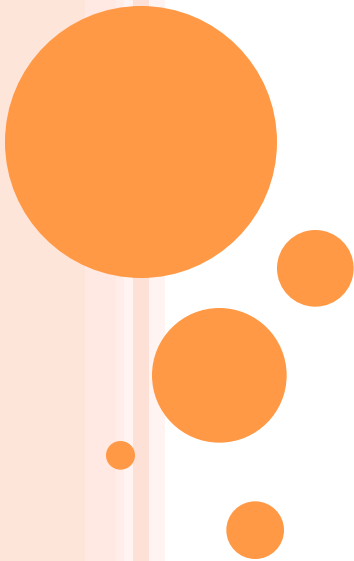


Advertising & Promoting Tree Events



Planning - The 5 W's

- **Who** is your audience?
- **What** do you want them to know or do?
- **Why** should they care?
- **Where** can they get more information?
- **When** should they respond or take action?



3 Goals

- Get attention
- Create a memorable impression
- Communicate a message



Elements of Excellent Design - C.R.A.P

- **C** = Contrast
- **R** = Repetition
- **A** = Alignment
- **P** = Proximity



Traditional Advertising

- 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.



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.



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.



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.



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



“MORE TREES PLEASE!”



ONE ANSWER TO GLOBAL WARMING IS LOCAL COOLING

*Los Angeles, the City of Los Angeles Department of Recreation and Parks and the citizens of Los Angeles
are looking for ways to plant 100,000 more trees as part of Mayor Villaraigosa's Million Trees 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



TREEPEOPLE

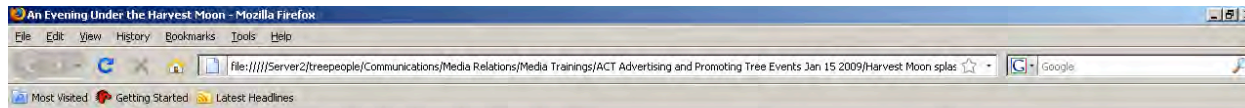


To volunteer call
(818) 623-4879
volunteer@treepeople.org
or www.treepeople.org



Fundraisers & Donor Activities

Web sites



Electronic Invitations & E-vites



Email Tags



Support your
local TreeBank
HERE!



Planting, Tree Care & Forestry Events

Banners



TREEPEOPLE

PATIO ORCHARD PROJECT



Potted fruit trees are ideal for apartments, porches, and limited space.



Postcards & Rack Cards



Fliers



TREEPEOPLE'S **FREE FRUIT TREE PROGRAM** JANUARY 2009



JOIN US! This year TreePeople is once again expanding its annual Fruit Tree Program. We invite you to participate in this free community program!

FREE FRUIT TREES...are distributed by TreePeople through Community Groups to people throughout Los Angeles who may otherwise be unable to receive fruit trees. Community groups then share the trees with individuals.

ARE YOU involved with a Community Group?

- Elected officials, schools, faith-based groups, organizations that work with underserved communities
- Community Gardens / Public Urban Orchards

Thanks to TreePeople's ongoing partnership with Los Angeles City Department of Recreation and Parks, we have three different distribution locations!

- San Fernando Valley
- East L.A.
- South Bay / Harbor Area

REGISTER SOON!

Trees for community groups are reserved on a first come, first served, basis!

DISTRIBUTION DATES:

- Saturday, January 3 to Sunday, January 25
- Wednesdays through Sundays, 8 a.m. to 4 p.m.

WHY FRUIT TREES?

Fruit is an essential part of a healthy diet, but for residents of low-income neighborhoods, fresh produce is often prohibitively expensive. Fruit trees provide food and also clean the air and water, and provide shade, beauty and oxygen.

WANT TO VOLUNTEER?

Contact Lisa Sotelo at lsotelo@treepeople.org or (818) 623-4879

FOR INFORMATION & TO APPLY:

- Visit www.treepeople.org
- Further Questions? Contact Steve Hofvendahl at: (818) 623-4865 or shofvendahl@treepeople.org.

TreePeople's Fruit Tree Program supports the Mayor's Million Trees LA Initiative.

12601 Mulholland Dr.,
Beverly Hills, CA 90210
(818) 753-4600
www.treepeople.org





Time

Sign-in: 8:45 a.m.
Workshop: 9 a.m. to 3 p.m.

Location

Wilmington

Provided

Workshop materials
Light breakfast and lunch

Register

By October 31
Contact Linda Eremita at
leremita@treepeople.org or
(818) 623-4878



TreePeople



This workshop is part of TreePeople, the City of Los Angeles Department of Recreation and Parks and the citizens of Los Angeles' partnering effort to help plant 300,000 trees as part of Mayor Villaraigosa's Million Tree Initiative.

Community Greening Workshop **FREE**

Saturday, November 8

Join us!

Choose **ONE** of the following training sessions to attend:

● **Citizen Forester Training**

Learn how to organize a Green Team to plant trees on your campus, neighborhood street or local park. Participants will receive our Citizen Forester manual and ongoing support from TreePeople for your tree planting event.

● **Planting Supervisor Training**

Learn how to supervise the planting of trees at community planting events. Participants will learn how to plant various size trees, and will also learn observation and teaching skills.

● **Tree Care Supervisor Training**

Learn how to supervise the caring for trees at community events. Participants will learn how to provide tree care - pruning, watering, weeding and mulching, as well as observation and teaching skills.

● **Tree Care Coordinator Training**

Learn how to organize volunteers to care for your Green Team's newly planted trees to ensure their long term survival. Participants will learn how to assess the health and needs of the trees and create tree care events as needed.

● **Pláticas en Español**

Join other Spanish speakers to learn about TreePeople's approach to volunteer-based urban forestry. This 9 a.m. to noon training prepares attendees for a Spanish version of our Citizen Forester training.

This workshop supported in part by a grant from the Jewish Community Foundation.



New Media



Guerilla Marketing

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



Online Resources

- **“Non-Designers” Design Books & Articles by Robin Williams**
[http://www.peachpit.com/authors/bio.aspx?
a=e26dd8f0-52aa-4ce5-9852-28f3fa1e3417](http://www.peachpit.com/authors/bio.aspx?a=e26dd8f0-52aa-4ce5-9852-28f3fa1e3417)
- **Guerilla Marketing**
Lots of online articles, you have to register but it's free
<http://www.gmarketing.com/articles/>
- ***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

