

Tree Marketing 101



Constructing a Media Toolkit

- Backgrounder
- Mission statement
- Recent press releases
- News clippings
- Flyers
- Photos on disk
- Brochures and fact sheets

Sample Media Kit Materials

Fact Sheet



CONTACT: Laurie Kaufman
(818) 623-4851, lkaufman@treepeople.org

Fact Sheet

- TreePeople is helping nature heal our cities. **Our mission** is to inspire, engage and support the people of Los Angeles to take personal responsibility for the urban environment, making it safe, healthy, fun and sustainable - and to share the results as a model for the world.
- TreePeople is responsible for the planting of over **two million trees** in the Los Angeles area over the past 34 years.
- TreePeople is one of the **largest environmental education organizations in the country**, reaching over 100,000 students each year. Education programs consist of class field trips to Coldwater Canyon Park (TreePeople's headquarters) for Eco-tours, environmental displays in the park, in-school assembly programs and classroom programs for both elementary and secondary students.
- On one January morning in 1990, TreePeople volunteers created the **largest living monument to Dr. Martin Luther King Jr. in the world** by planting 300 Canary Island pine trees along seven miles of King Boulevard in Los Angeles. This event was TreePeople's largest one-day urban planting ever.
- Prior to the 1984 Olympic Games in Los Angeles, TreePeople coordinated a **Million Tree Campaign**, a city-wide greening effort to help the city comply with air quality standards.
- A wide-scale retrofit of the Los Angeles landscape is currently being implemented by TreePeople through a project called **T.R.E.E.S.** (Transagency Resources for Environmental and Economic Sustainability). This plan will allow the city to function as a living ecosystem and help minimize the threat of flooding, drought and pollution.
- **Citizen Forester training** was established in 1986 to help individual citizens take responsibility for tree plantings in their own communities.
- **TreePeople has published three books**, *The Planter's Guide to the Urban Forest*, *The Simple Act of Planting a Tree* and the *Smart Planting Guide*.
- In 1997, TreePeople convinced the Los Angeles Unified School District to designate a portion of **Proposition BB funds for greening projects instead of for campus repaving**. The largest landscaping project in the history of L.A., this program plants trees at all interested schools in order to shade playgrounds, buildings and air-conditioning units. The plan includes the removal of 20 million square feet of asphalt and is designed to lower energy costs, reduce students' exposure to ultraviolet light and engage students in the improvement of their school campuses.
- TreePeople's **Fruit Tree program** distributes free fruit trees to community groups in underserved neighborhoods throughout Los Angeles. Each winter, 9,000 trees are given away.

Event flyer

Angeles Nat'l Forest Tree Planting

Where: Angeles National Forest

When: Sunday, November 23

Time: 10 a.m. to 1 p.m.

Join Us!

Come to the mountains with TreePeople! We're planting 500 native pine seedlings in a beautiful section of forest that recently lost many trees to drought and bark beetles. We will be working with the local forest service on this meaningful project. Come enjoy the view and fresh air with us!

How to Get There

From the Los Angeles area. From the 101, take the 134 east to the 2 north, then merge onto the 210 east for a very short distance. Take the Angeles Crest Hwy. exit (the first exit) and turn left, driving north uphill on the Angeles Crest Hwy. approximately 25 miles to the Charlton Flats/Chilao Campground area (Note: this is approx. 11 miles past Mt. Wilson). Look for the TreePeople signs once you near the campground!

What to Bring

Wear comfortable clothes that you don't mind getting dirty and closed-toe shoes. Bring a hat, sunscreen and work gloves if you have them. Please bring water to drink and snacks or a lunch.

Questions

To register or for more information, please contact Lisa Sotelo at lsotelo@treepeople.org or (818) 623-4879.



TREEPEOPLE

www.treepeople.org

printed on recycled paper

Fact Sheet

Why Plant Trees?

TREES BRING DIVERSE GROUPS OF PEOPLE TOGETHER

Tree plantings provide an opportunity for community involvement and empowerment that improves the quality of life in our neighborhoods.

