

Advertising & Promoting Tree Events



Determine Your Goals & Objectives



Embed goals & objectives in every
ad and marketing device

Assess Your Team

- Tasks
 - Design ads, write ads, craft taglines, print materials
- Capacity
 - Increase with volunteer Marketing Committee or Brain Trust
 - Brainstorm taglines
 - Brainstorm advertising copy
 - Feedback on graphics, ads, etc.



Advertising Steps

- **Step One:** Know your target audience
- **Step Two:** Speak to your customer's needs and their emotions
- **Step Three:** Issue a call to action and a way to reach you
- **Step Four:** Frequency
- **Step Five:** Track response



Traditional Media

- Radio
- Outdoor (billboards, metro lights, buses)
- Print
- Television



Radio

2007 Holiday Tree Dedications Advertising Copy

KCRW SPONSORS INCLUDE *TREE PEOPLE*, HELPING NATURE HEAL OUR CITIES. EACH YEAR THROUGH TREE PEOPLE'S 'GIFT OF LIFE' TREE DEDICATION PROGRAM, THOUSANDS OF TREES ARE PLANTED TO RESTORE THE MOUNTAIN AND PARK WOODLAND AREAS OF SOUTHERN CALIFORNIA. YOU CAN GIVE THE GIFT OF GREEN THIS HOLIDAY SEASON BY DEDICATING A TREE TO HONOR YOUR LOVED ONES. IT'S A GIFT THAT BENEFITS THE NATURAL ENVIRONMENT AND WILL LAST FOR GENERATIONS. INFO AT TREE PEOPLE DOT ORG OR 818 753 8733.

Print

“MORE TREES PLEASE!”

Join TreePeople
Saturday, Nov. 8
For a Free Community
Greening Workshop!

Learn to help organize and support tree
planting projects all over L.A.!

To register, contact trainings@treepeople.org,
(818) 623-4878 or visit www.treepeople.org

Helping nature heal our cities



TREEPEOPLE



“MORE TREES PLEASE!”



ONE ANSWER TO GLOBAL WARMING IS LOCAL COOLING

Join TreePeople, the City of Los Angeles Department of Recreation and Parks and the citizens of Los Angeles as we try to offset our carbon footprint by planting 300,000 trees as part of Mayor Wang's MyBlueTree Initiative.

UPCOMING TREE PLANTINGS:

Oct. 14, Saturday, Harbor Regional Park, 9 a.m. - 1 p.m.

Nov. 4, Saturday, Hansen Dam Recreation Area, 9 a.m. - 1 p.m.

TOGETHER WE ARE TRANSFORMING ONE BIG CITY INTO ONE BIG PARK.

For more info on the
Los Angeles Department
of Recreation and Parks
and its programs call
(888) LA PARKS
or visit www.laparks.org



To volunteer call
(818) 623-4879
volunteer@treepeople.org
or www.treepeople.org

Outdoor



Your environment
needs a makeover.

TreePeople can custom-tailor to anyone's style. Get your hands dirty and plant a tree, or dedicate one for just \$25. Go ahead, be a trendsetter.
Contact us at (818) 753-TREE or www.treepeople.org

 **TREEPEOPLE**
Our work is groundbreaking.

This look will really grow on you.



TreePeople can custom tailor to anyone's style. Get your hands dirty and plant a tree. Or make donations for just \$20. Go ahead, be a trendsetter. Contact us at (818) 750-TREE or visit www.treepeople.org

 **TREEPEOPLE**
Our work is groundbreaking.

Time to dig deeper
within yourself.



TreePeople can custom-tailor to anyone's style. Get your hands dirty and plant a tree, or dedicate one for just \$25. Go ahead, be a trendsetter. Contact us at (818) 753-TREE or www.treepeople.org

 **TREEPEOPLE**
Our work is groundbreaking.

Support the environment
that supports you.



TreePeople can custom-tailor to anyone's style. Get your hands dirty and plant a tree, or dedicate one for just \$25. Go ahead, be a trendsetter. Contact us at (818) 753-TREE or www.treepeople.org

 **TREEPEOPLE**
Our work is groundbreaking.

New Media



facebook



evite



You Tube
Broadcast Yourself

forest aid

FROM ASHES TO ACTION

2009 PLANTING CALENDAR
February 28 – April 28
Wednesdays through Sundays

Help restore the San Bernardino National Forest

Join Forest Aid - a massive volunteer effort to replant and restore the fire-damaged areas of the San Bernardino National Forest with 40,000 seedlings in 2009! This effort follows the aftermath of the 2003 and 2007 tragic wildfires where 185,000 acres burned.

