



Neighbor Woods Month

Neighbor Woods Month 101

an ACT webinar

presented by Adrienn Mendonca
Communications Director

Savannah Tree Foundation

Our mission is to
Preserve, Protect and Plant Trees

- **Planted over 2000 trees** since our tree planting program began
- **Stewards of Bacon Park Forest**, a 50-acre natural greenbelt
- **Advocacy and public policy** issues
- **Educational outreach**, public programs & special events
- **Best management practices** through workshops, trainings, conferences & meetings
- And we tell everyone about it through our **Communications...**

Neighbor Woods Month Activities:

- **October 7** Bacon Park Forest Discovery Walk
- **October 20** “120 Years of Trees on Tybee”
Ceremonial Tree Planting
STF Booth at *Celebrate Tybee!* Festival
- **October 27** “120 Years of Trees on Tybee”
Actual tree planting
Bamboo Farms Fall Festival

Bacon Park Forest Discovery Walk



Monthly walks draw attention to our stewardship plan for this forest.

Walks are led by our program director, Patrick Grant, an ISA-Certified Arborist.

It's NeighborWoods Month!

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Our Big Media Event!



You can learn from the fundamental errors here ... !

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Educational booth

at which we got volunteers to sign up for the next week's tree planting, among other things ...



*Celebrate
Tybee!
120th
Birthday
party*

Piggybacking events is a great way to get more exposure and build a base for your plans.

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Planting 120 Trees on Tybee



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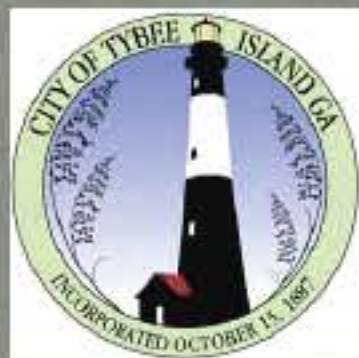
Bamboo Farm and
Coastal Gardens

Partnering w/ACT to



helps to:

Create new partnership opportunities -



Home Depot Stores # 170 and 122

... and cements your reputation as nationally important with existing partners.



Partnering w/ACT to



CELEBRATE!

NeighborWoods Month

:

gives your organization great benefits

- 1. \$500 mini grant**
- 2. ACT Communications Kit**
- 3. Tons of free goodies, including banners, posters, door hangers, kid activity cards, toolbelts, T-shirts, and more!!**
We used all of them.

\$500 ACT Mini-grant bought us:



A professional photographer ...

... and 1000 bumper stickers with our logo*, which we wrapped around the T-shirts we got from ACT for free.



*results not typical.

Partnering w/ACT to



CELEBRATE!
NeighborWoods Month

helps to:

Draw media attention

**to your organization and to trees
through national partnerships**

ACT Communications Kit

Over 20 separate press mentions for
STF and its national partners,
ACT & The Home Depot Foundation



Partnering w/ACT to



CELEBRATE!
NeighborWoods Month

helps to:

Plant more trees

New & different! =

more media attention =

better community presence =

more trees in the long run



Partnering w/ACT to



helps to:

Get public officials involved in your work



2008 Neighborwood Month Plans ...

- **Bacon Park Forest Discovery Walk** - October 19
- **Bamboo Farms Fall Festival** - October 25th - where we'll be unveiling a new tree nursery & soliciting volunteers
- **Saint Michael's School Poster Contest** on Tybee Island for Tybee students (date TBA)



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