



## Trees for the 21<sup>st</sup> Century



### Community Tree Planting and Tree Bank Program

National Wildlife Federation's (NWF) Trees for the 21<sup>st</sup> Century program is dedicated to educating youth about trees and their importance to our environment and inspiring environmental stewardship in communities to plant and care for trees within their community. As part of the program, NWF has established a Tree Bank. The tree bank consists trees which have been donated for planting by members and donors to be planted in their honor (number of trees available in the tree bank will vary depending on NWF outreach and campaigns). Working with its affiliates, partners, volunteers, schools or community groups, NWF makes trees available for planting in community events.

Tree Bank trees can be used in a variety of ways including (but not limited too):

- a) Community Tree planting event (large or small scale)– one day or multiple day event where community members work together to replant trees in their community
- b) Workshop or demonstration event – as part of a workshop or demonstration planting event – trees may be used as giveaways to families or individuals who commit to plant and care for the tree. Individual receiving the tree will need to provide email address for follow up to ensure the tree was planted and is being cared for.
- c) Youth or Community service event (with students or organized by students) – working with an adult chaperone or mentor – students may request trees for a tree planting event at their school or in their community. NWF will provided community service hours for students.

Trees which are planted will be native or at least in the correct hardiness zone depending on the tree that may be requested for an event or on its availability. Tree selection will be discussed with the Trees for the 21<sup>st</sup> staff at the time of submitting request to withdraw trees for the Tree Bank.

#### **How to Use the Tree Bank**

Organizations or volunteers may draw upon the tree bank in two different ways:

- a) Requesting physical trees for planting at an event (during tree planting season). Trees will be sourced through NWF collaborating nurseries and directly shipped to requesting organization. Minimum planting of 50 trees per event.
- b) Requesting reimbursement for planting of trees. With prior approval, organizations and partners may secure their own trees to be planted to support the NWF Tree for the 21<sup>st</sup> Century program as well as their own community tree planting objectives. Number of trees being planted and the cost of the trees being reimbursed need to be approved by NWF prior to event. NWF currently is receiving donation of funds for planting trees at the \$1.00 = 1 tree ratio.

Additionally, NWF can provide a tree planting event guide for organizations or groups seeking to host a tree planting event in their community.

## **Responsibility/Acknowledgement**

A tree planting event in which the tree bank trees are used need to include the following acknowledgement:

- a) Press release or advisory about the event which acknowledges NWF and the Trees for the 21<sup>st</sup> Century program for providing the donated trees. (Example of releases and advisory text available)
- b) Posting of web banner/badge feature the Trees for the 21<sup>st</sup> masthead on the group or organization website, facebook or other internet page (including a clickable link to the Trees for the 21<sup>st</sup> Century program ([www.nwf.org/trees](http://www.nwf.org/trees)))
- c) Acknowledgement of NWF and the Trees for the 21<sup>st</sup> Century program at the event either through signage or during orientation or ceremony. (suggested language available)

## **Support materials for Tree Bank participating organizations**

NWF can also provide support materials for events including:

- a) Patches for children as a “Thank you” for planting a tree.
- b) Activities (age-appropriate) which can be used for events or provided to families or educators
- c) Tree planting care and support guide
- d) Tree planting event planning guide
- e) Promotion materials including web banners, ad, logos or fact sheets

## **Getting Started**

Complete the Tree Bank request form. Submit form at least 2-4 weeks prior to scheduled planting or distribution event. (Available on [www.nwf.org/volunteer](http://www.nwf.org/volunteer) - click on already a volunteer and Trees for 21<sup>st</sup> Century) or email Eliza Russell, [Russell@nwf.org](mailto:Russell@nwf.org).

Completed forms should be emailed to Eliza Russell, Director of Education at [Russell@nwf.org](mailto:Russell@nwf.org). All requests will be reviewed by Trees for 21<sup>st</sup> Century staff

## **Questions**

If you have questions, comments or suggestion about the tree bank program or the Trees for the 21<sup>st</sup> Century program, contact Eliza Russell at [Russell@nwf.org](mailto:Russell@nwf.org) or 703-438-6439.