



A Resource List

MEMBERS ONLY WEBCAST SERIES

Members Only Webcasts are monthly sessions held at the lunch hour and made possible through support from The Home Depot Foundation and USDA Forest Service. The goals are to update members on current ACT activity, developing programs and partnerships, and future plans. Please plan to join the monthly call to stay connected to ACT, urban forestry, and your peers. Sessions are planned to last no more than one hour, with updates from ACT and at least one ACT member, followed by questions and answers.

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. 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

Under the banner of National NeighborWoods Month, local organizations are joining together to promote our common message- that trees are essential to the health and livability of our cities and towns. In October 2008, NeighborWoods Month resulted in 412 volunteer events delivered by 118 local partners in major markets across the country. Campaign partners planted 33,000 trees, engaged 18,000 volunteers and educated the public about sustainability through education and media outreach. This broad, national reach of NeighborWoods Month raises the level of discussion and action in your community, by emphasizing that tree canopy protection is both a local and a national concern. More information at: http://actrees.org/site/resources/events/neighborwoods_month_primer-part_i.php
More information at: http://actrees.org/site/resources/events/neighborwoods_month_primer-part_ii.php

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Leland Milstein is the Program Associate at Alliance for Community Trees, where he assists with the National NeighborWoods Month and NeighborWoods Grant programs, as well as webcasts, newsletters, and research. ACT is





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committed to the continued growth of NeighborWoods Month as a campaign that unites our members and draws attention to the value of urban forests.

Ken Knight has been Executive Director of Goleta Valley Beautiful since 2001 and is a Certified Municipal Specialist Arborist and Certified Urban Forester. Ken and volunteers plant and maintain an average of 500 new public trees a year in the semi arid Goleta area of Southern California, with many trees coming from their 2000 tree nursery that they operate. Ken is also co-chair of the Central Coast Chair of the California Urban Forest Council, which advises the State Forester on urban forest issues.

René Jones Lafflam is Executive Director for RNeighbors- Rochester, Minnesota's Neighborhood Resource Center- where she has worked for three years on a variety of issues aimed to improve community livability. A one woman show, René has developed and grown a diversity of programs including community tree plantings, neighborhood clean-ups, and helping neighbor associations to organize, budget, and plan their futures. In 2007, René was awarded the Mayor's Neighbor Award and serves on the Rochester Public Schools Foundation Board. Rene received her B.S. in Speech Communication from the University of Wisconsin-Platteville, and is currently studying with the University of Minnesota Community Leaders Fellowship program, focusing specifically on the topic of gang awareness. When she's not working, René enjoys creating rescued recycled art and finds, and reading and listening to music.





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FREE TOOLS

The Alliance for Community Trees offers a variety of tools to help you plan and promote your NeighborWoods events.

Register an Event

To register an event or to learn more about NeighborWoods Month, please visit www.neighborwoodsmonth.org. Registered events are listed at the website as part of the national campaign and are eligible for a suite of free materials including some of the following:

Mini-Grant

Thanks to support from The Home Depot Foundation, the USDA Forest Service, and the National Tree Trust, the Alliance for Community Trees is able to offer extra support for local NeighborWoods Month events. The purpose of the NeighborWoods Month Mini-Grant is to help nonprofit tree groups make their NeighborWoods Month events memorable and successful. Grants should enable you to host a more successful event rather than be the determining factor in whether you organize an event. Eligible events involve the public during October in tree planting, tree care, education, and other activity that engages people in urban and community forestry. Envision the mini-grant as a way to accomplish something extra. Suggested uses include:

- Customize posters, banners, T-shirts, and other promotional items with your logo
- Pay for a media service to disseminate press releases to get coverage for your event
- Hire a professional photographer or videographer
- Create awards or recognition for elected leaders, volunteers, or partners involved in your events.

