



## NEIGHBORWOODS ACROSS THE NATION

### Discussion Themes

**NeighborWoods is...** about replicating recipes for success in local communities.

- How do your volunteer programs create advocates for trees?
- How do you mobilize volunteers into becoming advocates for trees?

**NeighborWoods is...** a national initiative that is locally driven and community based.

- How do you see NeighborWoods working in your community?
- Does using the NeighborWoods name help tree groups attract funding and resources?
- What tools and support from ACT are most useful to you?

**NeighborWoods is...** a proven model for success.

- How do we work together to make it news?
- How do we leverage each other's accomplishments to tell a bigger story through NeighborWoods?

**NeighborWoods Month...** is a national campaign to raise visibility for ACT members' work across the nation and to celebrate the social value trees provide our communities. In 2006, ACT members promoted 150 events in 55 cities that planted and maintained 23,000 trees and engaged 10,300 volunteers. In 2007, ACT members promoted 232 events in 62 cities that planted and maintained 25,000 trees and engaged 15,000 volunteers.

- Please provide feedback on how to make NeighborWoods Month better for you.
- How can you use NeighborWoods Month to leverage greater awareness?
- What NeighborWoods Month communications and press tools are most useful to you?

**NeighborWoods Network...** encompasses ACT's e-newsletters, webcasts, and other forms of information exchange, which we could grow into an eForum for collaboration.

- Please provide feedback on how this should develop.
- Community driven websites are populated with content provided by the participants. Are ACT members ready or wanting to have such a forum?