

# Good Things Do Grow on Trees.

Sponsoring Friends of Trees planting events is great for your business, our community and the planet.

At Friends of Trees we talk a lot about the good things that grow on trees. Things like cleaner water, fresher air higher property values, even safer streets. But most of all, we're proud of all the friendships that grow on trees.

Since 1989 we have planted more than 600,000 new trees in 120+ neighborhoods in six counties across two states. Over this time we've collected thousands of friends and volunteers along the way—many who have been with us since the very beginning. It's their energy and enthusiasm, loyalty and commitment that breathe life into our mission. And with more friends come more trees, and a more beautiful, livable community for all.

**We talk to our friends.** Our e-newsletter, Treemail, has a 20,000+ name distribution list, circulated at least 11 times annually.

**We're social.** 12,000 Facebook page likes, reaching up to 2,500 viewers per post. 8,000 Twitter followers. 1,200 Instagram followers.

**Our website is popular.** 186,000 unique visits to FriendsofTrees.org every year.

## How we tell our story



### WHO ARE FRIENDS OF TREES VOLUNTEERS?

*"I loved working outdoors with my children and showing them how to get out and make a difference, showing them how many other people are getting out and planting trees to help the habitat of the future." FOT volunteer*

- ★ **They're involved.** 45% volunteer for other organizations at least once per month; 95% volunteer at least once a year; 58% are repeat FOT volunteers
- ★ **They're loyal.** 64% would 'definitely' or 'more likely' support a business if it provided financial support to Friends of Trees
- ★ **They have broad age diversity.** 35% are 40-59 years old, 29% are 30-39, 17% are 21-29, 10% are 60 years & better; 9% are under 20
- ★ **They're employed across varied sectors.** 19% work for nonprofits or are in public service; 12% are in the education field; 8% are with a small business; 7% work in the corporate world; and 7% are in health care.

*Supporting  
Friends of Trees  
delivers a triple bottom  
line ... and then some*



- You reach an engaged, supportive audience: **last planting season we worked with 6,200 volunteers.** 64% of Friends of Trees volunteers would 'definitely' or 'more likely' support a business if it provided financial support to Friends of Trees
- You're helping increase the urban tree canopy and restore sensitive natural areas.
- You're building community through supporting events that bring together thousands of volunteers.
- You have access to a turn-key event that is great for employee team-building and community involvement opportunities.
- You're giving back to your community.