



PRESENTED BY



National Tree Day 2023

Event Organizer Toolkit





About this toolkit

Tree Canada encourages individuals, community groups, municipalities and businesses to organize events celebrating trees and local greenspaces in honour of National Tree Day (NTD).

This toolkit provides ideas and resources to help you plan and promote your own National Tree Day event. Whether you're planting trees or not, consider celebrating trees with family, friends, and members of your community on September 20th and beyond.

Don't Forget to Register Your Event

Tree Canada is running a NTD Celebration Contest again this year! Be sure to register your event on our website at treecanada.ca/ntd-submit-an-event for a chance to win a free community tree planting event in 2024! Learn more about the contest and how to participate on [page 4](#).

About National Tree Day

National Tree Day is a day to celebrate trees, take action on climate change and connect with nature. This year, National Tree Day is happening on September 20th (the Wednesday of National Forest Week).

The first official National Tree Day was celebrated in 2011, after a motion to declare the Wednesday of National Forest Week, National Tree Day, received consent from the House of Commons.

Since 2011, Tree Canada has engaged Canadians from across the country in tree planting events and educational activities to learn more about the benefits of trees.

Learn more about National Tree Day on our website at treecanada.ca/ntd





How To Celebrate National Tree Day

There are so many ways to show your appreciation for trees and forests – no celebration is too small! National Tree Day is meant to be inclusive and fun, so here are a few ideas to help inspire you.

Plant trees

Whether you're planting in a yard or organizing a larger event in your community, our tree planting guide is a great place to start. Read our Tree Planting Guide at treecanada.ca/guide.

Take care of trees

Find a tree that needs a bit of maintenance (for example: watering or mulching) and give it some much-needed care. Check out our resources section on [page 5](#) to learn how to properly maintain your tree.



Clean up a local green space

Help your local park, urban forest or creek shine by organizing a cleanup event to remove garbage and maybe even some invasive plants. Be sure to wear safety gear and check with local authorities for permission.

Be a fundraiser!

Create your own fundraising page to support Tree Canada's programs and help us to improve lives and address climate change. Visit justgiving.com/campaign/nationaltreeday2023

Meet your neighbourhood trees

Gather a group of friends or family to walk around your neighbourhood, identify different trees using a reference guide or [app](#), and learn more about each species.

Celebrate among the trees

From picnics to yoga to playing music, enhance your National Tree Day event by holding it near trees in your favourite park or green space.

Get inspiration from nature

Whether you're artistically gifted or not, use trees as your muse to draw, paint, take photos or make crafts from fallen pinecones, leaves, and other tree debris.

Short on time? Hug a tree

If you're short on time and ideas, an old-fashioned hug is always a good way to express your love for trees!



National Tree Day Celebration Contest

Want to plant more trees in your community? Tree Canada is offering National Tree Day event organizers a chance to win a free tree planting event in 2024!

How to enter

1. Organize a National Tree Day celebration between September 15–24
2. Register your National Tree Day celebration on our website at treecanada.ca/ntd-submit-an-event
3. Promote your event on social media and tag us [@treecanada](https://twitter.com/treecanada) in your posts and/or send us your event photos at communications@treecanada.ca



Terms and Conditions

Contest is open to events held in Canada:

- Between September 15–24, 2023.
- Last date to submit your event on our online registry: September 24th (11:59 PM EST)
- ONE winner will be drawn at random and notified via email.

Tree Canada will contact the winner to organize a tree planting event in their community (depending on site availability), during the 2024 spring or fall planting season.

Tree Canada will help secure a suitable planting site and manage all tree planting logistics for up to 20 people. The number and species of trees to be planted will depend on site location and environmental conditions. The winner is responsible for securing volunteer planters for the event.



2022 Winner

Last year, Cooksville Creek Public School won our celebration contest. Read all about the project [on our website](#).



Promote Your Event

Let others know about your event and spread the word about National Tree Day 2023! Tree Canada is pleased to share promotional materials that can be downloaded and used across your social media channels. Don't forget to tag us [@treecanada](https://www.instagram.com/treecanada), if you use our graphics!

Download all National Tree Day materials on our website at treecanada.ca/ntd-toolkit

Hashtags

#NationalTreeDay #NTD2023

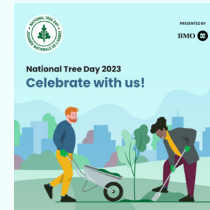
Social media messaging

We're organizing a [Activity name] to mark #NationalTreeDay. Join us on [Date of event] and show your appreciation for trees by celebrating with us.

Register today: [Registration link]



Promotional Assets



Social media graphic:
Instagram



Social media graphic:
Instagram Reel/Story



Social media graphic:
Facebook
X (Twitter)
LinkedIn

Educational Assets

In addition to promoting your event, Tree Canada wants to empower individuals, organizations, and communities to help grow and nurture local greenspaces. We have developed resources on how to plant and maintain trees.



Infographic:
5 ways to celebrate



Infographic:
How to plant a tree



Infographic:
Tree care tips



**For questions, contact
communications@treecanada.ca**

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