Individuals, schools, community groups and businesses welcome!

For volunteer and sponsor opportunities,
or to learn how you can join Forest Aid contact

(909) 382-2780 or info@forestaid.net

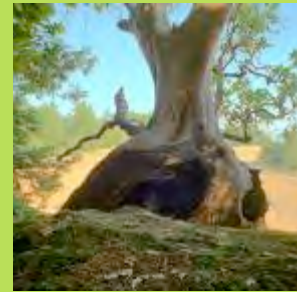


About Forest Aid:

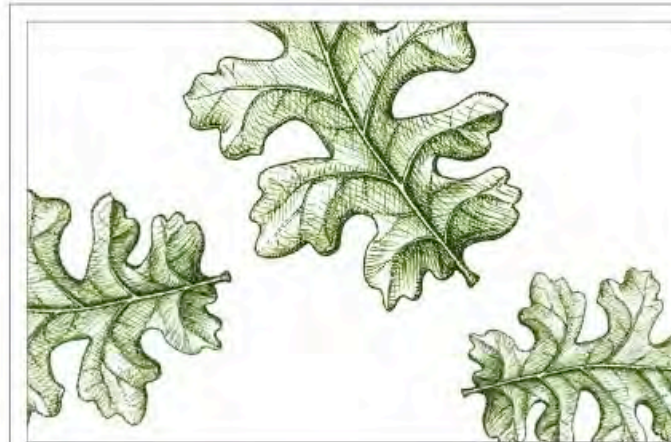
The United States Forest Service, the San Bernardino National Forest Association and TreePeople are partnering to plant 40,000 seedlings in 2009 to help rebuild a healthy San Bernardino National Forest. This partnership is based on a simple belief: That a single person planting a single tree can help revitalize fire-damaged areas, effect climate change, clean the air, capture rainwater and build a sense of community. Working with local land management agencies, nonprofit organizations, volunteers and the business community, Forest Aid's mission is to replant and revitalize the mountains of Southern California.

Guerilla Marketing

- Stickers
- Postcards/Rack Cards
- Note Cards
- Buttons
- Bumper Stickers



Notecard



Front

TreePeople Cards:

4"x6" w/fold
landscape
one color
4 designs

#1

Since 1973 TreePeople has been helping nature heal our cities. Through innovative programs, TreePeople has involved hundreds of thousands of students and volunteers in neighborhood renewal and community projects throughout Southern California. Today, with the support of our members, TreePeople is a leader in offering sustainable solutions to urban ecosystem problems.

TreePeople's mission is to inspire the people of Los Angeles to take personal responsibility for the urban forest — educating, training and supporting them as they plant and care for trees and improve the neighborhoods in which they live, learn, work and play.

*Printed with soy ink on 100 percent post-consumer recycled paper.
Illustration by Katara Reynolds*

 **TREEPEOPLE**
12601 Mulholland Dr.,
Beverly Hills, CA 90210
(818)755-4600
www.treepeople.org

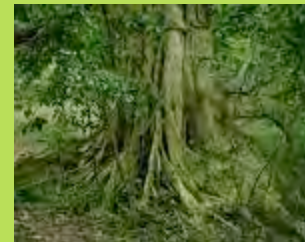
Valley oak
@katara_reynolds



Back

Networking as a Marketing Tool

- Outreach events
- Schools
- Scouts
- 4H
- Fairs
- Festivals
- Government events
- Chamber of Commerce mixers
- Rotary & Service Org.
- Local businesses



Online Resources

- **Guerilla Marketing**

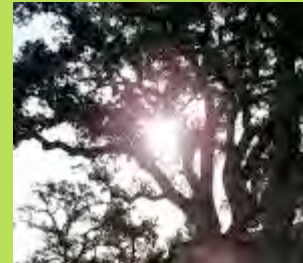
Lots of online articles, you have to register but it's free

<http://www.gmarketing.com/articles/>

- ***Made to Stick***

Book about why some ideas thrive while others die

<http://www.madetostick.com/>



- ***Now Advertise This: 10 Tips, How to Make News with Public Interest Advertising***, by Fenton Communications

http://www.fenton.com/pages/5_resources/pdf/nowadvertisethis_06.pdf