More information at: <http://tinyurl.com/nwm09-grant>

Promotional Materials

ACT helps to position every NeighborWoods Month event for success by offering tools to encourage community involvement, grab media attention, attract and cultivate partnerships, and multiply your efforts. Some of those free materials to help promote your NeighborWoods Month event include:

- **Planning & Media Kit-** The Kit provides everything you need to promote your NeighborWoods Month event, including tools to attract new partners, ideas, helpful hints, and sample documents and forms. The kit will help you think through your NeighborWoods Month events. From tips on how to get started to post-event evaluations, the carefully designed tools and information provided in this kit support your ongoing efforts to present a consistent and compelling image of your organization's value to your stakeholders.
- **Posters-** Use these customizable posters to promote your events from the windows of local shops, restaurants, homes, and businesses. Tailor your posters by affixing or printing your local event information at the bottom of the poster. There's plenty of room for your logo.
- **Kids' Activity Cards-** These pocket-size activities and games provide tree-oriented fun and education for youth and their families. Three activities are in each set: "Map Your Home Forest", "Hug a Tree", and "Do All Trees Look Alike?"
- **Door Hangers-** NeighborWoods-branded door hangers get the word out to neighborhood residents about your local events. They can be customized by printing your organization and event information on the back using a standard office printer, or by affixing labels.
- **Tshirts-** Providing custom Tshirts is a wonderful way to help your volunteers feel that they are part of a true team effort. Our NeighborWoods Month Tshirts offer ample space to add your own logo!
- **Toolbelts-** These extremely popular nail aprons from The Home Depot are a fun one-size-fits all appreciation for your volunteers. The pocket is a great size for pruners, a bottle of water, or other tools of the trade. Try slipping our Kids Activity Cards in the pocket as a thank you for school groups and families.
- **Banners-** These 3' x 5' vinyl banners provide big visibility for your NeighborWoods events. The banner looks great as is, but can also be customized with your own logo or the logos of local partners and sponsors.

More information at: http://neighborwoodsmonth.org/event_tools.html





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Tshirt Grant

This year, we are offering a special grant for Tshirts. Whereas every organization that registers a NeighborWoods Month event receives 4 Tshirts, ACT members may receive up to 50 Tshirts at no cost. This grant is available only as long as supplies last and only to events that are registered early enough to allow for shipping. Otherwise, the only requirements are that recipients register a NeighborWoods Month event and be an ACT member in good standing. More information at: <http://tinyurl.com/nwm09-tshirts>

Online Tools

Many of the planning and media materials that ACT provides to NeighborWoods Month participants are available online at www.neighborwoodsmoonth.org. These items provide a step-by-step guide to planning and promoting your NeighborWoods Month events, and include a variety of easy-to-use, customizable templates. You will also find banners and ribbons to post on your website to honor and promote NeighborWoods Month. The web tools are fun, friendly, and easy to fit into your existing outreach materials. We've created colorful NeighborWoods Month banners, ribbons, and logos for you to use. The tools do not require advanced technological knowledge to employ, and will overlay one corner of your webpage without altering it. Just paste a one line script into your HTML to add the desired image. It's that easy!

More information at: http://neighborwoodsmoonth.org/event_tools.html

Photo Contest

Send ACT your most dramatic, artistic, and heartfelt photographs that capture *the spirit of volunteerism through NeighborWoods*. If we pick your image, you will win \$500. In addition, we will post your winning photo on our website and on future NeighborWoods promotional literature. Photos can be landscape or profile, action or portrait, individual or group, etc. Before submitting, please be sure to read the contest rules.

More information at: http://actrees.org/site/resources/funding/neighborwoods_month_photo_contest_2009.php

Facebook Challenge

Nonprofit organizations are increasingly taking advantage of free social networking sites to manage and grow their networks, build a base, and reach a broader coalition. Facebook is one of the most popular networking sites and is a great way to reach youth and engage new audiences in your mission. Accounts are free and are easy to design and update. Contact ACT if you need help setting up a Page for your organization. Once you've joined, recruit other users to become fans of ACT's Page. Whoever recruits the most fans to ACT's Page will be featured as an ACT Super Fan! More information at: http://actrees.org/site/news/newsroom/social_networking_series_for_nonprofits_face.php

Volunteer of the Year

ACT is accepting nominations for Volunteer of the Year. This is an opportunity for ACT members to share inspirational accounts of volunteers in action and have them gain national recognition for their local contributions! This award is open to any individual whose volunteer efforts have made a contribution to urban forestry by improving community trees and the neighborhoods they are in. Every nominee will be recognized as a Volunteer of the Year semi-finalist, and receive a certificate in honor of their service. In addition, one finalist will be featured in ACT materials and receive the Volunteer of the Year Award, which includes roundtrip airfare and lodging to meet with his/her Representatives in Washington, DC.

