



## PHS Toolkit: Tree Tenders

This toolkit by the Pennsylvania Horticultural Society (PHS) is intended to help program participants, members of the media, and government and community partners understand and spread the word about our PHS Tree Tenders program and spring community tree plantings.

This toolkit includes:

- Overview of PHS
  - Overview of the program/core messaging for the program
  - Key website pages
  - Links to imagery
  - Templated social media posts
  - Pertinent social media tags
  - Templated emails
  - Templated press release
  - PHS program and staff contacts
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## Overview

### PHS Overview

PHS believes in the power of horticulture to make positive social and environmental change. We use horticulture as a tool to advance health and well-being in the Greater Philadelphia region. As a community, we invest our time, passion, money, and gardens in our cause.

### Tree Tenders Program Overview

The Greater Philadelphia region needs more trees. While a “good” tree canopy coverage (the area of land shaded by trees) is considered to be 30% of land area, the city of Philadelphia only has 20% coverage and as little as 2.5% in some neighborhoods.

PHS is committed to increasing the tree canopy, especially in neighborhoods with few trees and experiencing high rates of poverty, heat exposure, air quality and health issues, and crime. Throughout the year, PHS works with more than 100 community groups, including your local Tree Tenders group, to plant and care for trees in the Philadelphia region.

PHS’s Tree Tenders program works with volunteer-based community groups and municipalities to plant trees throughout the Greater Philadelphia Community. The program provides workshops in tree

planting and care and volunteer group organization. PHS has trained more than 5,200 people who have gone on to lead volunteers in planting over 25,000 trees.

### **Apply for Trees**

By applying for a tree – whether within the Philadelphia city limits or in the surrounding counties – homeowners are supporting PHS Tree Tenders’ mission to create a greener and healthier Philadelphia region. PHS assists Philadelphia homeowners in securing the necessary city permits, cutting sidewalks, and providing the tree and planting supplies. With the help of volunteers, the local Tree Tenders group assists new tree owners in planting their tree and provides outreach and support throughout the year so tree parents can continue to grow their knowledge and stewardship of their new tree.

The next tree plantings will take place in April 2022, but the deadline for property owners to apply for a street or front lawn tree is **[enter your Tree Tenders group’s personal deadline]**.

### **Key Website Links**

- PHS corporate website: <https://phsonline.org/>
- Program web page: <https://phsonline.org/programs/tree-programs/get-a-tree>
- Program web page (shortened): [phsonline.org/treetenders](https://phsonline.org/treetenders)

### **Imagery**

Photos from work produced by PHS Tree Tenders are located here: <https://bit.ly/3JCo20J>

### **Social Media & Web Elements**

#### **Handles and Hashtags**

When crafting posts encouraging your friends and neighbors to apply for a street tree, feel free to use your own text or the samples found below. It is highly encouraged to include photos – whether your own or the photos found [here](#)! We at PHS want to see your posts and support your Tree Tenders Group on social media, so please tag PHS!

#### *Pennsylvania Horticultural Society*

**In Text:** [first instance] The Pennsylvania Horticultural Society; PHS [following instances]

**Facebook:** [Pennsylvania Horticultural Society](#)

**Twitter:** [@PHSgardening](#)

**Instagram:** [@phsgardening](#)

**LinkedIn:** [Pennsylvania Horticultural Society \(PHS\)](#)

#### *PHS Tree Tenders*

**Hashtag:** #PHSTreeTenders

#### **Sample Social Posts**

**\*Please customize the highlighted text with current information**

FB: Did you know that homeowners are eligible to receive a free street or yard tree? 🌳 Learn more and apply today at <https://bit.ly/3w3UIZ2>. Applications are available online in English and Spanish and due [INSERT DEADLINE]. Trees will be planted in April 2022.

FB: Help the [INSERT TREE TENDERS GROUP] increase the tree canopy in our neighborhood! Homeowners are eligible to receive a complimentary street or yard tree! Apply today at <https://bit.ly/3w3UIZ2> to receive your tree this coming spring. Applications close [INSERT DEADLINE].

