

# NATIONAL TREE DAY

Sept. 25 & 28 2024

Event Organizer Toolkit

## Fundraising



Tree Canada  
Arbres Canada



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# TABLE OF CONTENTS

**3 Opening Letter**

**4 Getting Started**

**5 Fundraising Activity**

**7 Promotion and Marketing**

**9 Volunteer Management**

**10 Post-Event Follow-Up**

**11 Frequently Asked Questions**

**12 Thank you**

**13 Resources & Templates**

14 Event Outreach Template

15 Social Media Caption Examples

16 Local Media Template

# NATIONAL TREE DAY



## Thank You for Making an Impact for National Tree Day

Dear Event Planner,

Thank you for planning an event for National Tree Day! It's a time to bring to the forefront the meaningful and tangible ways to take action on climate change and connect with nature.

Included in this toolkit is a guide to help you successfully plan your own event. This resource serves as a blueprint for individuals and organizations alike, empowering them to host impactful events in celebration of National Tree Day.

At Tree Canada, we firmly believe in the transformative power of trees to nurture the planet and our communities, now and in the future. As stewards of our environment, it is our collective responsibility to ensure the vitality of natural landscapes for generations to come.

Tree Canada is the only national non-profit organization dedicated to planting and nurturing trees in rural and urban environments. For National Tree Day, we prioritize community engagement and education that empowers Canadians to make change happen where they live and work. By celebrating this day, you are helping us achieve these goals. While we are planning planting events across the country, your efforts are helping reach people who may not otherwise be able to participate.

On behalf of all of us at Tree Canada, I extend my deepest gratitude to each of you for your commitment to community greening. Together, we will continue to make a meaningful difference in the world, one tree at a time!

Nicole Hurtubise  
Chief Executive Officer, Tree Canada



# NATIONAL TREE DAY



## Getting Started

Here are some key things you will need to consider as you plan your event:



### **ORGANIZE A COMMITTEE**

It's more difficult to plan alone. If you are an organization, you likely have a team to support you. As an individual, you can gather family, friends, or other passionate individuals in the community to form a committee.



### **CREATE A PLAN**

Plan out your event in detail. Determine what kind of event you would like to do. This guide contains information on how to organize a fundraising event.



### **DELEGATE**

Now that you have an idea of what kind of event you are planning, it's time to assign and delegate tasks prior to and during your event. Create a comprehensive checklist and assign each to a person.



### **BUDGET**

Creating a budget is an important part of the planning process. It helps you to create a financial goal for your event (depending on the event), as well as plan for expenses. Brainstorm and identify your possible sources of income (ticket sales, sponsorship, etc.) and an estimate of all potential expenses, including venue costs, decoration, food, entertainment.



### **DOCUMENT THE EVENT**

Plan to document your event with photos and videos. This is often a forgotten step, but it is very important to consider in planning your event. These photos and videos don't even need to be professional. They will support your future events. Just be sure it is clear that anyone participating in your event agrees to have their image captured.





# Fundraising Activity

If you don't have the time or capacity to plan a major activity, hosting a fundraising event for Tree Canada is a powerful way to make an impact and celebrate National Tree Day. Donations support Tree Canada's mission to inspire, educate and enable Canadians to plant and nurture trees in order to improve lives and address climate change. Celebrating National Tree Day through fundraising amplifies the day's message, engages the community in meaningful action, and creates a sense of collective responsibility and pride in contributing to the greening of our planet.

**Below is a checklist of everything you will need to host your own fundraising activity for National Tree Day.**

## Fundraising Event Checklist

### ○ SET UP YOUR JUSTGIVING PAGE

Start by creating a dedicated fundraising page on [JustGiving](#) for Tree Canada. Clearly outline the purpose of your event, the specific goals you hope to achieve, and how the funds will support Tree Canada's initiatives. Include compelling visuals, a personal story, or a message about why this cause is important to you to attract and motivate potential donors.

If JustGiving is not the right platform for you, you can also raise donations by linking to the donation form on Tree Canada's website: <https://treecanada.ca/donate-nationaltreeday/>

### ○ CHOOSE A FUNDRAISING IDEA

Select a creative and engaging fundraising activity that aligns with your interests and the interests of your community. You could [create something](#), host a running activity, take part in an organized event, or [take on a personal challenge](#). There are many ideas to be found on the [JustGiving website](#). Your event should be appealing and feasible for your target audience.

