included: raising millions of dollars, brand development, marketing, strategic planning, and program development. Since Teresa's tenure, KIB has tripled its income and quadrupled the number of investors. Her experience also includes development and marketing for a national public policy think tank and working on Capitol Hill for a U.S. Senate campaign committee. Teresa likes to "Boiler Up" as a graduate of Purdue University. She grew up in Indianapolis where most of her immediate family currently resides.

**Peter Massey** is Director of Grant Funding at TreePeople in Los Angeles. Peter has more than 15 years experience in all areas of nonprofit management. He oversees funding requests to Foundations, Corporations, and government grant programs that support TreePeople's programmatic and capital needs, and has been involved in raising more than \$10m for the organization. This has included building facilities and gardens at TreePeople Center for Community Forestry, overhaul of website and database systems, and major program expansion. Prior to work with TreePeople, Peter served as an executive for two nonprofit arts organizations in L.A. and Florida, gaining experience running programs, budgets, administration, and serving as the public face of the organization. He holds a BA from University of Missouri-Kansas City and an MFA from Florida State University.





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### SUCCESS STORIES- Special Event Fundraising

#### **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/resources/events/special\\_event\\_fundraising.php](http://actrees.org/site/resources/events/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/resources/events/special\\_event\\_fundraising.php](http://actrees.org/site/resources/events/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/what\\_we\\_do/success\\_stories/how\\_to\\_raise\\_money\\_through\\_holiday\\_cards\\_and.php](http://actrees.org/site/what_we_do/success_stories/how_to_raise_money_through_holiday_cards_and.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/what\\_we\\_do/success\\_stories/the\\_root\\_ball.php](http://actrees.org/site/what_we_do/success_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/what\\_we\\_do/success\\_stories/flowering\\_tree\\_sale.php](http://actrees.org/site/what_we_do/success_stories/flowering_tree_sale.php)





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SUCCESS STORIES- Special Event Fundraising (continued)

### **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/>

### **Baton Rouge Green's OnLine Spring Tree Sale (Baton Rouge, LA)**

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](http://www.batonrougegreen.com)

### **Feast With The Stars (New Orleans, LA)**

New Orleans is a town known for its parties, so perhaps it's no surprise that an annual gala brunch is Parkway Partners' secret to good media relations. Since 1984, journalists and media executives at the non-profit's annual fundraiser have been treated to a feast replete with specialty dishes from the city's top restaurants, a jazz band, and all the moguls, politicians, and corporate bigwigs they can cram into the former city hall. Usually held the Sunday before election day in November, "Feast with the Stars" is a jazz brunch which typically features 70 to 80 local media personalities, who volunteer to work the door or pour drinks, local politicians, and 300 guests paying \$50 a plate for the privilege of being in their company. More information at: [http://actrees.org/site/news/newsroom/what\\_if\\_we\\_just\\_threw\\_them\\_a\\_party.php](http://actrees.org/site/news/newsroom/what_if_we_just_threw_them_a_party.php)





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### SUCCESS STORIES- Corporate Partnerships

#### **Keep Indianapolis Beautiful and Eli Lilly and Company (Indianapolis, IN)**

In an effort to engage a large percentage of their employees in a major beautification project, Eli Lilly and Company formed a partnership with Keep Indianapolis Beautiful to make a major impact on the city of Indianapolis. Their goal was a team-oriented activity that would make a mark on the city of Indianapolis and give their employees a greater sense of pride and engagement in their community. The partnership began in 2008 when Lilly engaged more than 7,500 volunteers in service at over 50 projects throughout Indianapolis, and grew even larger in 2009. Also in 2008, the Kroger Company launched a 3-year \$75,000 recycling program with Keep Indianapolis Beautiful as part of a comprehensive, pro-active green initiative intended to reduce Kroger's impact on the environment.

More information at: [http://actrees.org/site/news/newsroom/eli\\_lilly\\_partners\\_with\\_keep\\_indianapolis\\_bea.php](http://actrees.org/site/news/newsroom/eli_lilly_partners_with_keep_indianapolis_bea.php)

#### **TreePeople and The Walt Disney Company (Los Angeles, CA)**

2008 proved to be a big year in the partnership between Los Angeles's TreePeople and The Walt Disney Company. With a \$250,000 grant and the support of its VoluntEARS, Disney launched with TreePeople an initiative to green Los Angeles school campuses, parks, and other spaces where children gather in support of the city's Million Trees LA initiative. Later that year, Disney announced a \$1.5 million grant to TreePeople to help reforest fire-ravaged areas in the mountains surrounding greater Los Angeles. Disney sees these efforts as part of its decades-long work to establish and sustain a positive environmental legacy for Disney and future generations through multiple programs and policies.

