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1. Federal Program Update from Mark Buscaino, Director of U&CF Program

Mark Buscaino, national director of the federal Urban and Community Forestry Program, kindly shared a copy of his recent address at the Best of the West conference. ACT provides the following **SYNOPSIS**:

The speech is a reflection of the re-focused direction for national Urban and Community Forestry program. In general, it signals an increased focus on resource analysis, monitoring, and tools, with a strong call to action to unify state, regional and federal partners behind this vision. In the past year, the U&CF program has undergone a 10 year program assessment, a Congressional investigation, and the reformulation of its performance measures and allocations strategy, soon to be finalized.

The target of this speech was primarily state forestry agencies, with a call to action made to the states to: **1)** Move beyond the long-standing debate of "urban vs. rural" focus within the program --- the program will continue to serve both urban and rural communities. **2)** Accept that monitoring, performance measurements and performance-based incentives are here to stay --- the federal program and its state partners must produce data that show the difference made on the ground. **3)** State agencies are matching only about 25-30% of federal funds they receive, but ought to strive to do more. Direct state funding, not local funding, should be used to match federal funds; this will build stronger programs in the long run. **4)** The U&CF program is a forest resource management program, not a movement, nor a cause, nor a social empowerment program. The program must strengthen its focus on the forest resource and providing tools that our state and local partners can use to further resource protection. Three issue areas where the program is particularly relevant are: a) fire suppression and defensible space, b) invasive species, and c) loss of open space. **5)** Everyone involved in U&CF should seek to obtain professional arborist's certification. **6)** Disunity and lack of branding is hurting the program. Federal, Regional and State partners are not speaking as one voice and tend to view the program as local, state or regional in focus. Lack of national unity is hurting the federal program, which provides over 70% of the resources for State programs nationwide.

A full copy of the speech is attached, with the sections of greatest interest to ACT members highlighted in yellow.

2. Market Analysis from Charlotte King, Snowden & King Marketing

In the time since Charlotte visited with ACT members at our September 2004 meeting, she's researched a slew of brochures and marketing materials produced by tree groups around the US. Here's what she found out -- read the full report (attached) to learn how you can improve your materials.

Charlotte writes:

There is now definitive research on "effective language" related to conservation AND trees. Please refer to the attached report in terms of the messaging in your materials. Since the ACT conference in September, 2004 I've been randomly sampling many of your websites and in general many of the tree and forestry-related websites use language and messaging that:

- is 90% focused on features ie. your services and mission
- uses high levels of industry jargon and technically specific concepts
- lacks "emotion" in terms of helping the reader imagine "why this should matter to my own personal life, will it make me smarter, faster, safer, have more fun, live longer etc."
- lacks benefits statements, "what's in it for me"

Let me know if you have questions about the attached report. Let us know how we can help you.

Your marketing partner,
Charlotte King, Snowden & King Marketing Communications
(770) 506-0065

3. Call for Proposals for the National Urban Forest Conference: Citizen Forestry Stories Wanted

Please help make the National Urban Forest Conference successful and relevant to your needs! ACT members are encouraged to submit short presentation proposals by November 30th to present at the National Urban Forest Conference Nov 17-18, 2005 in Charlotte NC. The ACT Member meeting is the day before, Nov 16. As part of the conference, the Citizen Forestry Track remains a favorite forum for our members --- please help us ensure that there are great presentations to choose from by submitting your proposal this month. See www.amfor.org for details and online submission form.

4. Lobbying Rules Made Simple

501(c)3 organizations ARE allowed to lobby! You can learn the rules surrounding lobbying in a quick one-hour training from the privacy of your own cubicle, sponsored by the top notch expert on the topic, Alliance for Justice.

Want to know what your 501(c)3 organizations can accomplish but don't have time to attend a training outside of the office? Sit at your desktop in your office or home and join the Alliance for Justice for a virtual lobbying training. This one-hour web-based training will cover the rules for 501(c)3 lobbying activity, including lobbying limits, definitions of lobbying, and some notable lobbying exceptions.

