



8 Easy Ways to Market your TreeBank

- Add TreeBank link to staff email signatures with note: Support our TreeBank.
- Post TreeBank logo/link in multiple locations on website.
- Include tag: "Support your TreeBank at www.YOURsite.org in promotional materials.
- Host a TreeBank 'kick-off' to introduce it and raise funds
 - email announcement to all contacts @ TB
- Put icon with short appeal on ALL campaigns.
- Announce "easy way to give," e.g. "It's easier than ever to support (your org) online."
- Email YOUR TreeBank logo and link to all funders (and potential funders) and friends, and ask them to place it on THEIR websites.
- Use simple marketing messages like "support our local TreeBank."

Twelve reasons why YOUR local TreeBank is worth your ACTIVE outreach.

- Coop marketing materials; Free Public Service Ads.
- Setup and maintenance, no added charges or per-contribution fee.
- The "TreeBank" icon is easy to grasp, and resonates much better than U&CF.
- The TreeBank system raises your profile for local sponsors.
- One of 48 TreeBanks' simultaneous promoting planting, care and education.
- Attracting corporate sponsors, cash, in-kind and matching support .
- Pass-through funding (like the Foo Fighters money).
- More individual giving is done online because it's so easy.
- TreeBank provides reach far beyond your giving area (every major U.S. metro market and globally, 24-7-365).
- TreeLink is a value-added info center backing your organization and TreeBank
- Your TreeBank gives back to a greater cause, an aggregate of program delivery . . . and people give to people who give.
- Your TreeBank helps raise public awareness on a much bigger scale. That comes back to all tree planting, care and education.

Thanks again for your patience while we build this system. If you have suggestions or questions, please call or email us.

Team TreeLink