More information at: [http://actrees.org/site/resources/events/green\\_partnerships\\_with\\_business-\\_major\\_corpo.php](http://actrees.org/site/resources/events/green_partnerships_with_business-_major_corpo.php)

#### **Trees Forever and Alliant Energy and Aquila (Marion, IA)**

In 1991, Iowa established a law that energy companies had to dedicate a certain percentage of their conservation dollars to trees. Trees Forever established relationships with Alliant Energy and Aquila that continue today. Through the We Dig Your District and Branching Out programs, the energy companies support Trees Forever with funds that are passed-through in increments of \$500-10,000 to municipal committees (nonprofit or governmental) to plant trees. Trees Forever provides the expertise and support. Alliant Energy and Aquila each provide annual funding to Trees Forever for program grants and program delivery. In 2006, Alliant gave more than \$213,000 in grant monies and \$124,000 for program delivery. Trees Forever funded 105 tree planting programs with these funds.

More information at:

[http://actrees.org/site/what\\_we\\_do/success\\_stories/alliant\\_energy\\_branching\\_out\\_program\\_and\\_aqui.php](http://actrees.org/site/what_we_do/success_stories/alliant_energy_branching_out_program_and_aqui.php)

#### **New York Restoration Project Corporate Volunteer Program (New York, NY)**

In addition to its long-term sponsorships from The Home Depot Foundation, Target, Toyota, and BNP Paribas, the New York Restoration Project (NYRP) operates an extensive corporate volunteer program that tailors volunteer opportunities to meet the needs of corporations, who in turn make a financial contribution of \$30 to \$100 per volunteer. In 2007, this program included over 50 projects, involved more than 1,500 volunteers and earned approximately \$200,000. NYRP coordinates all the details of the program for participating corporations and assists with transportation and food service. Corporate volunteer program participants have included Krysalis Group, Lehman Brothers and Goldman Sachs.

More information at: [http://actrees.org/site/what\\_we\\_do/success\\_stories/corporate\\_volunteer\\_program.php](http://actrees.org/site/what_we_do/success_stories/corporate_volunteer_program.php)

#### **Friends of Trees and Portland General Electric (Portland, OR)**

Since 1996, Portland General Electric has provided significant financial and volunteer support to Friends of Trees, particularly in supporting planting projects in East Portland neighborhoods. PGE's sponsorship allows Friends of Trees to waive the \$35-75 per tree fee for residents in these neighborhoods where tree canopy coverage is the lowest. The subsidy covers the tree, hole-digging, stakes and ties, assistance on planting day, and a year of tree monitoring. On planting day, property owners and corporate volunteers come together to transform neighborhoods.

More information at: [www.friendsoftrees.org](http://www.friendsoftrees.org)





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SUCCESS STORIES- Corporate Partnerships (continued)

### **Pennsylvania Horticultural Society and PECO and Exelon Company (Philadelphia, PA)**

PECO and Exelon Company made a three-year, \$50,000-per-year commitment to TreeVitalize as part of their climate protection strategy. What's more unique is that the project was not done through the traditional "community relations" avenue, but their Director of Climate Programs which is part of their Environmental Health and Safety Division. With a simple goal of buying the most trees for the money, the Pennsylvania Horticultural Society recommended directing the contribution to a riparian buffer project, because it used the smallest, least expensive trees. More information at: <http://www.pennsylvaniahorticulturalsociety.org/>

### **The Park People and Xcel Energy Foundation (Denver, CO)**

The Xcel Energy Foundation supports nonprofit projects that focus on the connection between environment and energy. Xcel has been one of the Denver Digs Trees programs most ardent supporters. In 2008, Xcel provided support both for the program work of Denver Digs Trees as well as for our big spring planting project, where we put down more than 400 trees at an affordable housing site in northwest Denver. Xcel Energy Foundation was one of the first corporate sponsors. The involvement of Xcel helped attract other investors who now include Esurance, The Home Depot Foundation, Denver Water, Alliance for Community Trees and the Colorado Tree Coalition. More information at: [http://actrees.org/site/news/act\\_news/denver\\_digs\\_trees\\_volunteers\\_work\\_together\\_to.php](http://actrees.org/site/news/act_news/denver_digs_trees_volunteers_work_together_to.php)

