



National Wildlife Federation's

Trees for Wildlife

Fall 2013 & Spring 2014 Guidelines

Community Tree Planting and Tree Giveaway Events



National Wildlife Federation's (NWF) Trees for Wildlife program is dedicated to educating youth about trees and their importance to our environment, as well as inspiring communities to plant and care for trees. As part of the program, NWF makes trees available for planting at community events through its affiliates, partners, volunteers, schools and community groups. These trees have been donated for planting by members and donors. All trees that are planted will be native to the region where they will be planted.

Who May Apply

Schools, youth groups/organizations, non-profit, government and community organizations may apply to receive trees through the [online application](#).

Types of Events

Applicants can choose one of two different types of events on their application—either a tree planting at a physical location or a community giveaway.

- 1) **Tree Planting Events:** Applicant organizes a tree planting event at a physical location by inviting individuals to participate in planting, mulching, and watering trees. The event may include a workshop or speakers depending on the nature of the event.
- 2) **Community Giveaway Events:** Applicant organizes a community give-away for trees to be planted by individuals either at their home or another suitable location. Applicant must collect the contact information of those that receive trees and provide it to NWF to follow up and ensure the tree was planted and ensure it is cared for properly.

Priority

Preference will be given to applications that meet one or more of the following criteria:

- 1) Events occurring in the metro areas of: New York City, Philadelphia, Baltimore, Atlanta, Fort Lauderdale/Miami, Houston, Austin, Chicago, Denver, Seattle, San Francisco Bay Area, Los Angeles, Washington, DC.
- 2) Events taking place in areas impacted by major natural disasters that have occurred within the last 5 five years including forest fires, drought, flooding, hurricanes, tornadoes or "other wind" events.
- 3) For tree planting events, preference will go to applications that engage the most children in planting trees. All tree planting events must engage children or youth ages 0-25.
- 4) Events that will plant or giveaway at least 50 trees.
- 5) Events occurring at schools, regardless of the # of trees planted.

Requesting Trees

Trees requested will be sourced through NWF collaborating nurseries and shipped directly to the applicant.

With prior approval, some successful applicants may secure their own trees for their events. The number and types of trees being planted and the cost of the trees being reimbursed must be approved by NWF prior to the event. NWF will typically reimburse applicants \$1.00 per seedling.

Responsibilities and Acknowledgments

Any applicant that receives trees must complete the following activities:

- 1) Write and distribute to local media a press release or advisory about the event which acknowledges NWF and the NWF Trees for Wildlife program for providing the donated trees. (Examples of releases and advisory text available upon request.)
- 2) Post the NWF Trees for Wildlife web banner or badge on the applicant's website, Facebook page or other social media site with a clickable link to the NWF Trees for Wildlife program, www.nwf.org/trees.
- 3) Acknowledge NWF and the NWF Trees for Wildlife program at the event, either through signage or during an orientation or ceremony. (Suggested language is available upon request.)
- 4) Post event photos to NWF's Trees for Wildlife Flickr site, www.flickr.com/groups/treesfor21stcentury/.

Support Materials for Applicants

NWF can also provide applicants with support materials for events, including:

- 1) NWF Trees for Wildlife Patches for children as a "thank you" for planting a tree
- 2) Educational activities (age-appropriate), which can be used for events or provided to families or educators
- 3) A tree planting event guide, which includes information on planning the event, tree planting and tree care
- 4) Promotional materials, including web banners, ads, logos or fact sheets

How to Apply

Complete the NWF Trees for Wildlife [application](#) online and submit it at least one month prior to the scheduled event and no later than the specified deadline. Applications for spring planting events (January – May) must be received no later than February 21. Applications for fall planting events (end of September – early December) must be received by September 21.

Application Review

All applications will be reviewed by NWF Trees for Wildlife staff. Notifications of approval or denial will be sent via email within about 10 business days after the application due date. Groups receiving trees may reapply each season. Applicants whose requests are not fulfilled may also reapply.

The number of applications approved is based on the number of trees available, how closely the application adheres to one or more of the priority criteria and responses to application questions.

Please also contact staff members with any questions, comments or suggestions about the program at trees@nwf.org.