FB: Spread the word! Time is running out for homeowners to apply to receive a complimentary street or yard tree. Applications are due [INSERT DEADLINE]. Learn more at <https://bit.ly/3w3UIZ2>.

TW: Did you know that homeowners are eligible to receive a free street or yard tree? 🌳 Learn more and apply for your tree at <https://bit.ly/3w3UIZ2>. Applications are due [INSERT DEADLINE].

TW: Spread the word! Time is running out for homeowners to apply to receive a complimentary street or yard tree. Applications are due [INSERT DEADLINE]. Learn more at <https://bit.ly/3w3UIZ2>.

IG: Did you know that homeowners are eligible to receive a free street or yard tree? 🌳 Learn more and apply for your tree at <https://bit.ly/3w3UIZ2>. Applications are due [INSERT DEADLINE].

IG: Help the [INSERT TREE TENDERS GROUP] increase the tree canopy in our neighborhood! Homeowners are eligible to receive a complimentary street or yard tree! Just fill out the application found at <https://bit.ly/3w3UIZ2> before [INSERT DEADLINE].

IG: Spread the word! Time is running out for homeowners to apply to receive a complimentary street or yard tree 🌳 Applications are available online in English and Spanish and are due [INSERT DEADLINE]. Learn more at <https://bit.ly/3w3UIZ2>.

**Examples from Past Years by Tree Tenders Groups**



## Sample E-mails

**\*Please update the highlighted text with current information**

### Apply for a tree email template

Audience: Neighbors, friends, etc.

Subject line: Make your block greener! Apply for a tree by **[INSERT DEADLINE]**! 🌳

Body text:

Hi **[INSERT PERSON'S NAME OR USE 'FRIEND']**,

Would you like your block to be greener, shadier, and healthier? Increase the tree canopy and transform your neighborhood by requesting a tree! **The deadline to apply for a tree is [INSERT DEADLINE].**

[Applying for a tree](#) is quick, easy, and free. PHS Tree Tenders will work with you in handling tree permits, cutting sidewalk pits, and getting the tree to your neighborhood. Then you and your neighbors can rally together to plant and care for it in the spring.

[Request a Tree Today!](#)

-PHS Tree Tenders

### **Tree planting taking place email template**

Audience: Council person/State representative

Subject line: PHS Tree Planting Happening [INSERT DATE HERE]!

Body text:

Hello [INSERT PERSON'S NAME],

The Pennsylvania Horticultural Society Tree Tenders program is hosting a tree planting on [INSERT DATE/TIME] at [INSERT LOCATION]. We'd like to invite you to attend!

Planting trees is a powerful way to enhance the health and well-being of our neighborhoods. PHS Tree Tenders are committed to increasing the canopy, especially in neighborhoods with few trees and high average temperatures.

Help us make an impact on trees. We'd love to see you there! [INSERT REGISTRATION/RSVP INFORMATION]

-PHS Tree Tenders

To find your local state representative and their contact information, visit:

<https://www.house.gov/representatives/find-your-representative>

To find your city council member and their contact information, visit:

<https://philacitycouncil.maps.arcgis.com/apps/InformationLookup/index.html?appid=5aa8ce86ed1a45c99c2c751bd9ebcc06>

## Press Release Template

**\*Please update the highlighted text with current information**

**FOR IMMEDIATE RELEASE: INSERT DATE**

**Contact:**

INSERT NAME | [INSERT NEIGHBORHOOD] Tree Tenders  
INSERT EMAIL ADDRESS

### **NAME Tree Tenders to Plant XXXX Trees**

*[Group/Community Name] Tree Tenders and volunteers join forces to bring benefits of trees to [neighborhood name/municipality]*

**PHILADELPHIA (Date)** -- [Tree Tenders group name] will be planting [#] trees on [date] throughout [neighborhood name and blocks if possible]. [Additional news EX. These new trees are part of the group's long term goals to plant xx trees over xx years in the xx neighborhood.] Support for [XX Tree Tender] group is provided by the Pennsylvania Horticultural Society (PHS).

