



## Neighborhood Coordinator Guide

### STEP 1: SELECT A DATE AND TIME FOR YOUR GIVEAWAY

- Consider school calendars, weather, and other timing issues
- Giveaway date must take place before May 12, 2018

### STEP 2: SELECT THE GIVEAWAY LOCATION

- Choose a centrally located site within your neighborhood to host the Tree Your Block giveaway event. Consider how well the site can accommodate pedestrian and vehicle traffic.
- Be sure the space is large enough for 100 trees and 100 people
- Plan for an alternate location in case of bad weather
- Plan to have a secure location on-site or nearby to store the trees prior to your giveaway – it's best if this location has access to water in case your trees get thirsty!

### STEP 3: GENERATE INTEREST

- Begin outreach to your neighborhood at least 2 months before the giveaway
- Please use only the approved artwork and materials; if other materials are needed, notify Keep Denton Beautiful at [outreach@kdb.org](mailto:outreach@kdb.org) or (940) 349-8737.
- Promote the giveaway to members of your community and surrounding neighborhoods
- Ideas for promoting your giveaway include:

#### *In Print*

- Neighborhood newsletter
- Door Hangers

#### *Online*

- Neighborhood Facebook page
- NextDoor

#### *In Person*

- Announce your giveaway at neighborhood meetings
- Invite KDB to speak at a neighborhood gathering

### **Provided materials:**

- *Sample promotional language; editable door hanger*

### STEP 4: GETTING YOUR TREES

- KDB will have trees delivered to your secure storage location a few days prior to the giveaway.
- Your neighborhood will need to provide at least 3 volunteers to assist with unloading the trees (Trees will be 3-gallon size and weigh approximately 10 lbs each)
- Trees must be watered if they are stored for more than 2 days
- If the storage location is different from the giveaway site, you must arrange for transport of the trees

### STEP 5: RUNNING THE GIVEAWAY

- See sample timeline for day-of steps

#### **Provided materials:**

- *Sample timeline, to-do list, and supply needs*

### STEP 6: REGISTERING PARTICIPANTS AS THEY PICK UP THEIR FREE TREE

As a requirement of this program, coordinators must ensure that each and every tree that is given away is registered with a planting address. This will help KDB in tracking the trees' health, and monitoring success of the program over time.

#### **Provided materials:**

- *Sign-in sheets*



**Contact:** Keep Denton Beautiful \* (940)349-8737 \* [outreach@kdb.org](mailto:outreach@kdb.org)

#### **Thanks for helping us grow Denton's tree canopy!**

*The Tree Your Block Program is made possible by the **Denton Tree Initiative**, a campaign from Keep Denton Beautiful and the City of Denton, designed to increase Denton's tree canopy by offering free trees, forestry education, and incentives to Denton residents, businesses, neighborhoods, and schools. Learn more at [www.dentontreeninitiative.com](http://www.dentontreeninitiative.com)*