



Tree Your Block Program Guidelines

PURPOSE

The purpose of Keep Denton Beautiful's **Tree Your Block Program** is to provide free trees to Denton residents located in "tree-needy" areas for planting on private, residential properties. The Tree Your Block Program offers a neighborhood-centered tree giveaway opportunity, with selected groups hosting their own mini-giveaway on site right in their neighborhood. Through this program, KDB will provide 100 trees (3-gallon size native or adapted species) per neighborhood; will offer assistance and resources to neighborhoods as they plan their giveaway event; and will deliver trees to the site prior to the giveaway. The Tree Your Block Program is made possible through the Denton Tree Initiative, a partnership campaign between Keep Denton Beautiful and the City of Denton to plant 12,000 trees by 2019.

ELIGIBILITY AND REQUIREMENTS

Applications will be accepted from neighborhood organizations, whether formally or informally organized. To be eligible, applicants must meet the following criteria:

- Applicant must represent a specific neighborhood area;
- Trees must be given away to individual Denton residents, for planting on private, residential property. There is a limit of one tree per household. *Trees may not be planted outside the Denton city limits, or on non-residential properties;*
- Applicant must provide a volunteer neighborhood coordinator to plan and direct the giveaway event, and 8-10 additional volunteers from the neighborhood to assist with all aspects of planning and running the giveaway;
- Applicant must provide a date and location for the giveaway event, and is responsible for all details associated with the event, including unloading, storing, and temporary care of trees upon delivery; developing an event plan for traffic flow, registration of tree recipients, volunteer needs (i.e., snacks, water, restrooms), etc.; spreading the word about the event by distributing door hangers, making social media posts, attending neighborhood meetings, etc.; running the giveaway and providing volunteers for directing traffic, registering tree recipients, giving away trees, and any additional support or event needs.
- Applicant must maintain frequent communication with KDB regarding plans for the giveaway, selected giveaway date, and ability to meet the requirements listed in this document;
- Applicant must register a planting address for every tree recipient participating in the event, and return this information to KDB after the giveaway is complete.
- Applicant must make arrangements to return any trees not distributed to KDB within one week following the giveaway.

PROJECT PLANNING

- Review the **Tree Your Block Coordinator Guide** for detailed information on how to plan and successfully complete a Tree Your Block giveaway event, a planning checklist of neighborhood responsibilities, and more.



Contact: Keep Denton Beautiful * (940)349-8739 * lauren@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 partnership campaign between Keep Denton Beautiful and the City of Denton to plant 12,000 new trees by 2019. Learn more at www.dentontreeninitiative.com*