### ○ PROMOTE YOUR EVENT

You can use Tree Canada's [National Tree Day promotional tools](#). Share your JustGiving page on social media platforms like Facebook, Instagram, and Twitter. Send personalized emails to your network and create flyers or posters for local community boards. Reach out to friends, family, colleagues, and local community members to encourage their support. Personal appeals can be very effective, so explain why the cause is meaningful to you and how their contributions will make a difference. Encourage them to not only donate but also share your JustGiving page with their own networks.





- TRACK DONATIONS**  
Regularly check your JustGiving dashboard to monitor incoming donations and track your progress towards your fundraising goal. Staying updated will help you maintain momentum and engage with your supporters.

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- EXECUTE**  
If your idea for fundraising includes an actionable goal after a milestone is reached, take action and share with your supporters!

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- SHARE EVENT HIGHLIGHTS**  
Keep your JustGiving page updated with posts about the event's progress, including photos, videos, and milestones. Share stories of participants, notable moments, and the impact of their contributions. This ongoing engagement helps maintain interest and encourages additional donations.

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- WRAP UP AND REPORT**  
After the event, finalize the collection of donations and ensure that all funds are properly transferred to Tree Canada. Send a final report to Tree Canada and your supporters, highlighting the total amount raised and the success of the event. This transparency reinforces the impact of their contributions.



# NATIONAL TREE DAY



## Promotion and Marketing

Once you have planned and scheduled your event, it's time to promote it!

**Timing:** For public events seeking volunteers, aim to promote at least one month in advance to ensure ample participation from the community.

### Gather Your Assets

**Create a Compelling Poster:** Design a poster with a clear call to action such as "Come raise funds with us!", "Join us!", or "Volunteer with us!" This visual should grab attention and convey the essence of your event.

**Utilize Visual Content:** Leverage photos and videos from past events to showcase the experience and generate interest on social media!

**National Tree Day Assets:** Tree Canada is happy to provide general promotional materials for National Tree Day events. All assets, including usage guidelines and key messages, can be downloaded [here](#).

### Register Your Event with Tree Canada

**Tree Canada Website:** Register your National Tree Day event on the Tree Canada website to be entered into a draw for a free community planting event. Events must take place between September 21st to 29th to be eligible. Visit the [Tree Canada website](#) to fill out the registration form, indicating whether your event is public or private, and upload posters or photos.





## Promote Your Event

### a) Share Your Event on Multiple Platforms

Amplify your event's reach by sharing it with local newsletters, blogs, and social media platforms.

**Event Management Platforms:** Promoting your event on a suitable platform facilitates managing attendee interest and offers a straightforward and secure registration process. Some platforms offer free services for events that do not charge for participation.

**Outreach:** Engage local community networks to spread the word. Find our [Event Outreach Template](#) at the end of this document to help you with outreach.

### b) Engage on Social Media

Create an event listing on your organization's Facebook page. Encourage participants to share and mark their interest.

To get the most out of organic social media posts on any platform, be sure to post regularly. This does not always need to be about the event, but could be about the activities occurring at the event, highlighting key personas involved, sharing information and facts to encourage attendance, etc.

**Tag Tree Canada:** Mention @TreeCanada and use the hashtag #NTD2024 across all platforms to increase visibility. See [examples](#) at the end of this document.

### c) Local Media

Contact local newspapers, radio stations, and TV channels to promote your event. Provide detailed event information and explain why it matters to your community. Media outlets may feature your event free of charge if it supports a charitable cause! Find our [Local Media Template](#) at the end of this document, to support you with outreach.





# NATIONAL TREE DAY



## Volunteer Management

Volunteer management may be a key element of your event, such as if you are hosting a cleanup or a tree planting event. Here are key things to consider:

### Recruiting Volunteers

**Define Roles and Responsibilities:** Clearly outline the tasks and responsibilities for the volunteer role(s). This may be a few simple lines, but it is important to be clear about what they are registering for.

**Provide Clear Instructions for Registering:** Include instructions on how interested individuals can apply to volunteer for the event in your communications. Make it easy for them to express interest and provide necessary information.

### Managing Volunteers

**Orientation:** Conduct an orientation session to introduce volunteers to the event goals, their roles, and expectations. This could be detailed training on specific tasks or safety protocols, or a quick reminder for the agenda of the day and any information they need to know before the event begins.

**Communicate Effectively:** Maintain open communication channels with volunteers before, during, and after the event. Provide contact information and encourage volunteers to ask questions or raise concerns. Establish clear lines of communication, such as a dedicated email address, group messaging app, or phone number, where volunteers can reach out for assistance or clarification.

