

# LIONS MILLION TREE Campaign Planning Guide



Join Lions from around the world in making an impact on our environment by planting a million trees this year! Whether it means planting a handful of trees at a local school or organizing a large-scale reforestation project, each and every Lion has an opportunity to make a big difference. So make tree planting part of your club's activities this year and help us show the impact of our global network.



## GETTING STARTED

Organizing a tree planting project for your club or district will require careful planning. The following are a few key steps you can take to plan a successful tree planting project in your area.

### STEP 1: CREATE A PLANNING COMMITTEE

This year's Tree Planting Campaign is an important opportunity for Lions to engage their communities in making a big difference for the environment. Creating a planning committee consisting of dedicated volunteers and community stakeholders will help drive the success of your tree planting project. Together, the committee can develop a plan of action, share the work, and help motivate others to join your efforts. You might want to consider asking local schools, businesses and environmental organizations to get involved, and designate a chair to lead the committee's efforts.

### STEP 2: DEVELOP A DETAILED PROJECT PLAN

To ensure the success of your project, you should develop a plan that outlines your tree planting goal and all the necessary preparations. As you work on your project plan, you should address the following questions:

#### WHERE will you plant the trees?

Decide on where trees are needed and how they will benefit your community. There may be a need to restore a degraded natural forest or wilderness area, provide additional protection to an area that is prone to landslides or avalanches, or beautify a residential area in an urban setting.

#### WHAT type of trees will you plant?

Decide on the type of tree you would like to plant. The tree that you choose should be native to your area (a non-invasive species) so that it can survive and benefit the local ecosystem. An endangered species that is particularly scarce in your area may be a good choice.

Once you decide on the type of tree you will plant, you will need to make a note of all the materials and resources you will need. Trees can be grown in many different ways. You may choose to:

- Plant a seed or cutting (pieces of a branch) directly into the ground;
- Plant seedlings grown in a nursery; or
- Transplant a wild seedling from another area.

The method you choose will depend on the type of trees you will be planting and what materials will be available to you. You will also need to consider what additional care (if any) will be needed once the trees are planted (e.g., watering, fertilization, protection from animals, etc.).

#### WHEN will you plant the trees?

The best time to plant a tree is during the rainy season in the tropics or during the dormant season (after leaves falls and before trees bud) in the temperate areas. How soon you begin your tree planting project also depends on the type of tree you will be planting and what materials are available to you. If you will need to start a nursery to grow your own seedlings, for example, it may take 3-4 months for seedlings to be big enough to plant.

#### WHO will plant the trees?

If you are planning a large reforestation project, you may need a large number of dedicated volunteers to accomplish your goal. You may choose to partner with local schools, community organizations, businesses, or other Lions and/or Leo clubs in your area. These partnerships will not only help you get the help and resources you need, but also give you an opportunity to further promote your project.



**NOTE:** As you begin making preparations for your tree planting project, be sure to contact your local authorities to learn about relevant regulations and available resources. A consultation with an arborist or local expert may also be helpful as you decide on the type of trees you would like to plant and when/where it would be best to plant them.

### **STEP 3: PUBLICIZE YOUR PROJECT**

Inform the local community about your tree planting project and encourage them to join you!

Consider:

- Posting flyers
- Contacting local radio or public access television stations
- Sending press releases to community newspapers before and after you implement your project
- Posting project information on your club or district's Web site or other social networking sites such as Facebook
- Inviting local media to cover your event

### **STEP 4: IMPLEMENT YOUR PROJECT**

Involve your club members! Invite family members, friends and co-workers to help which can also generate new membership interest.

On the day of the project, make sure someone is ready to answer questions from volunteers, elected officials, special guests, local media and other members of the community. Because your project will center on the environment, consider asking environmental leaders on your planning committee to serve as spokespersons for highlighting the project and its importance to the community.

### **STEP 5: TELL US ABOUT YOUR TREE PLANTING PROJECT**

Every month throughout the year, we will report the progress Lions are making in planting a million trees around the world. Be sure to tell us about your project and the number of trees your club has planted by completing the monthly Lions Club Service Activities Report. For more information go to [www.lionsclubs.org](http://www.lionsclubs.org) and keyword search tree planting.

### **STEP 6: CELEBRATE YOUR SUCCESS**

Remember to share your accomplishments with people who helped make the project a success. Distribute a news release to local media and send a newsletter to community members who supported your project. Be sure to send thank you letters to those who participated. You may also want to present certificates of appreciation. Hosting a volunteer and partner awards ceremony is also a nice way to recognize everyone's contributions. And, don't forget to share your success with your Lions family – post photos on the Lions Facebook Fan Pages.

#### **Resources**

A number of resources are available to assist you in completing a tree planting project. For materials and campaign updates go to [www.lionsclubs.org](http://www.lionsclubs.org) or contact the Service Activities Division at [programs@lionsclubs.org](mailto:programs@lionsclubs.org).



*The best time to  
plant a tree was  
20 years ago.  
The next best time  
is now.*

— Chinese Proverb

A Million Trees



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JOIN LIONS TO PLANT A MILLION TREES