

ACT Tree by Tree Street by Street



ACT

**Tree by Tree
Street by Street**

Alliance for Community Trees

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ACT Tree by Tree Street by Street



DESIRED IMPACT
Trees are Essential

Cleaner Air

Greener Streets

Healthier Neighborhoods

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ACT Tree by Tree Street by Street



GOALS

A larger and more diverse constituency that advocates for the value of trees to communities.

Greater public and private investment in trees, including both funding and volunteer action.

Better public policy that protects, enhances, and sustains trees for the benefit of communities.

Greater knowledge of the multiple benefits of trees and science-based practices.

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STRATEGIES

**MOBILIZE AND
UNIFY MEMBERS**

**BUILD
PARTNERSHIPS**

**FACILITATE
COLLABORATION &
REPLICATION**

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THE ABELL FOUNDATION





MOBILIZE AND UNIFY MEMBERS

- Seek Annual Pledges of Member Action
- Position NeighborWoods as a Collective Awareness Building Strategy
- Promote the Use of Common Messages
- Coordinate Member Advocacy
- Build an Influential Membership Base

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BUILD PARTNERSHIPS

- Strengthen Existing Partnerships
- Develop New Strategic Partnerships

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FACILITATE COLLABORATION & REPLICATION

- Design Member Services to Connect Members
- Recognize Excellence and Reward Replication
- Target Membership Services and Recruitment

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CAPACITY DEVELOPMENT PRIORITIES

- 1. Expand the Board to include more corporate leaders and elected officials**
- 2. Create Board teams**
- 3. Create a three-year fundraising plan**
- 4. Organize ACT member to advise and participate**
- 5. Increase technology capacity**
- 6. Increase staff to 4**

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STRATEGIES & TACTICS

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141 Members in 38 States + DC and Canada

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New Affiliate Branding



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NEW PLANNING TOOLS

Online Banners & Ribbons
[Various sizes available](#)

Trees Make Good Neighbors

PHILADELPHIA



Celebrate National
NeighborWoods Month
October 2007!

Join us as we improve
our communities —
tree by tree,
street by street.

EVENT SPOTLIGHT

UC Green "Green Streets"
Community Tree Planting
Sacramento, CA, October 20
[Find out more](#)

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- > [Register your organization](#)
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National Sponsors:



Contributors:



NATIONAL TREE TRUST

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1 NW Home
8/27/07

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MEMBERSHIP HIGHLIGHTS

Membership Quadrupled since 1999 from 30 to 141 members

21 organizations have been members 8+ years

Attrition is low - executive or organization transition is cause

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2006 MEMBER SURVEY

Online Survey Sent to 109 Members - 41 Responded

48% respondents were members less than 2 years

39 of 41 respondents were nonprofit organizations

**Represented a range of budgets: < \$225K (17),
\$225K-1 million (13), and > \$1 million (11)**

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2006 MEMBER SURVEY

83% of responding organizations were founded after 1980

Majority have between 2 and 5 paid staff

Community forestry is a significant activity: 68% reported that urban forestry programs account for 50% or more of their organization budget

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PERCEIVED VALUE & STRENGTHS OF ACT

- 1. Serves as a national voice for community forestry**
- 2. Leverages funding**
- 3. Promotes networking and sharing of information between member groups**
- 4. Builds capacity of member groups and supports local initiatives**
- 5. Represents an authentic connection to and focus on local communities**

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WHAT ARE MOST IMPORTANT QUALITIES TO PRESERVE?

- 1. Networking and Sharing of Information and Resources**
“Learn and strengthen one another”
- 2. Serve as National Voice**
“National perspective on the needs of state and local groups”
- 3. Leverage Funding**
Advocating for federal support and building national corporate partnerships
- 4. Focus on Local Communities**
“local orientation” and “emphasis on volunteer initiatives”

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POINTS OF DIVERGENCE

Organizations that had been members longest valued sharing best practices, networking, and training the highest.

Organizations that had joined in the last 2 years valued access to funding and resources, serving as a collective voice, and sharing best practices the highest.

Few requests for new services - majority of responses clustered around preserving, expanding, or improving existing strengths.

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MOBILIZING MEMBERS TO DEVELOP CAPACITY OF ACT

- 1. Fundraising & Partnerships Team**
- 2. Communications Team**
- 3. Member Collaboration Team**
- 4. Member Mobilization Team**

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THIS WEEK

- 1. Pledge Action**
- 2. Recruit Members**
- 3. Use the Affiliate Logo**
- 4. Make a Friend**

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