**Provide Support and Recognition:** Offer support throughout the event, such as breaks, refreshments, and access to necessary resources. Recognize and appreciate volunteers' contributions.



# NATIONAL TREE DAY



## Post-Event Follow-Up

Be sure to publicly thank everyone involved once the event is over! Express gratitude to everyone who contributed to the event's success, including sponsors, volunteers, speakers, and attendees. This helps in maintaining positive relationships and encourages continued support for future events.

### **Feedback Collection**

Send a survey to anyone who attended your event. Be sure to include questions that help gauge how much everyone enjoyed themselves and ask if they would attend again in the future. This provides an opportunity to gather feedback from attendees, participants, and stakeholders. This feedback is invaluable for assessing the event's success, understanding what worked well, and identifying areas for improvement in future events.



# Frequently Asked Questions



## **Do I need to get my event approved by Tree Canada?**

Your event doesn't need to be approved to celebrate National Tree Day!

## **Can I use Tree Canada's logo?**

No, but you may use the National Tree Day logo and associated graphic assets to help promote your event. The logo and all assets can be downloaded [on our website](#).

## **Do you have any graphic assets to help me share my event and how do I get it?**

You may use the National Tree Day logo and graphic assets to help you share your event. The logo and all assets can be downloaded [on our website](#).

## **Will Tree Canada help organize events?**

Our priority is to focus our resources on Tree Canada planting events across the country for National Tree Day. We have created this Third-Party Event Toolkit to help you start planning your event.

## **Is Tree Canada able to support any third-party event expenses?**

It is the responsibility of the event organizers to create a budget and manage it accordingly for all expenses.

## **Can Tree Canada provide volunteers for a third-party event?**

It is the responsibility of the event organizers to recruit, train and manage all volunteers.

## **Can Tree Canada provide sponsorship contacts to support third party events?**

Tree Canada cannot solicit sponsors or provide sponsor lists for third party events. It is the responsibility of the event organizer to request support to underwrite costs.

## **Who is responsible for all liability and legal risks associated with my event?**

Tree Canada has no direct involvement with National Tree Day third-party events and will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event.

## **Can Tree Canada provide insurance for my event?**

Because Tree Canada has no direct involvement with running third-party events, we cannot provide insurance. The event organizer is responsible for obtaining insurance for the event.

## **Can Tree Canada help me get a permit for my event?**

The organization and execution of the event are the responsibility of the event organizer. The event organizer must obtain any necessary permits or licenses.

## **Can I use Tree Canada's tax exemption number?**

Because Tree Canada is not hosting your event, it is considered a third-party event. You will not be able to use Tree Canada's charitable classification, federal tax ID number, or tax-exempt certificate.

## **Will Tree Canada help promote third party events?**

Tree Canada is happy to provide a space on the events section of the website as well as share any posts where the organization is mentioned on social media. Tree Canada may choose to highlight some events in the monthly newsletter. Any additional promotion is up to the event organizers.

## **How can interested attendees donate to Tree Canada?**

You may direct any interested donors to the Tree Canada website to make donations directly at <https://treecanada.ca/donate-nationaltreeday/>. If you would like to host a fundraising event, please do so through the JustGiving platform.





# Thank you.

Thank you so much for hosting a third-party event to support our organization's mission of growing better places to live. Your willingness to contribute your time, energy, and resources makes a significant impact on your community.

By hosting an event, you're not only raising awareness but also fostering community engagement. Your dedication is instrumental in creating positive change across the country.

We invite you to stay connected to Tree Canada for future opportunities to get involved or support our work. Whether it's through volunteering or spreading the word about our initiatives, every contribution counts.

Please feel free to subscribe to our newsletter or follow us on social media to stay updated on upcoming events, success stories, and ways you can continue to make a difference.

Together, we can create a brighter and greener future for generations to come.

 [Subscribe to our newsletter](#)

 [TreeCanada](#)

 [@treecanada](#)

 [Tree Canada](#)

 [treecanada](#)

 [@TreeCanada1](#)





# RESOURCES & TEMPLATES



# Event Outreach Template



**Subject:** Join Us for [Event Name] on National Tree Day 2024!

Dear [Recipient's Name],

I hope this message finds you well. I am reaching out to share an exciting opportunity to celebrate National Tree Day on [Date] with our community here in [City/Location]. We would be honoured if you could help us spread the word about our upcoming event, [Event Name].

**Event Details:**

**Date:** [Date]

**Time:** [Time]

**Location:** [Venue/Meeting Point]

**Description:** [Brief description of the event, including activities planned and how it aligns with the key messages of National Tree Day.]