More information at: http://actrees.org/site/resources/funding/volunteer_of_the_year_1.php

Flickr

Flickr is an online photo application that allows you to share your photos and videos with the people who matter to you: volunteers, donors, staff, neighbors, friends, and people you don't even know. Follow ACT's activities and NeighborWoods Month events across the country on ACT's Flickr photostream by clicking the link below.

More information at: <http://www.flickr.com/photos/93706070@N00/sets/>





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SUCCESS STORIES

Delaware Center for Horticulture (Wilmington, DE)

For NeighborWoods Month 2007, the Delaware Center for Horticulture invited local development companies, community development organizations, and Wilmington Mayor James M. Baker to come together for roundtable discussions about community trees. The event rallied the support of various influential stakeholders by discussing the benefits of trees and demonstrating how to join many others who already incorporate trees into construction and redevelopment plans. In just one afternoon, the roundtable participants held a lunch, a press conference, a round of discussions, and then collaborated on a Statement of Support. At the press conference, the Delaware Center for Horticulture and Mayor Baker accepted The Home Depot Foundation Award for Excellence on behalf of the City of Wilmington for its efforts in community forestry.

More information at: http://actrees.org/site/news/act_news/neighborwoods_roundtable_roots_benefits_of_tr.php

UC Green (Philadelphia, PA)

Philadelphia's NeighborWoods Month 2007 planting was a success thanks to the 200 volunteers who came out on a rainy Saturday, including volunteers from Drexel University, University of the Sciences, Building with Books, Overbrook High School Camera, Boy Scout Troop 270, American Cities Project NEAT, Project MARS, Philadelphia Green Tree Tenders, and volunteers from the local neighborhoods and other parts of the city. The event received significant media attention, and local NBC affiliate Channel 10 braved the rain to deliver a 6pm news story about the tree planting. Volunteers planted 50 container trees from TreeVitalize including london planes, elms, redbuds, amelanchiers, sugar maples, pin oaks, yoshino cherries, and hedge maples. All were specified and sized according to site conditions.

More information at: http://actrees.org/site/news/act_news/uc_green_neighborwoods_community_tree_plantin.php

Goleta Valley Beautiful (Goleta, CA)

During NeighborWoods Month 2006, Goleta Valley Beautiful planted and maintained 40 trees as part of its Glen Annie Open Space Tree Planting. Volunteers reclaimed a realigned road right-of-way next to Glen Annie Creek and transformed it into a native oak woodland. The site is part of a walkway for students walking to and from the adjacent local high school. Residents of the El Encanto Heights neighborhood joined together to raise the funds to plant 40 15-gallon sized oak, sycamore, and cottonwood trees along the undeveloped public park site. The project was part of an ongoing effort to improve the quality of local watersheds through tree planting, and improving the quality of outdoor passive neighborhood open space. Councilwoman and former Goleta Mayor Margaret Connell strongly supported the project and were present to lead volunteers in their efforts.

More information at: http://actrees.org/site/news/act_news/goleta_valley_to_celebrate_national_neighborw.php

Savannah Tree Foundation (Savannah, GA)

The Savannah Tree Foundation strategically scheduled its activities to stretch across NeighborWoods Month. They began on October 7 with an arborist-led discovery walk through Bacon Park Forest to draw attention to the group's stewardship plan for the forest. Later in the month, Savannah Tree Foundation piggybacked on a festival celebrating a milestone anniversary of a local historical attraction to hold a ceremonial tree planting featuring public officials and to host an educational booth where volunteers could sign up for upcoming tree plantings. Then, the following week, the group gathered four dozen volunteers to plant 120 trees in honor of Tybee Island's 120th anniversary. The Home Depot Foundation and U.S. Rep. Jack Kingston were in attendance to recognize achievements by Savannah Tree Foundation and speak about the importance of trees in building healthy and livable communities.

