



MASSACHUSETTS ARBORISTS ASSOCIATION
ARBOR DAY of **SERVICE**

AN INTRODUCTION

The Massachusetts Arborists Association's brand new volunteer initiative called *Arbor Day of Service* will build on the success of the association's traditional celebration by creating a statewide volunteer service day on Arbor Day, Friday, April 30, 2010.

Make a difference by giving back

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

"The MAA's membership includes more than 600 professional arborists," said Dick Stoner, MCA, 2010 Committee Co-Chairman. "In these days of deep budget cuts, we think we can make a real difference by giving back in our own home towns."

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 30, 2010 *Arbor Day of Service* volunteer effort.

We're all in this together

Arbor Day of Service projects will run the gamut --- On April 30, 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 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 30, 2010! Contact the MAA at (508) 653-3320, via e-mail info@MassArbor.org, or via our website at www.MassArbor.org.