### **Texas Trees Foundation and TXU Energy and Texas Instruments (Dallas, TX)**

In 2002 TXU provided \$140,000 in funding and 360 volunteers to create the nation's largest-known urban tree farm, operated by Texas Trees Foundation. The four-acre TXU Urban Tree Farm at Richland College features state-of-the-art production and irrigation technology with the capacity to produce 7,000 ten-gallon trees per planting season. Trees are offered to the public through the Trees For Texas program. In order to meet community needs and provide income to the foundation, in 2005 the Foundation opened a \$350,000 ten-acre Hamilton Park Tree Farm in a remote parking lot of Texas Instruments. The site is ideally suited for above-ground growing of the larger, twenty-gallon trees. It is covered with asphalt, drains well, is in close proximity to water, and is fenced and secure. More information at: [http://actrees.org/site/resources/events/operating\\_a\\_nursery\\_community\\_garden\\_or\\_arbor.php](http://actrees.org/site/resources/events/operating_a_nursery_community_garden_or_arbor.php)

### **Louisiana Urban Forestry Council and Chevron (Baton Rouge, LA)**

The Louisiana Urban Forestry Council provides trees to nonprofit agencies through its Chevron Tree Farm. Before Hurricane Katrina, the Louisiana Department of Agriculture and Forestry maintained and operated a tree nursery in New Orleans' City Park. The Louisiana Urban Forestry Council took over the tree farm and its operations after the storm decimated it, and soon received a \$60,000 donation from Chevron to renovate the farm. It was renamed the "Chevron Tree Farm" and a partnership between the Louisiana Urban Forestry Council and Chevron emerged. Over 400 volunteers helped to pot over 3,500 tree seedlings during a November 2006 event, which was one of the largest volunteer events held in post-Katrina New Orleans. Louisiana Urban Forestry Council will be able to operate the tree farm and provide trees to nonprofit agencies and governmental units for years to come thanks to a long-term agreement with Chevron for continued support.

More information at: [www.louisianaurbanforestry.org/about-louisiana-urban-forestry.php](http://www.louisianaurbanforestry.org/about-louisiana-urban-forestry.php)

### **Tree Canada and IKEA Canada (Ottawa, ON)**

In December 2009, IKEA Canada announced that as a result of its recent Bag the Bag campaign geared at eliminating plastic bags at its 11 stores, the retailer would donate a total of \$280,000 to its long standing environmental partner, Tree Canada. In addition to the \$280,000 donation, IKEA also continued to contribute a portion of its annual Christmas tree sales. The funds raised from the Bag the Bag campaign will be re-invested into IKEA Canada's annual partnership program with Tree Canada, Pick a Tree Plant a Tree. To date, the program has contributed to planting more than 14,000 trees across Canada solely from IKEA Christmas Tree sales.

More information at: [http://actrees.org/site/news/newsroom/ikea\\_canada\\_raises\\_280000\\_for\\_tree\\_canada\\_thr.php](http://actrees.org/site/news/newsroom/ikea_canada_raises_280000_for_tree_canada_thr.php)





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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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### 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 &amp; 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 &amp; 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





## A Resource List

### 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:**

Item Description	Cost (Actual or I-K value)	Source of Funds & In-Kind
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:**

Tasks/Milestones	Hours Required	Personnel (Staff/Board/Volunteers)
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:**

<u>Item Description</u>	<u>Cost (Actual or I-K Value)</u>	<u>Source of Funds &amp; In-Kind</u>
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:**

<u>Tasks/Milestones</u>	<u>Hours Required</u>	<u>Personnel (Staff/Board/Volunteers)</u>
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](mailto:Alipkis@treepeople.org)  
 web page: [www.treepeople.org/trees](http://www.treepeople.org/trees)





## A Resource List

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### 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.





## A Resource List

### 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 &amp; 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  
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## A Resource List

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### 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.





## A Resource List

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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 &amp; 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](mailto:treefolk@io.com)  
 Web page: [www.io.com/~treefolk/](http://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 &amp; 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

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Email: [fot@teleport.com](mailto:fot@teleport.com)

Web page: [www.teleport.com/~fot](http://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 &amp; 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:**

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