Studies have linked increased tree canopy (the area of land shaded by trees) to lower rates of violence and better health outcomes, including reduction in heat-related illness. The [US Forest Service](#) researchers estimate that achieving 30% tree canopy would prevent 400 premature deaths per year in Philadelphia. With this statistic in mind, the Greater Philadelphia region still needs more trees. According to a study conducted in 2018 by [The City of Philadelphia and University of Vermont Spatial Analysis Lab](#), the region's tree canopy declined by 6% from 2008-2018, averaging only 20% tree canopy, and with some Philadelphia neighborhoods having as little as 2.5% tree canopy.

[Group Name] hopes to help raise the level of tree canopy in the [neighborhood name] neighborhood through its annual work planting and caring for trees.

PHS Tree Tenders is a core component of PHS's primary areas of impact, including creating healthy living environments and building social connections. The Tree Tenders semi-annual training program offers low-cost education in tree planting/care to individuals and volunteer community groups, primarily in the Philadelphia region as well as worldwide via online training sessions. PHS has trained more than 5,000 volunteers who have gone on to form community groups that rally neighbors to come together to plant and care for trees. During PHS's November 2020 and April 2021 tree planting events, volunteers planted more than 2,000 trees. Since its inception, PHS Tree Tenders groups have planted over 25,000 trees in neighborhoods across the Greater Philadelphia region. Throughout the year, PHS plants and cares for trees and works towards the goal of a healthier urban forest, especially for neighborhoods with low canopy coverage and high average temperatures.

#### **Get Involved with PHS Tree Tenders**

Property owners in [neighborhood name] are encouraged to apply for street trees for the next round of plantings in [April OR November] [year]. Free trees and sidewalk removal will be

limited to up to 3 trees per property owner, and the ability to secure trees is based on available funding.

For more information and to apply for a street or front yard tree, contact [\[TT group contact info\]](#) by [\[deadline date\]](#). Attend a Tree Tenders class this [\[spring OR winter\]](#)! Learn more at <https://phsonline.org/programs/tree-tenders>.

*You can support Tree Tenders and tree planting and care in the greater Philadelphia region by making a donation to PHS by visiting [phsonline.org/support-phs/target-your-impact/more-trees-please](https://phsonline.org/support-phs/target-your-impact/more-trees-please).*

### ***Photo/video opportunities***

[\[Include date, time, and location\]](#)

### **About PHS Tree Tenders**

At the forefront of the urban tree movement across the country since 1993, [PHS Tree Tenders](#) is one of the most respected volunteer urban tree planting and stewardship programs in the world. Offering hands-on tree care training, including identification, planting, and proper care, this program has graduated over 5,200 Tree Tenders in the Greater Philadelphia region. The PHS Tree Tenders® course offers hands-on tree care training for residents and covers tree biology, urban stress on trees, tree identification, tree planting, community organizing, tree pruning, and root care.

The Tree Tenders program, led by the Pennsylvania Horticultural Society ([www.PHSONline.org](http://www.PHSONline.org)), is supported by Pennsylvania's [TreeVitalize](#) program and partners with other organizations to plant and care for trees in the area.

### **ABOUT PENNSYLVANIA HORTICULTURAL SOCIETY**

**The Pennsylvania Horticultural Society (PHS)**, an internationally recognized nonprofit organization founded in 1827, uses horticulture to advance the health and well-being of the Greater Philadelphia Region. PHS programs create healthier living environments, increase access to fresh food, expand access to jobs and economic opportunity, and strengthen deeper social connections between people. PHS's work spans 250 neighborhoods; an expansive network of public gardens and landscapes; year-round learning experiences; and the nation's signature gardening event, the Philadelphia Flower Show. PHS provides everyone with opportunities to garden for the greater good as a participant, member, donor, or volunteer. For information and to support this impactful work, please visit [PHSONline.org](http://PHSONline.org).

## PHS Tree Tenders Questions

*For marketing and communications-related questions:*

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*For program questions:*

PHS Trees Team  
E: [trees@pennhort.org](mailto:trees@pennhort.org)

[INSERT YOUR NAME]  
Tree Tender Leader  
E: [INSERT YOUR EMAIL]