WHEN: **TUESDAY NOVEMBER 30th** at 2 p.m. EDT, (1 pm CST, 12 noon MST, 11 am PST, 10 am Alaska, 9 am Hawaii) You will need a computer with internet access and working computer speakers in order to participate. COST: \$30 To register, go to http://www.afj.org/nonprofit/workshops_events

5. Awards Opportunities

Nominate Your County Leaders: TPL/NACo Land Conservation Award

Deadline: November 19, 2004

The Trust for Public Land and the National Association of Counties (<http://www.naco.org/>) are seeking nominations for the County Leadership in Conservation award, a new national award to recognize leadership in countywide land conservation programs.

Since 1995, more than one hundred counties have passed bonds and revenues to support investments in open space, parks, watersheds, recreational lands, and wildlife preserves. The award is designed to recognize leadership, innovation, and successful implementation of park and recreational investment by county leaders.

Three or more awards will be presented each year to officials (elected or appointed) representing governments of NACo-member counties based on small, medium, and large county populations. The awards will be presented at the NACo National Legislative Conference in March 2005.

Link: <http://naco.org/conservationawards>

Harris Wofford Awards to Honor Service-Learning Achievements

Deadline: November 22, 2004

The awards recognize extraordinary achievements of an individual, institution, and media member that actively contributes to "making service and service-learning the common expectation and common experience of every young person in America."

Institution Award: Given to either a national, state, or local nonprofit organization, foundation, or corporation with a demonstrated record of activity and impact devoted to service, youth voice, service-learning, or civic engagement.

RFP Link: http://www.ysa.org/awards/award_grant.cfm

Yves Rocher Foundation Women of the Earth Awards

Deadline: November 30, 2004

The Yves Rocher Foundation, the philanthropic arm of the Yves Rocher beauty company, has launched the first annual Terre de Femmes "Women of the Earth" awards in the United States. The awards are designed to honor women who make the world a greener place through their actions and programs.

Three U.S. winners will be chosen and awarded cash prizes of \$6,000 (first place), \$2,500 (second place), and \$1,500 (third place). The first-place winner also will attend the Terre de Femmes International Ceremony in Paris, France, and will be eligible to compete against first-prize winners from participating European countries for an additional prize of approximately \$11,000.

Any woman aged 18 and above who is working within an organization and is conducting a program that benefits nature and humankind is eligible to apply. The program will recognize work on both simple projects, such as creating a community garden, and large-scale programs, such as preserving coral reefs.

Link: <http://www.yvesrocherusa.com/terre>

Nominate Your Grantmakers:

Nominations Invited for the Robert W. Scrivner Award for Creative Grantmaking

Deadline: December 3, 2004

A program of the Council on Foundations (<http://www.cof.org/>), the Robert W. Scrivner Award for Creative Grantmaking was established to recognize a grantmaker who has demonstrated outstanding creativity. The award honors grantmakers who, through a

combination of vision, principle, and personal commitment, are making a critical difference in a creative way.

Rudy Bruner Award for Urban Excellence

Deadline December 13, 2004

The Bruner Foundation is accepting applications by December 13, 2004, for the Rudy Bruner Award, which recognizes urban projects that have demonstrated the successful integration of effective process, meaningful values, and good design. The award program recognizes one gold medal winner and four silver medal winners in each biennial cycle. The gold medal winner is awarded \$50,000, and each silver medalist receives \$10,000.

For more information on the program and/or to download an application form, visit:
http://www.brunerfoundation.org/rba/p/2005_award.html

2005 National Wetlands Awards

Deadline: December 15, 2004

Presented by the Washington, D.C.-based Environmental Law Institute (<http://eli.org/>), the National Wetlands program recognizes individuals from across the country who have demonstrated extraordinary effort, innovation, and excellence at the regional, state, or local level.

