

Plant and Care for Trees – Outreach Tools

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❖ Social Diffusion/Commitment Visual

Outreach Tool: Mobilize the community to embrace tree planting by encouraging participants to create or download a certificate marking their tree planting. Make these visible to the community, along with instructions on how to participate. Posting the certificates on a tree campaign wall decoration is one way to visually show the community mobilizing to care for trees. Alternatively, this visual commitment tool can be modified to be virtual. The congregation could create a tree campaign website and ask members to email the coordinator a copy of the certificate so that their names can be listed on the website. For effective social diffusion, it is important to make sure the web page display is prominently visible to all along with instructions on how to participate. Include participation modifications to ensure all congregants can get involved in the community’s effort, regardless of, for example, Internet access or capacity to donate to a tree planting service. **(Social Diffusion) (Commitment)**



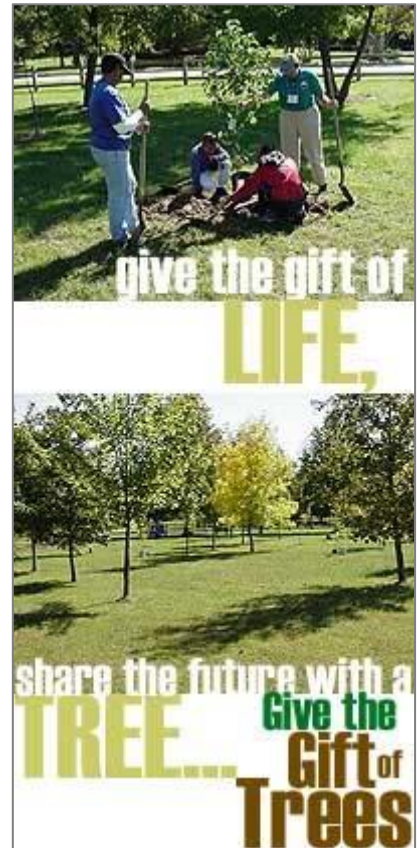
Below is an example of how these outreach tools can be used with a congregation or community.

Creation Care – Gift a Tree!

Help us reach our goal to plant 40 trees as a congregation by making a contribution toward the Gift of Trees through Tree-Mendous Maryland.

You can give the gift of trees to celebrate a holiday, a significant occasion, or recognize someone special.

Share Your Commitment! Once you have given the gift of a tree/s via the Tree-Mendous website at <https://www.shopdnr.com/tree-mendousmarylandgiftoftrees.aspx>, print a copy of your certificate and bring it to the congregation office so that we can add it to our campaign tree.



- **Notes to Designer:**
 - Give the Gift of Life Photo Credit: <https://www.shopdnr.com/tree-mendousmarylandgiftoftrees.aspx> (This image is meant to serve as an example. If you would like to use this image in your outreach tools, make sure to credit the image source or follow the cited link to request permission to use the image.)
 - Tree Certificate Photo Credit: <https://dnr.maryland.gov/forests/Pages/tremendous/certificate.aspx> (This image is meant to serve as an example. If you would like to use this image in your outreach tools, make sure to credit the image source or follow the cited link to request permission to use the image.)
 - The Giving Tree Photo Credit: <http://www.uniqueteachingresources.com/Giving-Tree-Lesson-Plans.html> (This image is meant to serve as an example. If you would like to use this image in your outreach tools, make sure to credit the image source or follow the cited link to request permission to use the image.)

❖ Congregation Communications

Creation Care Corner

How can we scale efforts to conserve, restore and grow a trillion trees around the world?

Trees are an important part of God's creation.

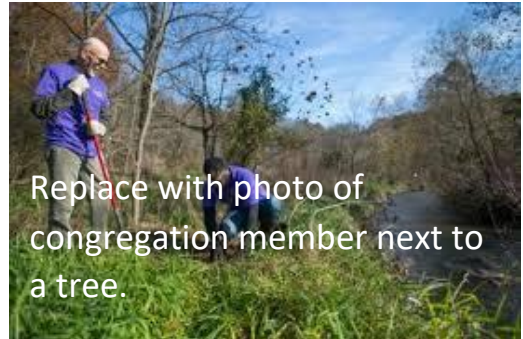
DID YOU KNOW?

- There used to be about 6 trillion trees on Earth. Today, only about 3 trillion trees remain, and despite significant efforts, we continue to lose about 15 billion trees every year.¹
- Trees remove pollution to provide cleaner air and improved health.
- Trees filter the water we drink and prevent flooding and erosion.
- Trees reduce effects of climate change.
- Trees provide homes for thousands of species of plants and animals.^{2,3}
- Trees are beautiful!

Our green team is working with (insert local tree planting program, such as Replant Anne Arundel) to plant (insert goal number) trees in our community in 2021. We are forming a Tree Care Team and need helpers to plant and care for trees.

