



MASSACHUSETTS ARBORISTS ASSOCIATION
ARBOR DAY of SERVICE

“A man has made at least a start on discovering the meaning of human life when he plants shade trees under which he knows full well he will never sit.”

-- D. Elton Trueblood

PLANNING AHEAD

Planning an *Arbor Day of Service* (ADoS) project can be a rewarding experience for you, your company, and your community. Here are a few things to consider as you make your plans for a successful volunteer experience.

CHOOSE YOUR PROJECT thoughtfully. Make sure it is appropriate, in size and scope, and fits comfortably within the parameters of what you want to accomplish in one day.

REGISTER YOUR PROJECT. It's important that the MAA know about your ADoS project. Whether you chose a project idea from the ADoS web listing, or you're planning to undertake your traditional community service project, please be sure to let us know at www.MassArbor.org, or by contacting the MAA at (508) 653-3320.

GET PERMISSION. Confirm that you have the proper permission needed to undertake your project. Get permission, preferably in writing, from the municipality, owner, or other governing body. Address any liability issues up front. If you're working with volunteers, you may want to take a look at amending the sample "Volunteer Waiver Form" found in the Toolkit. It was provided as an example by the City of Framingham.

SAFETY is paramount. Make absolutely sure that you and your crew are employing the latest ANSI Standards, safety measures and best practices.

INCLUDE THE COMMUNITY. Be sure to make others aware of your ADoS plans. Spread the word throughout your community ... via letters to the editor, news releases, and notification of key community leaders and volunteers. Use the samples provided in the ADoS Toolkit as a jumping off point.

ASK FOR HELP. Be sure to ask your host site for help in getting the word out. Many towns and local organizations have strong relationships with the local press. Reach out for assistance in communicating the scope of this statewide project and the important role you and your company will play.

PROMOTE YOUR PARTICIPATION. Use the samples we've provided to alert the local press about your plans for ADoS. Whether it's a news release, letter to the editor, or media alert ... community newspapers are looking for "feel good" stories and your ADoS participation fits that bill. Advance notification is required, so be sure to pay attention to the suggested distribution dates. After the event, use press links and your photographs in your company's newsletter, on your website, and other promotional material. A good way to reference community newspaper contacts is via www.masshome.com/news.

CONSIDER PRODUCING SIGNS. Signs prominently displayed around your worksite will help educate the public about ADoS and the contribution your crew is making to the community. Use the ADoS logo provided in the Toolkit to produce signs for your worksite. In addition to the ADoS logo, you may want to include one, or more, of the following phrases on your signs:

- Tree Care Donated by
[Insert your company name]
- Volunteers at Work
- We're Helping to Care for the Trees in our Community
- Community Service at its Best!
- Giving Back to our Community

Signs can also be stored and used from year to year.

SELECT A SPOKESPERSON. When the media contacts you, either in advance or on-site, you'll want to be prepared with a knowledgeable person designated as a spokesperson. Brief your spokesperson on the key ADoS message, as well as specific information about your project and your company.

SET A RAIN DATE. What happens if it rains? Be sure to think about "Plan B" if the weather threatens to put a damper on your community service plans.

FOLLOW UP is key. Remember to thank your host site, key organizers, community leaders, and the local press. Evaluate the project and your company's experience. Note changes and provide feedback to the MAA.

TAKE PHOTOS & SEND NEWS CLIPPINGS. Capture your ADoS project with photographs. We encourage you to send them to the MAA and we'll upload them to our ADoS web pages. When your activities are covered in the local paper, please send news clippings or links so we can create a "big picture" of ADoS from across the state. We'll use all of this information in the ADoS celebration planned for this fall.

When your *Arbor Day of Service* project is complete, the MAA will ask you to provide the following information:

- Names of your company volunteers
- Names of other organizations and/or volunteers
- Digital photographs
- Newspaper clippings
- Notes of appreciation from your ADoS project hosts
- Feedback regarding your ADoS experience

Thank you for supporting the MAA's first annual Arbor Day of Service!