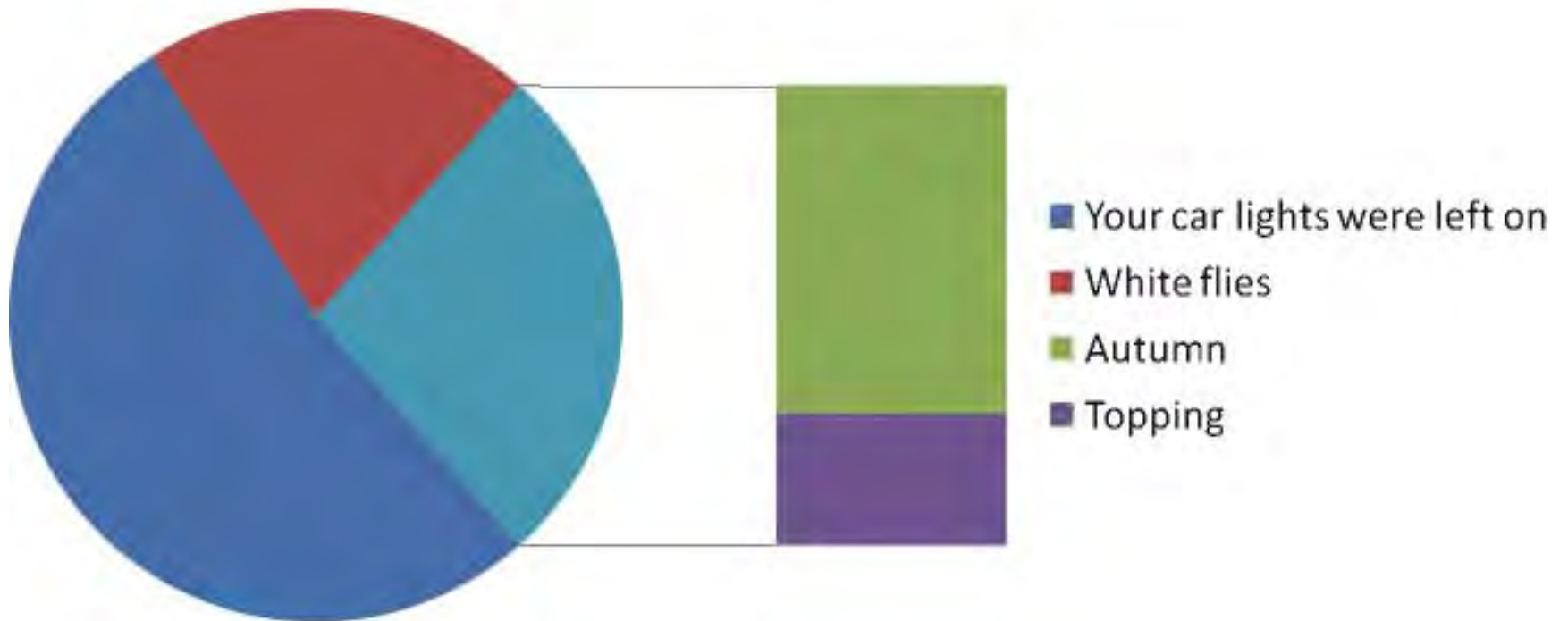


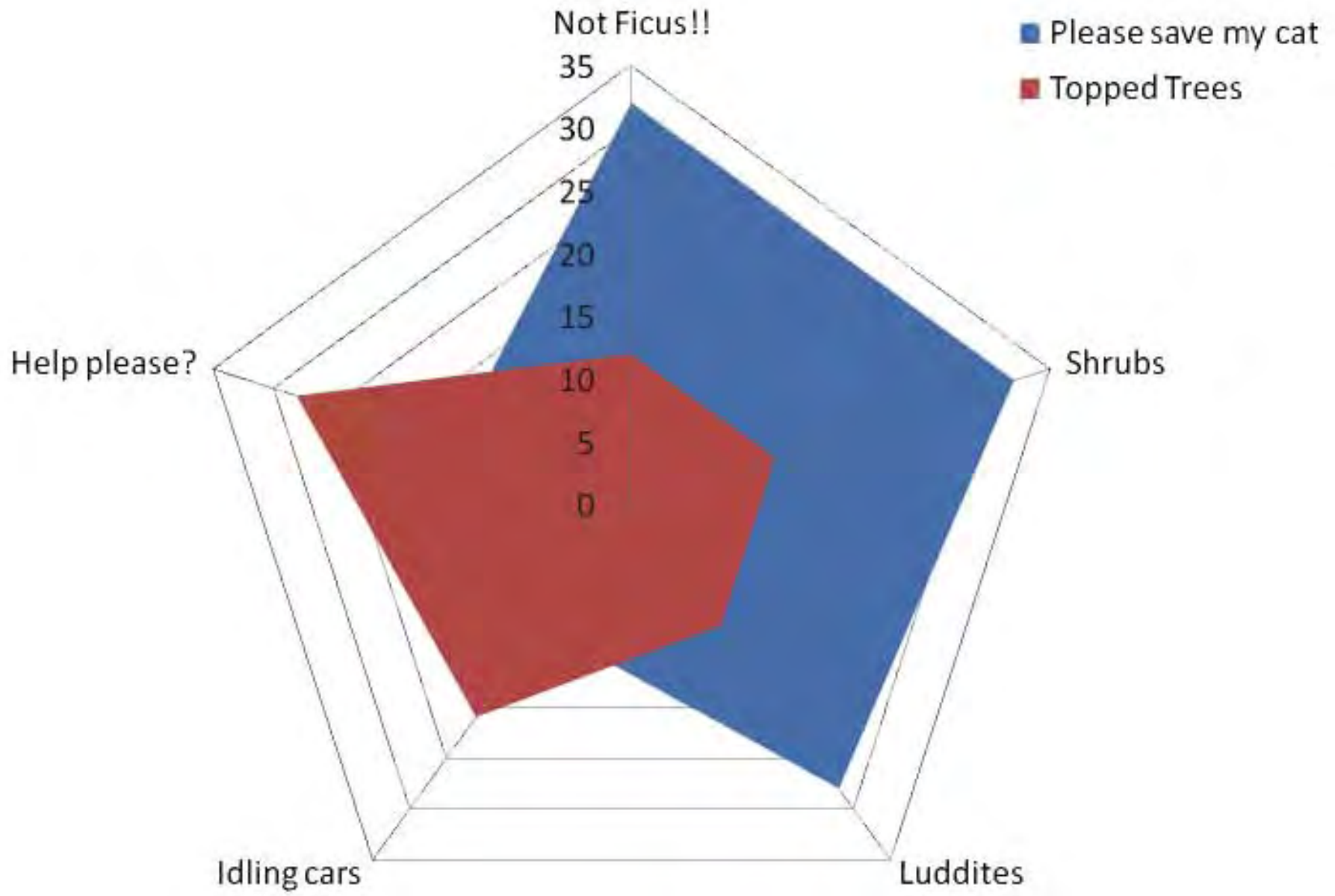
20 Years in Community Forestry

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Or how I stopped selling Cheez
Whiz and saved the world

Trees





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- Danger of being so strategic that you freeze up, start to think "up" at a policy level, forgetting volunteers, who need something meaningful at a grassroots level to do if they're to remain active and a vital part of your work