We believe that together, we can make a significant impact on our local environment and community. By participating in [Event Name], attendees will [mention any specific benefits or outcomes, such as learning opportunities, hands-on activities, etc.].

**Background:** National Tree Day is a day to celebrate trees, take action on climate change and connect with nature. On March 2, 2011 a private members motion to declare the Wednesday of National Forest Week, National Tree Day, received consent from the House of Commons. The motion was presented at the urging of Tree Canada, the only national non-profit organization dedicated to planting trees in both urban and rural areas across the country. Tree Canada encourages individuals and organizations to plan events in celebration of National Tree Day in order to educate Canadians and help them make a tangible impact where they live and work.

**How You Can Help:**

**Share:** Please consider sharing our event with your audience through your newsletter, social media platforms, or any other means you find suitable.

**Attend:** We would love to have you join us at the event! Your presence would mean a lot to us and the community.

**Support:** If you're unable to attend, your support in spreading the word would still be greatly appreciated.

Attached to this email, you will find [include any attachments such as event flyers, graphics, or additional information].

Thank you for considering supporting our event. If you have any questions or need further information, please don't hesitate to reach out.

Looking forward to the possibility of collaborating with you on this meaningful initiative!

Warm regards,

[Your Full Name]

[Your Position]

[Your Contact Information]

[Organization Name]

[Organization Website]

[Organization Social Media Handles]



# Social Media Caption Examples



## GENERAL:

- Calling all nature lovers and tree enthusiasts! National Tree Day 2024 is coming up, and we need your help to make it a success. Let's plant the seeds of change together. 🌱🌲 #NTD2024 @treecanada
- 🌲🌱 Join us in celebrating National Tree Day 2024! Every action counts towards a greener future. #NTD2024 @treecanada
- This National Tree Day let's come together to make a difference. From coast to coast, let's grow better places to live for future generations. #NTD2024 @treecanada 🌍🌱

## JUSTGIVING FUNDRAISER:

- Support tree planting efforts this National Tree Day! Join us for a fundraising event and help us grow a greener future for generations to come. 🌱❤️ #Fundraiser #NTD2024 @treecanada
- Make a difference with your dollar! Join our National Tree Day fundraiser and contribute to the planting of trees across Canada. Every donation counts! 🌍🌱 #NTD2024 @treecanada
- Planting seeds of change through our National Tree Day fundraiser. Your support helps us create healthier, more resilient communities. 🌲❤️ #DonateToday #NTD2024 @treecanada
- From roots to canopy, every contribution to our National Tree Day fundraiser helps us plant and care for trees across [location]. Together, we can make a lasting impact. 🌱💧 #NTD2024 @treecanada
- Join us in celebrating National Tree Day by supporting our fundraiser! Together, we can raise funds to enhance green spaces and promote environmental stewardship. 🌱🌍 #NTD2024 @treecanada



# Local Media Template



[Date]

[Media Contact]

[Contact Position]

[Media Outlet]

[Contact Email]

[Contact Phone Number]

Dear [Media Contact],

I am writing to share details about an upcoming event that we believe would be of great interest to your audience.

**Brief Description:** [Compelling description of your event. Ex: Join us for a community-wide celebration of National Tree Day! Participants will have the opportunity to plant trees, engage in educational activities about environmental sustainability, and enjoy live music and local food vendors. This event aims to foster environmental stewardship and community engagement in preserving our local green spaces.]

**Event Name:** [Event Title]

**Date and Time:** [Wednesday, September 25, 2024] [10:00 AM - 3:00 PM]

**Location:** [Location Title] [Address]

**Background:** National Tree Day is a day to celebrate trees, take action on climate change and connect with nature. On March 2, 2011 a private members motion to declare the Wednesday of National Forest Week, National Tree Day, received consent from the House of Commons. The motion was presented at the urging of Tree Canada, the only national non-profit organization dedicated to planting trees in both urban and rural areas across the country. Tree Canada encourages individuals and organizations to plan events in celebration of National Tree Day in order to educate Canadians and help them make a tangible impact where they live and work.

**Media Opportunities:** Media are invited to capture the activities, interview participants and organizers, and showcase the community's commitment to environmental conservation.

For further information and interview requests, please contact me at [Your Email] or [Your Phone Number].

We would be thrilled to have [Local Media] cover this event and share our story with your audience.

Thank you for considering this request.

Best regards,

[Your Full Name]

[Your Position]

[Your Organization]

[Your Email]

[Your Phone Number]

