



MASSACHUSETTS ARBORISTS ASSOCIATION
ARBOR DAY of **SERVICE**

AN INTRODUCTION

In April 2010, 200 MAA members from across the state took part in a brand new volunteer initiative called *Arbor Day of Service*. More than 40 Massachusetts communities received an estimated \$325,000 in professional arboriculture services from 52 MAA member firms. The MAA partnered with the Massachusetts Tree Wardens and Foresters Association, and other local community leaders, to identify projects that could benefit from professional tree care. Projects included tree planting, ornamental pruning and hazard tree removal at sites including town parks, elementary schools, community libraries, and playgrounds across the state. More than 2,200 volunteer hours were recorded that day.

This year, the MAA's *Arbor Day of Service* will be held on Friday, April 29, 2011 and we hope you'll be one of the tree care volunteers making a real difference in their own communities.

Make a difference by giving back

The MAA's *Arbor Day of Service* initiative spreads the spirit of generosity and awareness of proper tree care across the Commonwealth. Participating members volunteer and donate professional tree care services --- such as tree planting, ornamental pruning, and hazard tree removal --- right in their own backyards.

Everyone offers project ideas

We got the ball rolling by asking everyone to identify potential projects in their community that could benefit from professional tree care. Our goal was to gather project ideas from all 351 cities and towns in Massachusetts --- and, to date, we have nearly 100 project ideas posted. MAA members reference the listing to get ideas about potential projects for their April 29, 2011 *Arbor Day of Service* volunteer effort.

We're all in this together

Arbor Day of Service projects will run the gamut --- On April 29, hundreds of MAA member volunteers will unite across the Commonwealth and donate everything from a simple tree planting on their Town Common to a full-scale safety pruning initiative at a local Elementary school. Together, we will create awareness about the importance of proper tree care while providing much needed services in our own communities.

How do I get started?

Once you've confirmed your *Arbor Day of Service* (ADoS) project with the sponsor and have registered it with the MAA, take a few minutes to review the ADoS Toolkit and see how the material provided can help you and your project sponsor promote your community effort. You'll find easy-to-use resources like sample news releases, project checklist and FAQs to help get you started. In turn, the MAA will be promoting this statewide event through news releases, trade press coverage, and recognition at an ADoS gathering this fall (details are forthcoming).

We're here to help

If there's anything the MAA can do to help you with your ADoS project, please let us know. We greatly appreciate your involvement and look forward to celebrating your success on April 29, 2011! Contact the MAA at (508) 653-3320, via e-mail info@MassArbor.org, or via our website at www.MassArbor.org.