The Environmental Law Institute invites nominations in six categories: Education and Outreach; Science Research; Conservation and Restoration; Landowner Stewardship; State, Tribal, and Local Program Development; and Wetland Community Leader.

Link: <http://eli.org/nwa/nwaprogram.htm>

Nominate Your Volunteers: FamilyFun Magazine Offers Grants in Honor of Families That Volunteer Together

Deadline: January 3, 2005

FamilyFun Magazine has announced the launch of FamilyFun Volunteers, a program designed to encourage families to volunteer together.

In partnership with DisneyHand, ABC Family, and the Points of Light Foundation (<http://pointsoflight.org/>), the magazine is offering cash grants totaling \$50,000 that winning families can donate to the charities of their choice.

Submissions will be evaluated on the basis of creativity, impact on the community, and effect on the family.

DisneyHand will donate \$5,000 to the charity choices of five families and \$1,000 to the charity choices of 25 families, for a total of \$50,000. Designated charities must be either a 501(c)(3) or a public school.

Link: <http://familyfun.com/volunteers>

Nominations of Social Justice Leaders Sought for Leadership for a Changing World Program

Deadline: January 7, 2005

A program of the Ford Foundation, Leadership for a Changing World (LCW) seeks to recognize, strengthen, and support leaders and to highlight the importance of community leadership in improving people's lives.

Awardees receive \$100,000 over two years to support their programs or new work that is related to the initiatives for which they are being recognized. LCW also provides awardees with a \$15,000 Independent Learning Account to explore new learning opportunities that will support their work.

Nominees should be leaders who are not widely known outside their immediate community or field.

Link: <http://leadershipforchange.org/nomination/>

6. Funding Announcements

Green Building: Kresge Asks Nonprofits to Take the Initiative

The Kresge Foundation is asking nonprofits to consider green building practices next time they embark on a capital project. Through its Green Building Initiative, the 80-year-old Foundation aims to help nonprofits understand and value green buildings, as well as provide incentive with special funding that is earmarked for green projects...
<http://www.pnnonline.org/article.php?sid=5571>

DisneyHand Minnie Grants to Support Youth Service Day Efforts

Deadline: December 20, 2004

Youth Service America (<http://ysa.org/>) has announced the availability of the DisneyHand Minnie Grant to help youth, teachers, and organizations Implement service projects for National Youth Service Day, April 15-17, 2005.

The program offers grants of \$500 each to engage young people between the ages of 5 and 14 to plan and carry out service projects for National and Global Youth Service Day 2005 that respond to community needs.
RFP Link: http://ysa.org/awards/award_grant.cfm

Alston/Bannerman Fellowships Provide Sabbaticals to Organizers of Color

Deadline: December 1, 2004

The Alston/Bannerman Fellowships (<http://alstonbannerman.org/>) are annually awarded to ten organizers of color who have devoted their lives to helping their communities organize for racial, social, economic, and environmental justice.

Fellows receive \$15,000 to take sabbaticals of three months or more for reflection and renewal. Fellows may use their sabbaticals in whatever way they think will best re-energize them for future work.

Link: <http://bannermanfellowship.org/>

7. End Notes

Check out the Urban Forestry Coordinator's Newsletter at
www.treelink.org

Holiday Tree Greetings Are a Great Fundraiser

If you don't do this now, you should.....it's simple, effective, and expands your marketing reach. See how others do it at:

www.treesatlanta.org

www.friendsoftrees.org

www.treepeople.org

Prepare now for Youth Service Day ... April 15-17, 2005

<http://www.ysa.org/nysd/>

Plan now for 2005 Martin Luther King Day of Service

<http://www.mlkday.org/>

What is Service Learning? How is it different from volunteering? Learn more at

<http://www.nylc.org/>

Sign up for the ACT member list serve

To sign up, e-mail majordomo@treelink.org and enter 'subscribe act' in the message field; leave subject blank.

END

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