Is there someone in your household willing to dedicate a few hours this year to conserve, restore, and grow trees in our community? An online calendar will let volunteers choose when they participate and for how many hours.

Trees provide many benefits to our everyday lives and are critical to the health of the Chesapeake Bay ecosystem.



Replace with photo of congregation member next to a tree.

Join our next meeting to learn more about how you can become involved in planting and caring for our trees.

Meeting Date, Time

Meeting Location or Video Call Link

People are a vital part of the Chesapeake Bay ecosystem. Actions we take today can revive the Bay's health tomorrow and into the future.

Environmental Ministry

¹ <https://www.decadeonrestoration.org/>

² <https://onetreepanted.org/pages/why-trees>

³ <https://www.nature.org/en-us/get-involved/how-to-help/plant-a-billion/>

- **Outreach Tool:** This message can be used in the congregation’s newsletter or on the congregation’s website to communicate and/or entice members of the congregation to help plant trees and provide ongoing tree care. (**Communications**) (**Social Diffusion**)
- **Accompanying Messages:**
 - The messages included in the above example newsletter article can be tailored for your congregation.
 - Ask a member of your congregation if he/she would like to be featured with a photo and a quote in the article. Feature members known for a congregational leadership role that is not related to the environment, as the element of surprise can catch people’s attention.
 - **Preserve our community. Plant a tree.** Help promote our community’s quality of life by expanding and protecting our shade cover. Trees, along with green space and parks, promote physical activity and reduce stress. (stewardship)
 - **Care for a street tree.** Help newly planted street trees become established and thrive. Caring for a tree during its establishment period (2-3 years) increases the likelihood of its survival. (stewardship)
- **Resources:**
 - **Promote a day of tree planting and preservation in your community.** The Watershed Stewards Academy started a [community-based tree planting program](#) in 2020. Anne Arundel County communities of all types, including neighborhoods, congregations, schools and others, are invited to apply. Another option is to contact [Tree-mendous Maryland](#), a popular program of the Maryland Forest Service aimed at helping citizens restore tree cover on public land and community open space.
 - **Encourage congregants to adopt-a-tree in their neighborhood.** Work with your local department of public works to support municipal street trees and help maintain a healthy, vibrant urban forest. Some communities have adopt-a-tree programs but even if yours does not, low-cost tree watering bags are available at retail stores and provide a way for congregants to take local action to adopt-a-tree.
- **Notes to Designer:**
 - Photo of Tree Planting:
https://www.heraldmillmedia.com/news/tri_state/pennsylvania/transource-plants-trees-commits-money-to-chesapeake-bay-watershed-quality/article_ea7c84d9-411d-5c1e-a166-ba5926f58733.html (Permission to use this photo was not obtained since the intent is for the congregation to take a photo of a member of the congregation next to a tree and use that photo in its place.)

❖ **Social Media Messages**

Celebrate Love of Creation by Planting Trees for Earth Day

Help us plant trees after worship on church grounds on April 18, 2021.

Trees provide many benefits to our everyday lives and are critical to the health of the Chesapeake Bay ecosystem. Trees help clean the air we breathe, filter the water we drink, help curb climate change, and provide homes for thousands of species of plants and animals.

#planttrees #creationcare



Creation Care

Help us reach our goal to plant 40 trees as a congregation in Maryland in [Tree-Mendous Maryland](#).

You can give the gift of trees to celebrate a holiday, a significant occasion, or recognize someone special. #planttrees #creationcare



DNR.MARYLAND.GOV

Tree-Mendous Maryland Programs Home

TREE-MENDOUS MARYLAND, a program of the Maryland Forest Service, remains one of our most popular programs aimed at...

Celebrate Love of Creation by Planting Trees for Earth Day

Plant a tree and send us a picture to include in our next newsletter.

Programs such as the [Backyard Buffers Program](#), will provide free trees and guidance on how to plant and maintain your tree.

#planttrees #creationcare



AAWSA.ORG

Anne Arundel County Watershed Stewards Academy | Restoring Local Waterways Backyard Buffers

- **Outreach Tool:** These sample social media messages can be used by the congregation staff on the congregation's Facebook page or by the congregation members on their personal Facebook pages to encourage participation in a congregation led tree planting or planting a tree on their own. (**Social Diffusion**) (**Communications**)
- **Accompanying Messages:**
 - The messages included in the above example posts can be tailored for your congregation.
 - Ask a member of your congregation if he/she would like to be featured with a photo and a quote in the article. Feature members known for a congregational leadership role that is not related to the environment, as the element of surprise can catch people's attention.
- **Notes to Designer:**
 - Photo of Tree Planting: <https://www.istockphoto.com/photo/young-couple-planting-the-tree-while-watering-a-tree-working-in-the-garden-as-save-gm941511336-257335109> (\$12 stock image.)