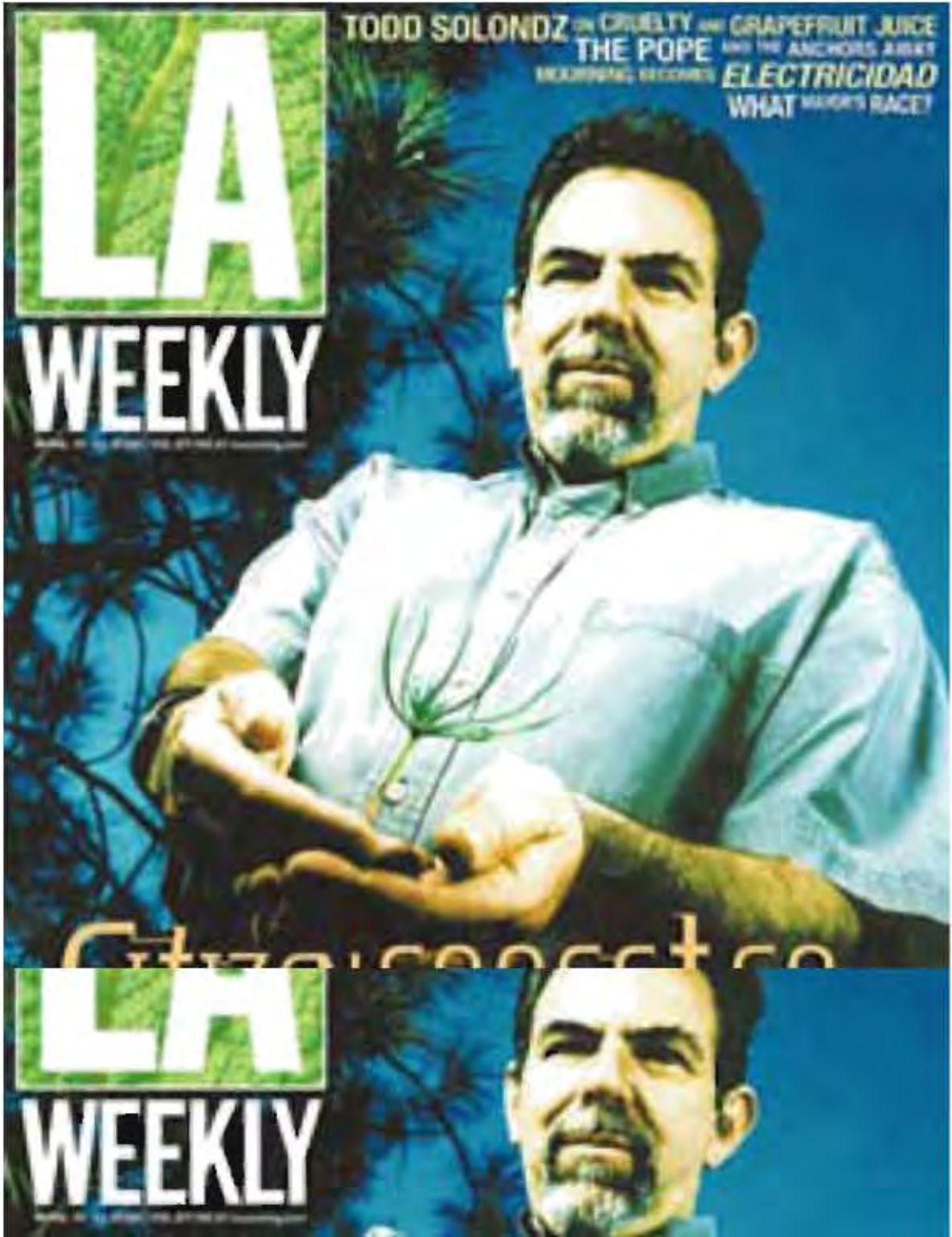
Treepeople





TREEPEOPLE





LA
WEEKLY

TODD SOLONDZ ON CRUELTY AND GRAPEFRUIT JUICE
THE POPE AND THE ANCHORS AWAY
EXCITING RECORDS **ELECTRICIDAD**
WHAT MAJOR'S RACE?

LA
WEEKLY

TreePeople and Community Forestry

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- Forming a local team
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- Leading planting day with TreePeople staff support
- Assuring ongoing maintenance of the trees

Then what the heck do *you* do??

- Training
- Site visit
- Support via phone and email
- Day of planting support, with tools and other trained volunteers, including Planting Supervisors trained by TreePeople as weekly support

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- Community is created and strengthened

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- Trees have owners, who understand fully the work it takes to get them into the ground and maintained.

The trees live!!

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More recently, Park Foresters

Mountain Forestry and Fruit Tree Program continue



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- Like neighborhood plantings, the team roles include publicity, fundraising, volunteer organizing, etc.

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- No one is too young or too old to plant a tree.





•The trees survive!!



Lessons learned:

Very careful to avoid “adoption” of schools by outsiders

“Gifted” trees, planted by well-meaning weekend volunteers who swoop in and swoop out without connecting with local community, don’t have owners and don’t survive

Educational and community-building opportunities are lost

TreePeople in the '00s

- How to grow without losing core values
 - How does an organization known for support grow without losing contact with volunteers?
- Regionalization
 - An attempt to counteract the “popcorn effect” by focusing all programs on a particular, in-need region of the city
 - But how to do that without doing it “for” the communities?
- Million Tree Campaign
 - How do you participate in a citywide campaign, while not forgetting lessons learned in earlier campaigns?

What I've learned in 20 years

Keep the volunteers busy

But busy with real work

Respect them

Support them

Give them challenging work

Ask them to do just a bit more than you're comfortable asking

Feed them

Stay in contact with them

And for gosh sake, remember their names

Have fun while doing serious work

Don't keep your work a secret

Jim Summers
Greener Communities

jimsummers@greenercommunities.net