

# HOW TO HOST A SUCCESSFUL TreeDay

CONGRATULATIONS! YOU'RE ON THE WAY TO HOSTING A NEIGHBORHOOD TREEDAY.

## Identify Neighborhood Leadership

**PROGRAM MANAGER** - Serves as liaison between the neighborhood, the City and TreesCharlotte. They recruit volunteers, rally support within the neighborhood and help coordinate the event.

**TREESTEWARDS** - Create a sense of ownership for the NeighborWoods program within their neighborhood. They make sure trees are watered and receive proper ongoing care.

**COMMUNITY CORRESPONDENTS** - Publicize the event in their neighborhood and solicit community support and participation. They may prepare flyers, make signs or organize door-to-door campaigns to inform residents about planting activities. They also work with the Program Manager to hold community meetings and use social media to increase participation and promote the event.

## Promote Your Event

### VOLUNTEERS ARE KEY!

Build your list of residents who would like trees from the NeighborWoods grant application by directing them to sign up for trees on the TreesCharlotte website.

Schedule staff from TreesCharlotte and the City of Charlotte to attend a neighborhood meeting. Their staff will answer questions, share logistics and inspire residents about your event.



## COMMUNICATION OPTIONS\*

**Schedule staff** from TreesCharlotte and the City of Charlotte to attend a neighborhood meeting.

**Neighborhood newsletter** - include in your print or digital newsletter

**Door-to-door** - spread the word with your neighbors

**Information flyers** - Email to residents. If possible, post flyers in common areas and distribute them at community events

**Social media** - use Facebook and Twitter to publicize the event

**Signs** - place signs in high-traffic areas with contact information and important dates

**Spanish translation** - contact Erin Oliverio (eoliverio@ci.charlotte.nc.us). This request needs at least one week's notice.

## Logistics for a Successful TreeDay

Identify a possible location for the event headquarters. This needs to be easily accessible and centrally located.

One week prior to event, call 811 to identify area utilities. Visit this link <http://www.nc811.org> and select APPS and TOOLS, then SINGLE ADDRESS TICKET and complete the request form. Identify irrigation and cable lines in the neighborhood.

## Build Community

Use this TreeDay event to meet your neighbors and build community in your neighborhood. Some neighborhoods use this event to share a meal, band trees, offer fun children's activities and gather around fire pits.



**TREE SIGN-UPS ARE IMPORTANT!  
COLLECT COMMITMENTS UP TO  
TWO WEEKS BEFORE YOUR EVENT.**

## What to Expect from TreesCharlotte

The TreesCharlotte team is your partner. They will:

- Speak to your neighborhood, HOA or leadership.
- Provide materials to promote your event (samples available at online toolkit).
- Supply trees, mulch and tools. Trees are distributed on a first come, first served basis.
- Provide tree experts who will educate residents on the proper way to plant and care for trees.
- Provide outside community volunteers to help with planting.
- Provide ongoing support with neighborhood TreeStewards for successful tree care.
- Answer questions about the event and the TreesCharlotte program.

## Who to Contact

Dave Cable, Executive Director  
704-577-2004, [dave@treescharlotte.org](mailto:dave@treescharlotte.org)



\*Sample flyers, signs and text can be found at our online toolkit