People of all ages, races, economic levels, professions and genders can play a role by digging a hole, watering their trees or baking cookies for hungry planting folks.

TREES HELP PREVENT WATER POLLUTION

Trees reduce runoff by breaking rainfall thus preventing storm water from carrying pollutants to the ocean.

TREES PROVIDE FOOD

An apple tree can yield up to 15-20 bushels of fruit per year and can be planted on the tiniest urban lot.



TREES SAVE WATER

Shade from trees slows water evaporation from thirsty lawns.

Most trees need only 15 gallons of water a week, the equivalent of two toilet flushes.

TREES PROVIDE HABITAT FOR WILDLIFE

Bottlebrush, Jacaranda, and Oak trees are among the many species that are excellent urban homes for birds, bees, and squirrels.



TREES COOL THE STREETS AND THE CITY

Average temperatures in Los Angeles have risen 6°F in the last 50 years as tree coverage has declined and the number of heat-absorbing roads and buildings has increased.

Trees cool the city by up to 10°F by shading our homes and streets and by releasing water vapor into the air through their leaves.

TREES PROVIDE OXYGEN

In one year an acre of trees can provide enough oxygen for 18 people.

TREES CLEAN THE AIR

Trees also absorb pollutant gases (nitrogen oxides, ammonia, sulfur dioxide and ozone) and filter particulates out of the air by trapping them on their leaves and bark.

TREES CREATE ECONOMIC OPPORTUNITIES

Fruit harvested from community orchards can be sold, providing income.

Jobs can be created to prune and care for trees planted in the city.

TREES INCREASE PROPERTY VALUES

The beauty of a well-planted property and its surrounding street and neighborhood can raise property values by as much as 15%.

TREES BEAUTIFY A COMMUNITY

Trees can mask concrete, power lines and poles, muffle sound from nearby streets and freeways, and create an eye-soothing canopy of greenery as well as a heightened sense of community.

TREES COMBAT THE GREENHOUSE EFFECT

Global warming is the result of an excess of greenhouse gases, created by burning fossil fuels and destroying tropical rainforests. Heat from the sun, reflected back from the earth, is trapped in this thickening layer of gases and global temperatures rise as a result. Carbon dioxide (CO₂) is a major greenhouse gas.

Trees absorb carbon dioxide, removing and storing the carbon while releasing the oxygen back into the air. In one year, an acre of trees absorbs the amount of CO₂ produced when you drive your car 26,000 miles.



12601 Mulholland Drive
Beverly Hills, CA 90210
Telephone 818/753-4600

Printed on Recycled Paper

Increasing Media Coverage and Handling Media Relations

- Create compelling events, compelling stories about your events or a compelling mission
- Be bold
- Ask for briefings
- Be brief but brilliant

Giving and Getting Credit

- Share logos
- Include approved quotes in your press release
- Hang each other's banners
- Share each other's print materials
- Mention partners in press interviews
- Link to their Web sites

Online Resources

- **Spin Project**

The SPIN Project is for organizations working to build a fair, just and equitable society that want to be heard in today's crowded media environment. They offer an annual Spin Academy in California to train nonprofit staff to become media and communications experts.

Resources

<http://www.spinproject.org/article.php?list=type&type=9>

Tutorials

<http://www.spinproject.org/article.php?list=type&type=22>

Online Resources

- **Green Media Toolshed**

Green Media Toolshed is committed to providing tools and improving the effectiveness of communications among environmental groups and the public.

They offer an annual, sliding-scale subscription for environmental nonprofits that gives access to the Vocus/Bacons media database, online photography management system, blogs, trainings and much more. If you decide to subscribe, **please mention TreePeople** and we'll get a slight discount on our annual fee. Thanks!

<http://www.greenmediatoolshed.org>

Online Resources

- **Fenton Communications**

Fenton Communications is the largest public interest communications firm in the country.

http://www.fenton.com/pages/5_resources/1_bestpractices.htm

- **Community Media Workshop**

A Chicago based nonprofit that connects community groups with media.

<http://www.newstips.org/interior.php?section=Spotlight>