More information at: http://actrees.org/site/news/act_news/savannah_to_celebrate_national_neighborwoods_2.php

Keep Indianapolis Beautiful (Indianapolis, IN)





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Keep Indianapolis Beautiful has a plan to reforest Indianapolis with 100,000 trees in 10 years. It's called NeighborWoods. Mayor Peterson and Senator Lugar have both embraced the plan and signed on as co-chairs of NeighborWoods. In support of this goal, during October 2008, Keep Indianapolis Beautiful planted 430 trees and hosted at least two plantings each weekend. Attending the events were: Mayor Bart Peterson, Director of Indy Parks Joseph Wynns, City Forester Lindsay Purcell, Economic Development Coordinator of Near North Development Corporation Chris Barnett, and many community volunteers.

Parks & People (Baltimore, MD)

The City of Baltimore has a goal to double the city's tree canopy over 30 years. The public initiative is called TreeBaltimore. In support of the campaign, Parks & People Foundation, Herring Run Watershed Association, and Jones Falls Watershed Association coordinated a Kickoff Event with 200 volunteers to plant and care for 100-150 trees in the Better Waverly community at City College, a public high school, and at Johns Hopkins Eastern during NeighborWoods Month 2007. Then from October 15 through November 30, 2007, NeighborWoods and TreeBaltimore continued by planting 1,000 trees in Baltimore City Parks in collaboration with Parks & Recreation, planting at three to five public housing properties in collaboration with the Housing Authority of Baltimore City and the Tenant Council and Management, four neighborhood street tree plantings in Baltimore County (Baltimore County does not currently have a street tree planting program) in collaboration with the Department of Environmental Protection and Resource Management, 250 trees at three partner schools (Brehms Lane ES, WEB DuBois, Doris M. Johnson, and Samuel M. Banks HS) in collaboration with Parks & Recreation, and numerous free yard trees for homeowners.

Tennessee Environmental Council (Nashville, TN)

Providence Park is a model affordable housing community in southeastern Nashville- Davidson County-developed by Nashville Area Habitat for Humanity (NAHFH). The 43-acre site, represents the largest land donation ever given to NAHFH during its 21-year history. To build a model neighborhood for affordable housing, a five-acre park was developed within Providence Park. During NeighborWoods Month 2008, to celebrate the work of over 35,000 volunteers in the Nashville community that built 138 homes in less than 4 years, over 500 volunteers gathered-including the Mayor, Tennessee legislators, Metro Council members, representatives from the Governor's office, TN Housing Development Agency, U.S. Housing and Urban Development, Tennessee Department of Energy, Habitat for Humanity International, The Housing Trust Fund, and the Community Foundation of Middle- to plant 4 ceremonial trees as part of the dedication ceremony.

The Greening of Detroit (Detroit, MI)

The Next Detroit Neighborhood Initiative (NDNI) refers to the Detroit after the transformation of City government. It is the Detroit of the future. NDNI is a five-year strategy designed to improve the quality of life in six neighborhoods-East English Village, Osborn, North End, Brightmoor, 7 Mile-Livernois, and Grand River-Greenfield- by coordinating city services around the neighborhood work plans and leveraging private investment in the targeted communities. To handle the green infrastructure component of NDNI, Mayor Kilpatrick called up The Greening of Detroit. During NeighborWoods Month 2008, The Greening, in cooperation with Detroit's General Services Department hosted a planting on Sherwood Avenue to plant 100 trees and engage 200 volunteers.

Tree Davis (Davis, CA)

Neighbor's Night Out is an annual citywide celebration during which residents across Davis host block parties and community building events to encourage neighbors to get to know new UC Davis students who move in each October. In coordination with Neighbor's Night Out and NeighborWoods Month 2008, Tree Davis organized a series of neighborhood plantings as a way to bridge relations. Plantings were to replace street and park trees in the Oeste and Northstar neighborhoods, areas of the city where over 50% of the trees are missing. Plantings were followed by a one-day workshop- Young Tree Care: Back to Basics- where ISA Certified Arborists demonstrated young tree care and maintenance in hands-on, interactive sessions.

