

Organizing Your Tree Distribution



PRESENTED BY:

Lauren LJ Jones

Executive Director, Shreveport Green
Ljones@shreveportgreen.org



Shreveport Green is an environmental nonprofit located in Shreveport, Louisiana. We strive to make our city a vibrant and biodiverse community where citizens can forge profound connections with their environment by actively engaging in tree planting, food cultivation, waste reduction, litter cleanups, and environmental stewardship. At the heart of our mission lies the goal to reignite both individual and collective bonds with nature, fostering a deeper appreciation and commitment to the well-being of our surroundings.





Planning Distribution



1-2 Months

- Connect with funders
- Confirm planting zones
- Solidify date/location
- Order trees

3 weeks

- Create flyers for social media
- Write press release
- Open volunteer sign-up
- Confirm photographer

2 weeks

- Create tree descriptor/planting cards
- Assign roles among staff for distribution day
- Send flyers to partners
- Social media

1 week

- Gather supplies
- Print tree cards
- Send confirmation and reminder to volunteers
- Print surveys for distribution day

Day of Event

- Arrive 2hrs early
- Set up distribution area
- Set up refreshments table
- Hang banners and "Say Trees" signage
- Distribute Trees!

48hrs After

- Document all information from recipients
- Complete Arbor Day reporting
- Upload pictures to Arbor Day
- Make social media postings thanking funders, Arbor Day, and volunteers

1-2 Months (Planning & Research)

- **Connect with funders**
 - Work with Arbor Day to connect to funders
 - Plan call within one month of event
- **Confirm planting zones**
 - Make sure tree distribution is planned during optimal growing months
 - [Arborday.org/media/zones.cfm](https://arborday.org/media/zones.cfm)
- **Solidify date/location**
 - Choose an open area: parking lot, recreation center, church, pasture, etc.
 - Make sure all documentation is in place (MOU, permits, waivers, etc.)
- **Order trees**
 - Find a local wholesaler if possible and order directly through them
 - Make sure trees ordered are a match for the zone you live within



TREE GIVEAWAY!



WEDNESDAY APRIL 3RD
9 AM-11:30 PM

LOCATION: ST. VINCENT MALL
PARKING LOT (SOUTHSIDE)

Instructions to Receive a Tree:
Please PARK your car and meet us
at the tree distribution area. Here
you will speak to a Shreveport
Green representative to choose
your tree and share information.
FIRST COME FIRST SERVE
1 TREE PER HOUSEHOLD

Please come out and see us for a fruit tree
giveaway! We will have available: Orient Pear,
Native Mayhaw, Celeste Fig and Methley Plum
fruit trees.



3 Weeks **Marketing &** **Volunteer Outreach**

- **Create flyers**
 - Tree varieties
 - Time/Date/Location
 - Instructions
 - Funders
- **Write press release**
 - Reach out to funding partner to get info regarding press release
 - Send to local TV, newspapers, blogs, etc.
- **Open volunteer sign-up**
 - Create document where volunteers can sign-up
 - Include waiver
- **Confirm photographer**
 - Be specific with needs
 - Include all requirements from Arbor Day Foundation reporting (banner, Say Trees signage, activities, etc)

2 Weeks

Educational Materials & Role Assignment

- **Create tree descriptor/planting cards**
 - Use cards to control inventory
- **Assign roles among staff for distribution day**
 - Surveyors
 - Tree Movers
 - Floaters

Orient Pear *Pyrus Communis* "Orient"

Life Span: 50+ years
Mature Height: 12-20 feet
Growth Rate: 1-2 ft. per year
Harvest Time: Mid-August to
mid-September

Look Up Before Digging Down!
Watch out for powerlines and other
obstructions

Care

Full Sun: 6 or more hours per day
Soil Texture: Clay, loam (silt), or sand
Moist: Do not over water. Every 2 weeks to 10 days
is sufficient

Guides:

Video Planting Guide

<https://www.arborday.org/trees/planting/containerized.cfm>

Tree Benefit Calculator

<https://www.arborday.org/calculator/>

Orient Pear Tree Facts:

<https://shop.arborday.org/treeguide/360>

Benefits

Suitable for most soil types

Drought resistant

Can attract butterflies



**Arbor Day
Foundation®**

1 Week (Final Prep & Gathering of Supplies)

- **Gather supplies**
 - Walkie-Talkies
 - Tree cards
 - Surveys
 - Survey Boxes
 - Pens/Pencils
 - Clipboards
 - Tables
 - Waivers
 - Pens
 - Refreshments
 - Say Tree Sign
 - Banner
 - T-post/hanging materials
 - First Aid
 - Chairs
 - Gloves
 - High-Vis Vests
 - Traffic Cones
 - Trash Cans & Bags
 - Recycling Bins





Morning of Event (2 hours prior)

Arrive 2hrs early

- Meet with volunteers for at least 5mins to discuss run of show, sign waivers, and reinforce role assignments.
- Address the environmental/ socioeconomic benefit of their help

Refreshments Table

- Before work begins, set up refreshments table so that volunteers can access water, coffee, snacks, etc.

Unload & Divide Trees

- Put trees together in sections that are easy to walk through and distinguish from a distance
- Hang labeled signs on the front of each group

Signs & Banners

- Hang “Say Trees” and banners where they will be easily seen and in the background of photos

Info Table

- Set up at least 10ft. in front of trees
- Have at least 6-10 volunteers dedicated to filling out surveys with tree recipients
- Familiarize surveyors with tree cards and how they work as inventory/ticket of sale

Cones/Rope

- Create lines that divide each surveyor into separate lines
- Allow recipients to fill in the lines 5-10 mins prior to opening



During Event! (3-4 hrs)

Survey

- In order to receive a tree, guests must file into the line and fill out a survey
- All surveys are collected in boxes on the table

Tree Card

- After survey is completed, the guest receive a tree card with requested tree
- Guest steps aside and alerts volunteer who is waiting to locate the tree
- Tree card must be presented to the volunteer for confirmation
- Volunteer retrieves tree and offers assistance with wagon if necessary

Refreshments

- Periodically address the guests reminding them that refreshments are available. If possible, use a walking ice chest to bring them water

Reporting Measures

- Remember to interview some of the recipients using the questions provided by Arbor Day Foundation
- Take a photo with the entire group in front of the banner
- Take photo of the “Say Trees” sign
- Don’t forget about the media!

Break Down

- Leave no trace



After the Event! (48 hours)

Documentation

- Digitize all survey information into shared spreadsheet

Reporting

- Fill out all reports including photo uploads to Arbor Day Foundation

Social Media

- Post on all socials thanking funders, Arbor Day, supportive organizations, volunteers, and recipients





SHREVEPORT
GREEN

An Affiliate of Keep America Beautiful, Inc.

THANK YOU

Lauren LJ Jones

Executive Director

Shreveport Green

Ljones@shreveportgreen.org

(318) 219-1888 ex12

[Shreveportgreen.org](https://shreveportgreen.org)